

PROCEEDINGS

OF THE SUSTAINABLE
ECONOMIC
DEVELOPMENT
AND BUSINESS
MANAGEMENT
IN THE CONTEXT
OF GLOBALISATION

INTERNATIONAL CONFERENCE 2018 ■

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ACADEMY
of
FINANCE



UNIVERSITY
of
GREENWICH

Welcome Notes

Dear Friends and Colleagues,

We are pleased to welcome you to the **International Conference: “Sustainable economic development and business management in the context of globalisation” (SEDBM 2018)**, which is jointly organized by *Academy of Finance* (Vietnam) and *University of Greenwich* (United Kingdom).

As a result of Academy of Finance and University of Greenwich’s close collaboration with international partners, the International Conference SEDBM 2018 brings together the world-leading experts in finance, accounting, audit, economic and business administration, serving as a point of convergence for researchers, practitioners and policy-makers to meet, share and exchange their ideas. The International Conference SEDBM 2018 will strive to offer not only plenty of networking opportunities, providing you with the opportunity to interact with the leading researchers from both academia and universities, but also an environment to engage in stimulating discussions about research topics and practices. We are especially honoured to have:

Professor **Alex Stojanovic** - *Head of the Department of Accounting and Finance, University of Greenwich, UK.*

Professor **Petros Ieromonachou** - *Head of Department for Systems Management and Strategy, University of Greenwich, UK.*

We are indebted to members of the Organizing Committee particularly, **Mr Jon Sibson** (*Pro Vice Chancellor of the Business School, University of Greenwich, UK*), **Professor Trong Co Nguyen** (*President of Academy of Finance, Vietnam*), for their support to make this International Conference a great success.

We wish you all an intellectually stimulating and productive conference!

On behalf of the Organizing Committee,

Assoc. Prof. Trong Co Nguyen



ACADEMY OF FINANCE

The Academy of Finance (AOF) is a public and research-oriented university, subordinated to the Ministry of Finance, Vietnam. The AOF was officially established under Decision No 120/2001/QĐ-TTg dated August 17th, 2001 of the Prime Minister by integrating the Hanoi University of Finance and Accounting (founded in 1963), the Finance Research Institution (founded in 1961) and the Financial Training Center (founded in 1995). The main site of the Academy of Finance is located in Hanoi.

The mission of Academy of Finance is to provide expertise in research and training of professional finance and accounting to the society, the mission has been defined for our 55-year history with outstanding achievements and contributions branded by our lecturers, researchers and students.

The AOF established self-evaluation council since 2006 according to regulations of MOET Vietnam. This council significantly helped improve the academic performance, and in April 2016, AOF was accredited by Center for Education Accreditation (CEA) – Association of Vietnam Universities and Colleges (AVUC). The accreditation result was published according to the Decision 10/QĐ-KĐCLGD dated February 20th, 2017 of AVUC ranking AOF in top 5 best universities in Vietnam.

The Academy of Finance offer a high quality of training and research through 14 faculties: Fundamental Sciences, Political theories, Public Finance, Tax and Customs, Corporate Finance, Banking and Insurance, International Finance, Accounting, Business administration, economic Information. Languages, Economics, Master and Doctoral training, Part-time training, two centers: Center for Languages and Informatics Training, Information Technology Center, 2 research institutes: Institute for International Finance Education (IIFE) and Institute of Economics and Finance and 13 support divisions.

AOF offers a rich training programs included ordinary undergraduate/graduate programs spread in 06 academic majors: Finance and Banking, Accounting and Auditing, Business Administration, Management Information, Economic and Financial English, Economics. The AOF also offer to international and vietnamese students with different choices partially/totally taught in English such as High Advanced Program or Dual Degree Programme (DDP - a Joint Training Programme between the Academy of Finance (Institute of International Finance Education) and the University of Greenwich (UK).

Throughout its history, AOF's qualified scientists and lecturers have been supporting more than 85,000 students including 5,000 masters and 300 doctors and additionally 500 international students for Laos and Cambodia in the last 55 years. Significantly, a large number of AOF's graduates are leaders of the Government, ministries, local authorities and businesses. The academy has also been recognized for conducting thousands of valuable research projects for the policy makers in economic development of the State. The rich tradition and custom makes AOF unique among the other universities and colleges in Vietnam and attracts thousands of learners to study at the academy annually.

The valuable contributions of AOF to the development of the State in training and doing research has been respected publicly, the academy has been recognized with national unique awards. Many AOF alumni are key people in the Government and Local Administrations.



UNIVERSITY OF GREENWICH

The University of Greenwich is a public and research-oriented university located in London, in the United Kingdom. It has three campuses in London and Kent, England. These are located at Greenwich, in the grounds of the Old Royal Naval College, and in Avery Hill and Medway. Previous names include Woolwich Polytechnic and Thames Polytechnic.

The university's range of subjects includes architecture, business, computing, mathematics, education, engineering, humanities, maritime studies, natural sciences, pharmacy and social sciences.

The university dates back to November 1891, when Woolwich Polytechnic, the second-oldest polytechnic in the United Kingdom, opened in Woolwich. In 1970, Woolwich Polytechnic merged with part of Hammersmith College of Art and Building to form Thames Polytechnic. In the following years, Dartford College (1976), Avery Hill College (1985), Garnett College (1987) and parts of Goldsmiths College and the City of London College (1988) were incorporated.

In 1992, Thames Polytechnic was granted university status by the UK government (together with various other polytechnics) and renamed University of Greenwich in 1993. In 2001, the university gave up its historic main campus in the Bathway Quarter in Woolwich, relocating to its current main campus in Greenwich, a UNESCO World Heritage site on the banks of the River Thames, and close to the financial centres of the City and Canary Wharf. The location is genuinely unique combining the advantages of such a beautiful and historic setting with being 15 minutes by light rail from the centre of London.

The campus is home to the Business School and the Faculty of Liberal Arts and Sciences. The campus also includes university's Greenwich Maritime Institute, a specialist maritime management, policy and history teaching and research institute.

The Business School at the University of Greenwich combines strengths in teaching and research with an emphasis on equipping our students with the practical knowledge and skills sought by employers. It offers a comprehensive range of high-quality undergraduate degrees through five departments: Accounting & Finance; International Business & Economics; Human Resources & Organisational Behaviour; Marketing, Events & Tourism; Systems Management & Strategy. Many of the programmes are accredited by key UK professional bodies and course content is constantly revised to reflect current business priorities and the demands of employers.

The campus has a large library at Stockwell Street in the centre of Greenwich which houses an extensive collection of books and journals, language labs and a 300-PC computing facility. Other facilities include specialist computer laboratories including one at Dreadnought centre, a TV studio and editing suites. The Stephen Lawrence Gallery at the Stockwell Street building, showcases the work of contemporary artists and is linked to the Department for Creative Arts.

ASSOCIATE PROFESSOR NGUYEN TRONG CO

PRESIDENT OF THE ACADEMY OF FINANCE



Assoc. Prof. Nguyen Trong Co is the President of the Academy of Finance. He has been working for the Academy of Finance since he was young and played different roles as Lecturer, Head of Financial Analysis Department, Deputy Head of Human Resources Department before becoming Vice President of the Academy of Finance. He was nominated as the President of Academy of Finance in 2014 and has been in that position so far.

He is the Editor of the Journal of Finance and Accounting Research and serves the Scientific Board of Finance Research Sector as Vice President and a member of *Scientific Board of Banking Research Sector*.

He was also nominated as honor member of FCPA Australia.

Assoc. Prof. Nguyen Trong Co is the author/coauthor of more than 21 valuable text books and supplementary materials such as “Financial Analysis”, Finance Publishing House, 2017, “Auditing management and Usage of mineral resources for sustainable development in Viet Nam”, Finance Publishing House, 2016 and etc.

He has researched actively with more than 20 research projects spread on different fields: Corporate Finance and public finance, and Technological Markets. In the Academy of Finance, he has published more than 70 articles in both local journals and international journals.

MR JON SIBSON

**PRO VICE CHANCELLOR OF THE BUSINESS SCHOOL IN THE UNIVERSITY OF GREENWICH
SEDBM 2018 CO-ORDINATOR**



Jon Sibson is the Pro Vice Chancellor of the Business School in the University of Greenwich. He joined the Business School from PricewaterhouseCoopers LLP (PwC), where he had been a partner since 1997.

He led the Government and Public Sector practice in the UK, and was a member of the global leadership team for this area of the business. Prior to this he led the Public Private Advisory practice in the UK for five years, after previously leading the equivalent business in South East Asia while based in Singapore.

Prior to joining PwC Jon was a senior civil servant, serving in the Home Office and also on secondment to the Cabinet Secretariat. In the Home Office he carried out a number of policy roles in the criminal justice area, and also worked in the areas of broadcasting policy and race relations. He also acted as Private Secretary to the Rt Hon Douglas Hurd. While in the Home Office he was a member of the local branch committee of the FDA.

KEYNOTE SPEAKERS

Professor Alex Stojanovic



Professor Alex Stojanovic is Head of the Department of Accounting & Finance. He was formerly a founding member and Director of Research at Bradley Financial, a City of London-based equity research/financial consulting agency.

Prof Stojanovic graduated with a BA Economics with honours from Belgrade University, and an MBA Finance and a PhD Finance from Cass Business School, London. In addition to his extensive undergraduate and postgraduate teaching experience, Prof Stojanovic has won praise as an executive education professional, most notably as a visiting Lecturer in Finance at the Cass Business School's Executive MBA programme.

Prof Stojanovic started his career in commercial banking with Komercijalna Banka Belgrade, and has considerable project management and consulting experience through his involvement in international banking projects, including work on International Payment Systems in association with the Bank of England and work on the Impact of the Euro on the UK Banking Industry in association with the Corporation of London.

Prof Stojanovic is also a Director of the Centre for Governance, Risk and Accountability which is active in the areas of corporate governance, corporate social responsibility, risk management, behavioural finance and banking regulation.

PROFESSOR PETROS IEROMONACHOU



Professor Petros Ieromonachou is the Head of Department for Systems Management and Strategy at the University of Greenwich Business School. He has written, managed and delivered various courses on transportation and logistics management.

He is a research active academic with wide ranging interests and experience - transportation policy and management, energy and sustainable development, strategic niche analysis, urban studies and smart cities

Previously, he worked at the Open University, and also served for several years as a visiting Research Fellow in the Design Group of the Faculty of Mathematics, Computing & Technology.

Professor Ieromonachou established 'Connected Cities', a multi-disciplinary research group which builds on a variety of theories and knowledge, including system dynamics, discrete choice analysis, neo-institutional theory, strategic niche management, social network theory and decision analysis.

The mission of this group is to bring together different expertise to explore the expanding urban challenges and opportunities to improve quality of life, competitiveness and sustainability of cities. He extended his network by establishing an international research forum between the University of Greenwich and collaborative partner Universities in China, and through organising an annual research workshop on 'Smart Urban Policy Futures'

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ĐỀ DẪN HỘI THẢO QUỐC TẾ PHÁT TRIỂN KINH TẾ VÀ KINH DOANH BỀN VỮNG TRONG ĐIỀU KIỆN TOÀN CẦU HÓA (SEDBM2018)

Chúng ta đang sống trong những thập kỷ đầu của thế kỷ XXI với 3 đặc trưng nổi bật: (i) phát triển bền vững đã trở thành chiến lược phát triển của toàn thế giới; (ii) hội nhập và toàn cầu hóa và (iii) biến đổi khí hậu đã trở thành thách thức lớn nhất cho toàn nhân loại trong thế kỷ XXI. Phát triển kinh tế bền vững là mục tiêu hướng tới của nhiều quốc gia. Tính bền vững về kinh tế được thể hiện trên các khía cạnh: sự gia tăng quy mô kinh tế, tăng trưởng kinh tế, chuyển dịch cơ cấu kinh tế theo hướng tiến bộ và bình đẳng về cơ hội tham gia cũng như hưởng thụ thành quả của quá trình phát triển. Toàn cầu hóa không chỉ là một tiến trình kinh tế mà còn là sự phản ánh những khát vọng vươn xa, những mưu cầu hạnh phúc và chinh phục thử thách của loài người. Với trên 150 Hiệp định thương mại tự do (FTA) và khu vực, chiếm 58% tổng số Hiệp định của thế giới, châu Á đang đi đầu về hợp tác, hội nhập quốc tế. Bên cạnh đó sự phát triển kinh tế và công nghệ quá nhanh trong khi năng lực quản trị ở cả cấp độ toàn cầu và quốc gia chưa kịp thích ứng, các tiến bộ về công nghệ sinh học, trí tuệ nhân tạo, điện toán đám mây... đòi hỏi các quốc gia không chỉ đổi mới mà phải sáng tạo những mô hình kinh doanh hoàn toàn mới. Tác động của toàn cầu hóa và hội nhập quốc tế làm cho thế giới đương đại đang có những chuyển biến, tác động sâu sắc trên nhiều lĩnh vực của đời sống kinh tế - xã hội của nhân loại. Hiện nay, Việt Nam tham gia đàm phán và ký kết khoảng 17 Hiệp định thương mại tự do, song phương và đa phương. Việc tham gia các FTA đã tạo ra nhiều cơ hội nhưng cũng không ít các thách thức cho Việt Nam trong quá trình phát triển kinh tế - xã hội. Đề tận dụng cơ hội và vượt qua thách thức Đảng và chính phủ Việt Nam đã xác định rõ phát triển bền vững là mục tiêu bao trùm trong chiến lược phát triển kinh tế - xã hội đất nước, không chỉ là nhiệm vụ của một bộ, ngành, một lĩnh vực, địa phương, không chỉ là vấn đề kinh tế, chất lượng tăng trưởng mà bao gồm các vấn đề xã hội, môi trường, văn hóa, con người. Để đưa nền kinh tế phát triển thịnh vượng đi đôi với bền vững môi trường và hòa nhập xã hội trong thời gian tới, Việt Nam cần phải tiếp tục: đổi mới mô hình tăng trưởng kinh tế theo hướng chuyển nền kinh tế phát triển theo chiều rộng sang chiều sâu; nâng cao chất lượng, hiệu quả và sức cạnh tranh của nền kinh tế; phát triển nhanh, bền vững; sử dụng tốt các nguồn lực để thúc đẩy tăng trưởng kinh tế bền vững; tạo lập môi trường cạnh tranh bình đẳng; đổi mới và hoàn thiện hệ thống chính sách kinh tế, bảo vệ môi trường và đảm bảo công bằng xã hội; nâng cao chất lượng nguồn nhân lực; tăng cường hội nhập quốc tế; tận dụng cơ hội tốt cơ hội từ các FTA và cách mạng 4.0 mang lại...

Hội thảo SEDBM 2018 đã nhận được 163 bài viết và lựa chọn, biên tập được 135 bài viết để đăng trong Kỷ yếu Hội thảo. Các bài viết này đã được các nhà khoa học và Ban biên tập của Hội thảo phân biện và chọn lựa. Các bài viết tham gia Hội thảo SEDBM 2018 có chất lượng, đa dạng về chủ đề nghiên cứu, được thực hiện cả bằng tiếng Việt và tiếng Anh. Những bài viết được chọn tham dự Hội thảo đều có giá trị không chỉ đúng từ góc độ lý luận mà cả từ góc độ thực tiễn về phát triển kinh tế bền vững trong điều kiện toàn cầu hóa. Nội dung các bài viết công bố kết quả nghiên cứu được chia thành ba nhóm chính, cụ thể như sau:

- Về Kinh tế, quản trị kinh doanh: với chủ đề này, các bài nghiên cứu đã tập trung vào các nội dung như phát triển chuỗi giá trị, phát triển kinh tế xanh, thực hiện công bằng trong phân phối nguồn lực tài chính, xây dựng mô hình phát triển bền vững, năng suất lao động và khả năng cạnh tranh, chiến lược marketing;

- Về Tài chính: ở nội dung này, các bài nghiên cứu đã đề cập đến nhiều vấn đề như tái cấu trúc và phát triển bền vững tài chính công, các quyết định tài chính doanh nghiệp nhằm phát triển doanh nghiệp bền vững, thị trường chứng khoán, hệ thống pháp luật thuế, chuyển giá và tự do hoá tài chính;

- Về Kế toán kiểm toán: các bài nghiên cứu tập trung vào kế toán môi trường nhằm đảm bảo sự phát triển bền vững xã hội, xu hướng kế toán kiểm toán trong bối cảnh cuộc cách mạng công nghiệp 4.0, kế toán trách nhiệm xã hội, mức độ công bố thông tin trách nhiệm xã hội của doanh nghiệp.

Hội thảo SEDBM 2018 tập trung thảo luận về phát triển kinh tế và kinh doanh bền vững trong điều kiện toàn cầu hóa để nhìn nhận rõ cơ hội và thách thức. Học viện Tài chính và Ban Tổ chức Hội thảo trân trọng cảm ơn quý vị đại biểu, các vị khách quý và các nhà khoa học đến từ các trường đại học, viện nghiên cứu, các đơn vị trong nước và quốc tế đã nhiệt tình tham gia và đóng góp vào sự thành công của Hội thảo. Trân trọng cảm ơn sự quan tâm và phối hợp chặt chẽ trong công tác tổ chức của Ban Lãnh đạo trường đại học Greenwich – vương quốc Anh, các đơn vị, cơ quan Bộ/ngành có liên quan đã đóng góp vào sự thành công của Hội thảo lần này. Hội thảo sẽ là nơi để các nhà khoa học trong và ngoài nước trao đổi về học thuật cũng như kinh nghiệm nghiên cứu và giao lưu, hợp tác trong nghiên cứu khoa học, chuyển giao công nghệ.

Học viện Tài chính và Ban Tổ chức Hội thảo kính chúc quý vị đại biểu, quý nhà khoa học sức khỏe, hạnh phúc và thành công! Kính chúc Hội thảo thành công tốt đẹp!

BRAND COMMUNICATION AS SUSTAINABLE BUSINESS DEVELOPMENT SOLUTION FOR ORGANIC STARTUPS IN VIETNAM

Ngo Phuong Anh* - Nguyen Thu Huyen**

ABSTRACT: *This research represents the consequence of building brand communication in sustainable economic development for organic startup companies in Vietnam. The study first considered the impact of brand communication strategy and activities on sustainable development for businesses, therefore, startups. The objective of the study is to analyze and evaluate the effectiveness and importance of brand communication strategy on the sustainable development of three organic startup companies in Vietnam: Soya Garden, Biophap, and Organica, and finally provide some recommendations for other organic startup businesses in Vietnam.*

Keywords: *sustainable development, sustainable business development, organic, startup, brand communication, marketing activities*

1. INTRODUCTION

Recently, “startup” - a newly formed company developing innovative products or services has brought an energetic and creative trend to the enterprise community in Vietnam. They are potentially promising as a motivation for strong economic growth and a prosperous society. Startup entrepreneurship is crucial for the economy of Vietnam because of innovations, new jobs and dynamic competitions they bring into the business environment. Vietnam’s ministries are currently working on new supported policies, investment tools to assist startup companies. There are about 3,000 startup businesses in Vietnam by April 2017 according to Echelon Magazine, Singapore.

Joining the sustainable development, organic products are also creating the phenomenon in the market. Organic products startup companies are considered as the combination of two current leading revolutions. The appearance of organic startups cultivates environmentally-friendly production and consumption and helps the society gradually pursue sustainable development. Among 3000 startup entities in Vietnam, there are only less than 100 startups which are officially certificated as “organic” by United States Department of Agriculture and EU Organic farming.

The propitiousness brought by organic startup businesses is undeniable but these companies meet with difficulties of expressing their values to the society. A survey by Nielson Vietnam shows that 86% of Vietnamese are willing to pay higher prices for environmentally-socially-friendly products and clean brand names but 70% are inaccessible to organic products. Therefore, on approaching sustainable development, organic startups have to regulate their green planning and production along with the management of their brand communication.

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2. IMPACT OF BRAND COMMUNICATION ON THE SUSTAINABLE DEVELOPMENT OF COMPANIES

2.1. About brand communication

2.1.1. Overview of brand

The most powerful brands are the most powerful assets. Developing brand equity is growing “the value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations, and other assets such as patents, trademarks, and channel relationships” (Kotler, 2000, p. 470). Companies with strong brand equity can expect stable revenues as devoted consumers would go for a chosen brand rather than switch to a more profitable substitute.

Philip Kotler in his book *Principles of Marketing* defines brand as “a name, term, sign, symbol or design, or a combination of these, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors” (Kotler, 2000, p. 469). However, to date, the understanding of the concept of a “brand” has expanded to a certain extent and stands for more meaning than just the classical interpretation proposed by Philip Kotler.

A brand has broader meanings than just a memorable logo or a name, which are extracted from its brand core which contains the main idea of the brand. The brand core is referred to the set of values that a company wants to be associated with or the soul of a company, a great story that a company wants to tell to its audience, a position that differentiates a brand from its competitors. Generally, the core of a brand is a company’s essence described in several words and usually reflects the corporate values as well. The meanings of a brand are presented by at a four-level structure in the *Principles of Marketing* book and are the following: Attributes, Benefits, Values, and Personality (Kotler 2000, p.469).

- Under the first level meanings goes the parameter, which is mentioned as “Attributes” and is referred to specifications an offered product possesses. As consumers are seeking not specifically for the “attributes” a company advertise its product with, but more of the benefits they can receive from it, a company must transfer these “attributes” into “functional and emotional benefits”.

- The third level of brand meaning comes the “Values”, which are the same as the corporate values such as “heritage, integrity, and nature”. At this level of brand meaning, the main task of a company is to propose the values that are corresponding to the values of its target audience.

- The last level of the brand meaning is “Personality”, which implies the ability of a brand to be presented as a person. When a person is willing to purchase a product, he or she is willing to obtain one that is same or similar to their personality.

All these complex levels of a brand prove that the perception of the brand as just a label or simply identification is improper. Additionally, these four levels are essential in brand building, each company can add more elements in order to differentiate themselves from their competitors and create more value for their consumers though. Nevertheless, it is important to understand the complexity of brand creation and its positioning on the market, meaning that a company should not choose one or two levels as an area of its focus, but rather perceive all its elements as a whole, building on the brand core and ending on its externalities.

Before building a brand, first and foremost, enterprises should be understood that a brand is one of the most important assets of a company, and its further progress depends on the constant communication of a brand essence, its integrity, value, and uniqueness.

2.1.2. About brand communication

Marketing communications are seen as brands' 'voice' (Keller 2009) and are therefore perceived as a crucial strategic tool for building brands (Keller 1993; Naik and Raman 2003). Academics stress out that marketing communications contribute to a brand building if they are based on unique brand identity (Aaker and Joachimsthaler 2000; de Chernatony 1999).

Brands vary in power they exercise in the marketplace - because, ultimately, their power resides in the minds of consumers (Chernatony, 2006; Chernatony and Dall'Olmio Riley, 1998b; Kapferer, 2008). The power of a brand can thus be understood in terms of its position in the minds of customers: which brands do buyers have a degree of awareness recall, and recognition. Nowadays, marketing communications are believed to contribute to building high customer-based brand equity (Vakratsas and Ambler, 1999; Yoo, Donthu, and Lee, 2000). Pelsmacker et al (2004) state that, successful brands have to be different, it should be innovated, the brand should have some added value attached with it and it should have a long - term integrated communication support for the customers. It means that building strong brand communication is one of the most important things that one company should do if they want to communicate with their target customers. And, indeed, through communication, companies can mainly provide knowledge for the customer about their brand, their company. Quality, customer services can also come under communications as well as availability, price, and so on.

Brand communication tools give more freedom and information to customers to interact with each other and the marketers. Consumers were no longer act like receivers of messages sent by marketing agencies and companies through conventional media forms: customers who previously used to receive messages suddenly became active communicator (Patti & Schultz, 2009). They are created more opportunities to received different information in different ways such as Advertising, Sale promotion, Public relations and publicity, Events, and experiences, Direct Marketing, Personal selling.

- Advertising - Advertising can be used to create a long-term image for a product or generate quick sales. It offers opportunities for amplified expressiveness and is also pervasive, able to reach geographically dispersed buyers efficiently (Kotler and Keller, 2007). Certain forms of advertising, such as TV, newspaper, radio, professional and technical magazines, and so on.

- Sales promotion – Sales promotion tools - coupons, contests, premiums, offer three key benefits: Communication - getting the attention that may lead the consumer to the product; Incentive - offering a concession or an inducement that gives value to the consumer; Invitation - including a distinct invitation to engage in the transaction. Sales promotion can be used for short-run effects such as dramatizing product offers and boosting sales. (Kotler and Keller, 2007)

- Public relations and publicity - According to Kotler and Keller (2007), the appeal of public relations and publicity is based on three qualities: High credibility - news stories and features are more authentic and credible than advertisements; Ability to catch buyers off guard - reaching prospects who prefer to avoid salespeople and advertisements; Dramatisation - the potential for dramatizing a company or product.

- Events and experiences - A well-chosen event or experience seen as highly relevant can get the consumer personally involved. Because events and experiences are live, consumers find them more actively engaging. Also, events are more of an indirect "soft sell." (Kotler and Keller, 2007)

- Direct marketing - All forms of direct marketing - direct mail, telemarketing, Internet marketing - share three characteristics: Customised – to appeal to the addressed individual; Up-to-date - can be prepared very quickly; Interactive - can be changed depending on the person's response.

- Personal selling - Personal selling is the most effective tool at later stages of the buying process, particularly in building up buyer preference, conviction, and action (Kotler and Keller, 2007).

2.2. Sustainable business development theory

2.2.1. Overview of sustainable development

The term, 'sustainable development', first appeared in the World Conservation Strategy composed by the United Nations Environment Programme (UNEP) and the International Union for the Conservation of Nature (IUCN) in 1980. Later in The Encyclopedia of the Environment (Eblen and Eblen, 1994), the description of 'conservation' concept, interpreted as 'the management of human use of the biosphere so that it may yield the greatest sustainable benefit to present generations while maintaining its potential to meet the needs and aspirations of future generations', emerged as an advanced terminology of 'sustainable development'.

In 1987, the UN's World Commission on Environment and Development delineated 'sustainable development' was the complex of action to alleviate poverty, safeguard the environment, and feed the world. The modern concept of sustainable development is derived mostly from the Brundtland Commission Report, *Our Common Future*, defined 'sustainable development' as 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs (WCED, 1987). This definition has been widely published and is accepted as authoritative. Sustainable development consisting of a long-term, integrated approach that is organized for assisting human development goals while at the same time maintaining the capability of natural systems with the natural resources and ecosystem services upon which the economy and society depend. The sustainable development goals are to balance our economic, environmental and social needs, allowing prosperity for now and future generations.

This is demonstrated by The limits to growth (Meadows et al, 1972) posit that economies will not be sustainable if natural resources are excessively used and if society continues to rely upon phenomena that drove growth in the past. Sustainable Economic Development enables nations to develop mutual benefit of regions for reducing poverty and generating sustainable and equitable economic growth worldwide, strengthening the economic productivity, innovation, and competitiveness by investing in their fundamental assets of people and place. Sustainable Economic Development brings together leaders from government, business, professional institutions, community groups, non-governmental organizations, and the communications media in from nations all over the developed and developing world without compromising the ability of future generations and also nature and environment.

2.2.2. Sustainability revolution

Sustainable Economic Development recognizes a green market is emerging, policies and procedures are exclusively constructed to assist the market in general and individual green businesses, sustainable production and consumption and sustainable marketing in particular.

Sustainable production is based on 3 key sources of strength: the economic, the environmental and social ones. Production activities can be assigned as sustainable production provided that they are economically efficient for businesses while avoiding affecting the environment and human health, minimizing the amount of waste and use of natural resources, energy, toxic substances. Sustainable production supports sustainable consumption, especially since every producer is also a consumer and every consumer can selecting the products, promote the green ones and the cycle continues. Sustainable production considers consumers' wants, the company's requirements, consumers' long-term concern, environmental issues, and society's

long-run interests. The optimal decisions of businesses are following the societal marketing concept. The dimensional concept of societal marketing is composed of social welfare, individual welfare, company profits (Kaplan, 2014).

Philip Kotler's concept of societal marketing in a 1972 article "What Consumerism Means for Marketers" in the Harvard Business Review suggested that for the well-being of society, deficient products should be disposed of the market, pleasing and salutary products should undergo a product modification process before becoming desirable, by incorporating missing short-term benefits into salutary products and long-term benefits into pleasing products, and the ultimate goal of the businesses should be to develop desirable products rather than focusing on profit, which can be beneficial or detrimental for the consumers. Societal marketing developed into sustainable marketing. Sustainable marketing requires businesses to include social, ethical and ecological considerations in product and market planning.

2.3. The development of organic companies

In recent decades, along with the sustainability revolution and consumers' demanding of food safety and transparency, a new business model has been raising as the most noticeable trend to develop in the market which named "organic company". They are entities that provide foods and personal care products with no use of chemical preservatives, genetically modified organisms and pesticides. Organic companies apply the societal marketing concept in a view of raising awareness of the environment and human health, stimulating sales and creating a reputation. According to United States Department of Agriculture, "organic" is a labeling term that indicates that the food or other agricultural product has been produced through approved methods. These methods integrate cultural, biological, and mechanical practices that foster cycling of resources, promote ecological balance, and conserve biodiversity. Synthetic fertilizers, sewage sludge, irradiation, and genetic engineering may not be included in the process. All organic farms and food companies are inspected at least once a year and the standards for organic food are laid down in specific regulations.

2.4. Start - up companies

Startups as innovative companies are in the process of realizing business ideas to create a new kind of product, goods, or service or a new business model that no other companies have used.

2.4.1. Characteristics

- High growth potential – Startup business idea is based on shaky hypothesis, but the founders have clearly indicated the need on the market and if the execution works out as intended, the product or service has an impact on many potential customers. High growth is also potential is also related to quick implementation, meaning that the product or service can be launched quickly and brings massive traction at once.
- Scalability – Startup business model is build up so that the product or service can be offered in many different markets at once. There might be some customizations in the customer accusation model (e.g. customer support, languages, logistics, marketing activities), but in general, the global market can be tackled at the same time with the same core product or service.
- High risk – Startup idea is unique or different/better than the competitive solutions on the market in some cases. This makes the implementation uncertain and naturally quite risky. There are startup companies that are following the success stories of other companies (using the same business model, entering the same markets, having the similar product or service features). In this case, the traction takes longer but some risks connected with sales and marketing can be reduced as well.

- Lack of resources – Startup companies are always lacking the resources (mostly time and money) because their target market is large and the product development requires a lot of testing and redeployment. The key is to find a correct balance between the development and implementation. The ultimate goal is to reach the revenue phase as quickly and cost-efficient as possible.

2.4.2. Challenges of startup companies

- Prior research on challenges of startups addresses a number of common challenges among different startups (Shepherd et al., 2000). However, there are some common challenges, most of the challenges are unique, and the extent to which they affect startups differs. Some of the main common challenges are as follows:

- Financial challenges - Finance is an integral part of the startup process. Any startup would face financial issues and problems for several reasons and in different stages (Colombo & Piva, 2008; Tanha et al., 2011; Salamzadeh, 2015 a, b; Salamzadeh et al., 2015) because product development requires a lot of testing and redeployment.

- Human resources - Startups normally start with one founder and/or some cofounders. As time goes by, the founder needs more experts to develop other processes of the company. Then, he/she has to negotiate with people, make team and finally hire employees. This process is so critical to succeed and if the founder lacks enough knowledge of the field, the startup might fail due to human resource management issues (Salamzadeh, 2015 a,b; Salamzadeh, 2014).

- Support mechanisms - There are a number of support mechanisms that play a significant role in the life cycle of startups. These support mechanisms include angel investors, hatcheries, incubators, science and technology parks, accelerators, small business development centers, venture capitals, etc. Lack of access to such support mechanisms increases the risk of failure (Salamzadeh, 2015 a, b).

- Environmental elements - Last but not least is the effect of environmental elements. Many startups fail due to lack of attention to environmental elements, such as the existing trends, limitations in the markets, legal issues, etc. While a supportive environment facilitates the success of startups, a maleficent one could result in the failure (Boeker, 1988). The environment for a startup is even more difficult and critical than for an established firm (Bruton & Rubanik, 2002; Van Gelderen et. al., 2005).

3. BRAND COMMUNICATION ACTIVITIES OF ORGANIC START UP COMPANIES IN VIETNAM

3.1. Development of organic startup companies in Vietnam

In recent years, startup companies have received a lot of attention from the government and the private sector. In Vietnam, there is not yet an official legal document that standardizes the concept of startup. According to Echelon, Singapore - one of the largest online media startups in Southeast Asia, there were about 3,000 startup companies in Vietnam in April 2017, an increase of 67% compared to 2015.

Not except from the rest of the world, organic products and the increasing demand for them are also creating phenomenon in Vietnam. A report on the trend of organic food consumption in 2017 shows that 86% of Vietnamese consumers interviewed will choose local, natural and organic products when possible. However, Ministry of Agriculture declared that only 150 companies are received certifications by United States Department of Agriculture (United States Department of Agriculture) and US Department of Agriculture and the European Union (EU) for the organic products. However, the development of organic startup business cannot catch up with the rising number of demand.

3.2. Brand communication activities of notable organic start up companies in Vietnam

Organic agriculture is taking shape in Vietnam, numerous startups in this field desire to grow and satisfy the increasing demand. Although parts of consumers are interested in organic products, in fact, organic food does not have their place in the market. Their prices are twice as much due to the required advance technology and even consumers can not determine the difference between organic and normal products just by reading unreliable information on the label. Therefore, organic companies, especially startups need to improve brand communication to bring the real value and quality of organic products to society. Based on the list of companies certified as “organic” by United States Department of Agriculture (United States Department of Agriculture), we choose three Vietnamese organic food startup companies as a representative to examine brand communication activities and evaluate their effectiveness: Soya Garden, Organica, and Biophap.

3.2.1. Soya Garden

Soya Garden Joint Stock Company is one of the most popular startups in the domestic F&B market. Established in April 2016, the concept of Soya Garden is focused on developing products derived from organic non-GMO (genetically modified organism) soybean. Originating from pure organic soybeans, the core values of Soya Garden are modern culinary trends, appreciating and enhancing the beauty, health, and experience of the customers. After 2 years of implementation, up to now, Soya Garden has 13 stores. In December 2017, two founders of Soya Garden - Hoang Anh Tuan raised fund successfully on a startup reality show called Shark Tank Vietnam with a commitment of actually VND 20 billion and planned to open 70 stores in Southern cities of Vietnam. In the next five years, the brand desires to establish the habit of drinking soy milk and making this dessert become popular as coffee or tea.

At the beginning of the launch, Soya Garden had two main products: organic soymilk and bean curd (Singaporean soybean dessert). Soya Garden’s soy ingredients are certified organic by United States Department of Agriculture, non-genetically modified and the seeds are imported directly from Singapore. So far, Soya Garden has expanded to other product categories based on customers’ interests, such as tea, smoothie coffee, Japanese milk tea, vitamins, etc. Especially with the concept “Everything from soya”, all drinks used milk are cleverly replaced by soy milk. For the most natural taste experience, products are produced in a “just in time” process and used only for the day and produced no more than 5 hours ago. Product development team conducts regular research to build menus for every occasion in the year. 30-40% of core products will still be retained, other products will change according to trend or season.

3.2.2. Organica Investment Joint Stock Company

Organica Investment Joint Stock Company is an organic foods development and distribution system established with the goal of helping Vietnamese consumers to live a healthier life by consuming clean, organic and non-genetically modified foods. In 2015, after many efforts of self-development and production, Organica’s farm in Long Thanh, Dong Nai Province, Vietnam has been certified organic by the US Department of Agriculture and the European Union (EU), became the first organic tropical vegetable farm in Vietnam. After that, in 2017, Ba Vi Organica garden was appraised to meet the American and European organic standards. In addition to self-managed organic farms, Organica is also supporting and associating with farmers in many localities, especially remote communities, ethnic minorities and other vulnerable subjects in society to cultivate by organic and natural methods to reach a better life.

Organica has nearly 1,000 organic certified products including fresh foods (fruits, vegetables, meat, seafood), dairy products, dried foods, organic spices, organic cosmetics, home care products, personal

care products made from cotton. All products from this company either self-produced or imported are vouched by international agriculture organizations and institutions, namely Control Union Certification from United States Department of Agriculture for handling products, EU Organic farming for fresh fruits and vegetables, Japanese Agriculture Standards Certification and Australian Certificated Organic for dried products. Organica uses Trace verified, the only electronic traceability service in Vietnam, with the expectation of transparency and commitment to organic farming with consumers.

3.2.3. Biophap

Biophap was founded in 2015 by two French experts in organic agriculture and Tyna Giang - a young Vietnamese woman living abroad, willing to use her entrepreneurship to initiate, share and expand what she believes in the most, organic and sustainable agriculture. In 2016, Biophap has succeeded in initiating 5 farms of 50 ha and more than 300 biodiversity varieties, planting more than 23,642 trees while preserving ecosystem of Central Highlands, in other words, it means agroforestry. Biophap gets help from the Bahnar (an ethnic minority in Vietnam) in all of Biophap projects with local authority support. The first project of Biophap with the Bahnar is the production of more than a ton of turmeric powder, issued from organic agriculture, planted and harvested by hands.

Biophap is certified by three major labels, Agriculture Biologique (AB EU), United States Department of Agriculture (United States Department of Agriculture) - [ECO] EcoCert S.A. for turmeric crops and handlings and Japanese Agriculture Standard Japanese (JAS JP). The business has three main types of products: Fresh fruit including sideless lime, king mandarin, caracara orange, pink pomelo; Spices including turmeric powder, ginger powder, black pepper powder and Herbs (Goji berries, verain, jiaogulan, rosemary). By respecting the strictest standards of organic farming, Biophap use exclusively natural substances in our production. Biophap's products are 100% natural, nutritious and healthy because they plant their product by natural organic fertilizers. Besides, pesticides and herbicides are prohibited to use for the products.

3.3. Evaluation of brand communication activities

3.3.1. Soya Garden

Soya Garden's main customers are white-collar women, aged 22-23 years and aware of health issues. The company claimed that guests are willing to pay from VND 30,000 - VND 40,000 for a product from Soya's soy milk while a cup of fresh soy milk in a local market or processed soy milk only costs a quarter of Soya's price.

- Advertising

One of the most successful marketing methods used by Soya Garden is the appearance in Shark Tank season 1 on VTV3 to call for investment capital. After the show, the company received more than VND 20 billion and opened five new stores with large space and favorable location. Soya Garden has succeeded in attracting customers' attention from the day they showed up on nation channel to introduce their company and organic products. Many people start to find for Soya Garden's product information. The brand has become a topical issue and continuously appeared on articles. The result shows Soya Garden had taken full advantage of television to promote its brand. The Internet is used as a crucial marketing tool for companies, especially startup companies to introduce their brand and products. Soya Garden promotes marketing activities by creating their own website and fan page on Facebook. Besides, they created a Facebook fan page with a view to update stores' daily activities, promotion, survey and study about customers' interest.

Soya Garden would get feedbacks from customers easily to complete their services and products. Until now, Soya Garden has reached 47 771 followers. However, 47 771 followers is really not an impressive number within 2 years in the case of Soya. The reactions to their fan page are only in the range of 100 - 200 likes, which means that Soya Garden does not actually speed up this tool to promote their brand.

- Sale promotion

Soya Garden focuses on the development of sales promotion when launching new stores or in some special days such as International Day, Back to school,... Soya Garden has deployed many different promotion to attract customers such as buy 2 get 1 free, check-in to get free bean curd for 20 people, get free gift, free-shipping for the bill more than 100.000 VND,... Most of their sales promotion they choose are premiums in customer promotion tools and free services in trade promotion tools. This old tactic only works in short-term and can not make customers repurchase their products.

- Public Relations

Soya Garden manages to draw on investor relations due to the huge support of financial resources, human resources, and especially business experience, management skills from Nguyen Ngoc Thuy - their investor on Shark Tank show. Besides the launching of five new stores and significantly upgraded products, with the assistance of Egroup Group, directed by Nguyen Ngoc Thuy, Soya Garden recently signed a contract and became a strategic partner with Mr. Bean from Singapore - the world's leading chain of soybean franchises, which allows the company to gain market share in domestic and international markets

Commentation: In the Vietnamese market, organic soymilk is not a new product but Soya Garden has upgraded to make it more delicious and more attractive to the customers. In the consideration of their target customers and product positioning, they currently have no direct competitors but numerous indirect competitors with the same market segment and different products or vice versa. They understand clearly and strongly the importance of various kinds of tools for their brand communication activities. The most effective tools used is one of advertising's forms: television by appearing on a reality show of national broadcast. However, Soya Garden has almost no unique features to attract more customers. Their concept might be easily copied and considered as a flat idea among the competitive marketing world up to this day. Besides, Soya Garden has not clearly identified their competitors as their brand positioning is unspecific and lacking in market research. In spite of using several types of communication tools, they still do not have a significant breakthrough in brand-building.

3.3.2. Organica

Organica builds up the brand's journey based on their founder's story of building a safe-for-health food shop while the local markets in Vietnam usually provide foods with unknown origin or planted using chemical fertilizers, pesticides or genetically modified varieties. The company's aim is raising awareness of consumers about organic food and its positive impact on human's health and environment with the slogan "Think organic, buy Organica".

Organica's brand communication activities are based on social media and press relations. Facebook fan page and has been used by the company as a facility to show their products to the users, a tool of online trading and communication with customers. After more than 4 years, Organica's fan page has 30,000 subscribers and receives below 50 likes and 5 comments every post. Organica also holds weekly events named "Saturday - Think Away" and joins monthly Green Fair Market in Ho Chi Minh City to create clean foods shopping experiences for the residents. The nature of these activities is sale promotion. In fact, there

are only 20 - 30 people attending weekly events. Mrs. Pham Phuong Thao - Organica's founder frequently appeared on economic and agriculture newspapers with the story of businesswoman setting up her own chain of food - shops when she was pregnant. The difficulty when obtaining international organic agriculture certificates, convincing farmers to change the farming methods and managing distribution process of Mrs. Thao and Organica creates the reader's sympathy and motivation for startup business community.

Commentation: The message shown on Organica's visual design and slogan makes almost no remark for the target customers nor an expression of their value based on their task of bringing to Vietnamese families fresh and healthy foods. Organica's communication activities are mainly separate and incoherent instead of making a specific strategy planned for brand-building. The information on their social media channel, which is their most used communication tool, only draws the attention of people who have already concerned about organic products and healthy lifestyle while the brand's aim is spreading eco-lifestyle to the entire community. Although Organica's renown mainly owes to press agency, the content of articles about Organica remains unchanged and becomes unnoticeable through the years. Occasional events are part of an effort to help the company stimulate sales but it has the minor effect on building customer loyalty and improving brand communication, which is proved by the number of joining. In conclusion, Organica's brand is positioned in consumer's mind same as "local clean vegetables and meat shop" when they were newly formed.

3.3.3. Biophap

Biophap's development is based on core values: organic, creative and ethical. The slogan "glow organic, glow local" is demonstrated by the range of organic spices and herbs products which are specialties of Kon Tum Province, Vietnam and the company's effort to connect disadvantaged farmers and provide them organic farming training programmes to develop a sustainable lifestyle on their own land. From the beginning, Biophap has determined their primary target is the global consumer market. Besides, specializing in exporting, the company is also inclined to produce to meet the domestic consumption demand for organic products.

Biophap's main brand communication activities are community actions. The company has been involving the Bahnar (an ethnic minority in Vietnam) in all of Biophap projects with local authority support. DPE1, the first social project by Biophap was implemented with Bahnar minority people in Dak Phe town, Kon Ray district. The company has provided seeds, fertilizer and guided farmers to cultivate since 2015. The Bahnar families instead of gathering for wine as before started to have vegetables, rice and organic beans to improve their life; after that they has grown orange, lemon, grapefruit, turmeric, ginger, peanuts. Their first achievement was about one million tons of turmeric and ginger powder granted international certifications such as United States Department of Agriculture, JAS. Biophap has run the charitable programs in mid-autumn festivals donating supplies for the children in Dak Phe, Kon Tum Province. Biophap continues to participate in sport and cultural activities organized by provincial committee for the purpose of developing a dynamic youth community in the local. Moreover, Biophap purchases fresh products with high prices and deducts 10% of profits for farmers to develop more "organic" villages in Vietnam. This is demonstrated through commitment and inspection by the Fair For Life certification organization. In 2018, Biophap expanded the production area of 100 hectares with Chu Se pepper and neighboring model farms in Gia Lai Province.

In addition, Biophap is active in international conferences and events. The DPE1 project was the only one project in Vietnam to be ranked the first in the vote for 100 projects for climate change and global warming

from all around the world, held by the French Ministry of the Environment, Energy, and Sea in 2016. They participated in Meet Europe 2018 - conference held by European Chamber of commerce in Hanoi to promote the brand to international market, represented Vietnam joining in the world's leading event focusing on organic foods Biofach held in Germany and the Forum of Trade Promotion & Investment-Development Cooperation in Food Industry - FIC 2018 in China. Furthermore, Biophap's brand journey is widely spread thanks to press. After 10 years studying and working in Europe, Tyna Giang - Biophap's co-founder with the dream of "seeking eternal harmony between people and nature" decided to return to Vietnam to work in organic agriculture at the age of 33. The story has made an effect on improving communication with potential customers, distributors and investors. Apart from the startup story, Biophap regularly appears on large number of online newspaper owing to their updated achievement and participation in agriculture and commerce events.

Commentation: Biophap with the goal of building brand based on local, societal and environmental respect has performed good communication up to this time. Bio France's currently investing in high-tech processing, information systems, along with high-cost research and development and retraining from the initial time causes their limited budget for marketing so the brand is not popular among the country. Nevertheless, Biophap has created dedicated-for-the-society image for the local community and the organic agriculture world. The company specified their goal-image of brand, selected main tool of brand communication (community activities) and started to manage marketing plan from the beginning. The evidence is that the messages came from different channels are homogeneous regarding core values of the brand and Biophap becomes one of the most prestigious startup company in the region. Brand communication influences in the relationship of the company with their customers, distributors, local authorities and also helps the company raising more capital for production expanding. Two projects of Biophap had been agreed by Agribank with the borrowing of nearly USD 600,000 in spite of the company's unprofitable situation after 3 years of operation.

In conclusion, marketing and brand communication activities in three entities above have the same limits: ambiguous brand's image, lacking specific knowledge about marketing strategy, incoherent brand communication activities, ineffective advertising efforts. The above listed are result from the management's lack of awareness of the importance of brand communication since their first priority is product quality and product development.

4. RECOMMENDATIONS TO IMPROVE EFFECTIVENESS OF BRAND COMMUNICATION ACTIVITIES FOR ORGANIC STARTUP COMPANIES IN VIETNAM

As mentioned above, organic startup business has become a newly favored trend in Vietnam. Even though the demand for organic foods is rising everyday, the numbers of organic companies are unable to communicate with their potential customers. The problem is not just how to use brand communication effectively but how to set the orientation for brand-building in the long run because a company's further progress depends on brand - the most valued asset. The organic product market becomes increasingly dynamic as a result of high demand, which requires the involved companies to address themselves to differentiate from the rivals. The messages and value composed of the brand have to be unique, remarkable and meaningful. Carefully planned marketing and communication strategy based on core values are the foundation of effective activities of businesses, especially startup ones.

In order to utilize brand communication specific tools and activities, the following recommendations are made:

- Analyzing the market: the essential step for companies to make strategy planning for brand communication. The companies need to know what is happening in the food market they are about to enter and fully understand the pressures, issues, and requirements that impacts on consumers' attitudes and decisions. Moreover, they have to determine their strengths (especially their unique selling point among thousands of "organic" labeled products) and limits, opportunities to grow and obstacles. Typical methods to analyse the situation are PEST (Politics, Economics, Social, Technology) model and SWOT (Strengths, Weaknesses, Opportunities, Threats) model.

- Setting up goals: including short-term goals, long-term goals, which play as the guideline for through operation of the company. Specific targets in accordance with brand values, benefits of society and environment and suited to current state make it easier to focus on and follow, notably for organic startup companies, who are having a countless problem to deal with at the early stage of operating. Consequently, SMART method will help the companies guide their goal setting, which are: Specific (simple, sensible, significant); Measurable (meaningful, motivating); Achievable (agreed, attainable); Relevant (reasonable, realistic and results-based); Time-bound (time-based, time/cost limited, timely, time-sensitive).

- Identifying target customers and positioning: Choosing communication tools for getting messages from the brand across depends mostly on how the company identifies the group of target customers. Distinguishing between different groups of customers assists the positioning process and finding out what segments of consumers truly support business and whether they are going to become more than one-purchase customers. Regarding organic foods, customers can be at any age, in any class of society. In the conditions of Vietnamese domestic market, the young and middle-aged women tend to have a major concern about organic foods than other objects and may become potential customers of small and retail organic companies.

- Determining the content of the message: Marketing message is the very first communication between a company and a potential customer. It only takes 50 milliseconds for users to make a judgment about a brand and the products. Therefore, the basic requirements for organic foods startup companies are building a slogan for the business and specific message for each campaign. The message content should be clear, easy to understand, focus on their values and primary product category to build impressive brand's message. Besides, strong messages should comply with the goal of the advertising campaign and combine with appropriate brand communication tools to spread messages to target customers.

- Building the strategic plans: Business needs a strategic plan which allows the business to know what actions take priority and where to allocate their limited resources. In addition, a strategic plan supports the company in making changes to meet new needs and expectation by outlining which communication activities should be held by an organic startup business with an exact timetable and expected expenditure. All actions startup made will be fueled by the strategic plans or missions, especially when selecting brand communication tools to develop the ideas of the messages. Examination during the marketing campaigns and evaluation of brand communication must be conducted regularly. The periodic assessment of these activities helps the company improve the marketing performance and timely modify the unsuitable movements.

CONCLUSION

Organic startup companies in Vietnam have appeared to satisfy the demand for fresh and healthy food. In the early stages, they have started realizing the consequence of brand communication for their

marketing activities to find the ways to introduce the brand, and communicate with the customers efficiently via some kinds of brand communication tools such as Advertising, Sale Promotion, etc. However, most of the organic startups are facing many difficulties in taking advantages of these tools to get the messages across and reach the target customers. The reasons come from lack of knowledge brand communication tools and lack of skills to combine different types for the marketing plan. Thus, the study has drawn out some recommendations for organic startup businesses to hope that they would find out the best solutions to promote their own businesses.

To complete the research, we profoundly thank Ms. Nguyen Thi Van Anh (Academy of Finance) for her inspiration, trust, and guidance. Due to limited knowledge and resources, shortcomings are inevitable, our team would like to receive contributions from scientists as well as teachers to the research for further improvements.

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VIETNAMESE ENTERPRISES INVOLVED IN THE GLOBAL VALUE CHAIN IN THE CONTEXT OF ATTRACTING NEW GENERATION FDI

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ABSTRACT: *In summary, attending global supply chain has been bringing more development opportunities for Vietnamese enterprises in particular and Vietnamese economy in general, as well as contributing to Vietnam's export growth which helps improve the balance of trade. However, the Viet Nam is known as a country having a low position in the global value chain. The reason is that Viet Nam has just conducted the manufacturing stages which bring one of the lowest value added in the supply chain such as assembly, handcrafting and so on. Therefore, the business connections between domestic investors and foreign investors are vague, and the spillover effect of technology and labor productivity from foreign partners to the domestic enterprises is limited. For the reasons mentioned above, there are the factors preventing the Viet Nam's development from the process of attracting new generation FDI.*

Keywords: *The global value chain, FDI, new generation FDI,...*

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Attending higher value added activities and enhancing the connection between domestic enterprises with foreign investors and international markets can help Viet Nam move up to higher position in the global value chain.

Engaging in the global supply chain has been bringing more beneficial for the development of Vietnamese companies in particular and Vietnam economy in general, as well as contributing to the export growth of Vietnam with more stable balance of trade.

The next is the benefits such as creating more favorable conditions which helps Viet Nam attract foreign direct investment (FDI) with higher value, more advanced technology, in order to improve the competitiveness of economy and institution in Viet Nam.

However, the position of Viet Nam is low in the global value chain nowadays. The cause of that is that Viet Nam has just conducted the manufacturing stages which bring one of the lowest value added in the supply chain such as assembly, handcrafting and so on.

Figures indicate that about 300 companies in Viet Nam is qualified to take part in the supply chain, but they only supply the spare parts, has not involved in producing main products yet.

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Moreover, business connections between domestic investors and foreign investors are faint, the spillover effect of technology and labor productivity from foreign partners to domestic enterprises is limited. Those are the factors which will prevent the Viet Nam's development from the process of attracting new generation FDI.

2. THE GLOBAL VALUE CHAIN AND ATTRACTING NEW GENERATION FDI IN VIET NAM

2.1. Global value chain

"The global value" started from the definition of "Value chain". Michael Porter initiated in the 1990s. According to him said that "value chain is a set of activities to put a product from the definition to the process of using, even after that. Value chain consisted of activities such as design, production, marketing, distribution, and after-sales service to final consumers. These activities can be performed the scope of a business or distributing to different companies". These value chain can be conducted in the range of a geographical area or spread across multiple countries and become global value chain – Global value chain.

Basing on the opinion of Michael Porter, two American researchers are Raphael Kaplinsky and Mike Morris was had a concept in 2002: "Global value chain is a production line of business in the form of globalization, in which many countries participate, mainly are companies take part in another processing from design, production to distribution and supporting consumers". In fact, Global value chain is only a new approach, more comprehensive about the division of international labor, mean that any companies can be involved in the production process of an export product, that is recorded as attending the global value chain. However, approaching the division of international labor according to global value chain will help enterprises are more know about their position in the international markets, in order to be able to actively select appropriate participatory steps to achieve higher profits. These activities may start from a company performed by their self or have a division of many companies in the scope of a geographical area or more. The idea of "Global value chain" is particular attention is paid to the enhancement of knowledge of the value chain in which activities are carried out by many enterprises in a broad geographic area. So, this is the reason why people call these chains is "Global value chain".

2.2. The position of Viet Nam enterprises in the global value chain.

Viet Nam economy is opening and integrating more deeply with the global economy. Since WTO accession to now, Viet Nam has signed many trade agreements, this accession brings more beneficial for Viet Nam as well as contributing to promoting foreign direct investment (FDI) which is investing more and more, with a purpose enhance the development of export goods in particular and the growth of Viet Nam economy in general.

Vietnam has successfully attracted investment from world leading corporations in many fields, for example:

- Samsung: Investing in over 20 billion dollars to build many factories which mainly produce the mobile phone, screen, and other products; a half number of Samsung's mobile-device produced in Viet Nam. The Sumsung's profit from exportation exceeded 50 billion USD per year, the figures accounted for 25%, compared with the total export **turnover** of Viet Nam. There are 130.000 employees who currently working in Sumsung, to reach the proportion of employee who take part in the research and application are

5% that those people will enjoy preferential policies for hi-tech investment, the Group is in the process of recruiting 6,500 people working in the field of research and application.

- Intel: Investing in over a billion dollars to build a plant specializing in assembly and testing micro-chip. This is Intel's largest plant in the whole world and creating jobs for more than 3,000 laborers and outsourced workers.
- LG: LG Group invests more than US \$ 4 billion in Vietnam, producing all kinds of products from home appliances, electronics to chemicals and cosmetics.

However, investors all agree that low labor, energy and preferential tax rates are the main reasons for investment in Vietnam, coupled with political stability and the need to diversify investment locations. Out of places other than China. Almost none of the enterprises considered that good experience or competitive local supply chains are the strength of Vietnam, this is the huge problem of "attraction strategy for new generation FDI". In fact, companies that operate in China, Thailand, or the Philippines have better skilled and better-supply chains. When labor cost significantly rise and tax exemption no longer exists, there will be more content needs to improve when planning development of more advanced skills and the local supply chain competitiveness needed to maintain and attract investors in an economy with higher incomes.

Indeed, many items with advanced technology, secrets, exclusive resource and high value-added products have great benefit which not belong to Viet Nam.

The figures of General Department of Customs recorded in 2007 shown that foreign direct investment capital (FDI) reached over US \$ 160 billion, contributes about 22-25% of total social investment and about 55% of industrial output, 70% of export turnover, 20% of GDP, 18% of budget revenue, direct job creation for about 3,7 million labors and millions of indirect workers... but the effect of FDI areas are not as expected. Vietnamese enterprises are limited when they involved in the global supply chain.

At this time, small and medium sized enterprises in Viet Nam still lack of the capacity to participate in the supply chain for foreign plants investing in the domestic market. Only 36% of Vietnamese enterprises integrate into the export network, while Malaysia and Thailand account for about 60%. Only 21% of Vietnamese SME are involved in the global supply chain. The share of Vietnamese SME in exports is much lower than that of other countries.

In which many foreign investors are strictly controlled from the stage of putting raw materials and components into all the products exported to the world market, we only enjoy the processing. Most of the exports of telephones and components belonged to the top two FDI enterprises, Samsung and Intel, but the components were mainly imported from the factories of the two groups investing in China. Although "set a record" on telephone exports, we only enjoy the assembly and assembly of that huge value chain

As a typical example of Textile and Garment industry, the activities of Vietnamese textiles is mainly outsourced to customers in the form of export processing. CMT accounted for the lowest of valua added. As many as 90% of Vietnam's garment enterprises are involved in this sector, outsourcing company for the famous brand and there are almost no direct distribution partners in the international market. Vietnam's contribution to finishing a jacket is only about 11%, for shirts is 25%, trousers is 15% and other products are regularly under 25%.

Therefore, the situation of Vietnamese garment is quite dependent on the source of imported fabrics, in which the import ratio is 80% total demand. These figures consist of China (50% of total value), South Korea (18%), Taiwan (15%), and CPTPP about 7%. Localization rate is about 50%. Accessories also have to import up to 70%.

The reason above shows that Vietnamese enterprises have started to be involved in the global value chain, but are still in the outsourcing stages or importing raw materials and components to produce with the main purpose is cheap labor. This is a stage with lowest value. To resolve these problems, Vietnamese enterprises should attempt to promote their advantages as well as engage in the production process with high grey matter to achieve greater value in the global value chain.

2.3. Attracting new generation FDI need more from their participation into the global supply chain of Vietnamese enterprises

The appearance of FDI enterprises are not only an important link, but also create a leverage to Viet Nam attend to the global value chain, especially are major contributions to exports and contrast. Further participation in global value chain is a tool to get noticed in the strategy to attract new generation FDI.

In the strategic orientation of attracting new generation FDI, Vietnam mainly focuses on attracting capital flows towards value-added production activities, introducing new technologies, research and development activities. It is particularly important to have a strong spillover effect to help local firms integrate into value-added chains as well as to catalyze the emergence of a new generation of domestic firms is stronger.

The main mark of “Attracting new generation FDI strategy” is the shift from attracting appropriate investors to ‘products’ in Vietnam to developing appropriate products (It means that business environment and appropriate investment conditions) for the type of investment that Vietnam needs in the future. As such, it is possible to maximize the spillover effects and added value of FDI.

Connecting FDI enterprises with domestic enterprises is still limited.

Figures indicate that about 300 companies in Viet Nam is qualified to take part in the supply chain, but they only supply the spare parts, not involved in producing main products. In which, only 2% are large enterprises, 2-5% are medium enterprises, the rest are small and micro enterprises.

Besides, the connection between the foreign and domestic enterprises are limited. The evidence has shown that the proportion of products bought by FDI enterprises from domestic processors only accounts for 26.6% of the total value of FDI inputs, while the rest is purchased from other FDI enterprises.

It is necessary to resolve to domestic enterprises can attend to the global supply chain, especially in the context of increasingly deep integration into the world and regional economies. Moreover, The Fourth Industrial Revolution is coming and it may ensure that every nation, every people, every community, organizations, businesses, each people of great opportunity to be able to reach their targets and develop even inverted in the world economic map. In contrast, The Fourth Industrial Revolution may be considered a terrible storm, especially for developing countries like Viet Nam, it is not the storm area which is a global storm, which eradicates many traditional trades and jobs that can push millions into unemployment, which upset many of the values that have been shaped by many. Last year, increasing the gap between rich and poor in each country as well as increasing the development gap between countries around the world.

Because of this, it is gradually changing the trend of FDI on the world and Vietnam is no exception. The increasing level of complication as well as the wide affection on global. They will continue in the context of trends about scarce resources, urbanization, combined with the development of technology with fast speed will open many opportunities for many countries access to global FDI flows. It also brings a lot of challenges if the enterprises of those countries do not participate in the global value chain.

3. SOME SOLUTIONS TO IMPROVE THE POSITION OF VIETNAMESE COMPANIES IN THE GLOBAL VALUE CHAIN TOWARDS ATTRACTING NEW GENERATION FDI.

Firstly, focus on developing supporting industries to help Vietnamese enterprises improve their competitiveness and participate in the global value chain.

The development of supporting industries (SI) is considered to be an effective solution to Vietnam's trade deficit as well as to attract international investment. Therefore, it is necessary to concentrate resources to improve the capacity of domestic manufacturing enterprises, helping enterprises to participate in the global supply chain.

In order to develop supporting industries, three factors must be taken into consideration: producing quality input resource; developing standards and technical regulations; and having supporting industrial clusters and complexes of assistive technologies. The construction of complex industrial support must be a priority ... even establish a trading floor for supporting industries.

Therefore, the government should develop appropriate policies to support the companies in the industrial zones / clusters to accelerate the growth strategy based on the supply to domestic customers and towards export. The development of supporting industrial zones / clusters has become a nucleus for the development of manufacturing industries, which requires large capital and skilled human resources to expand and develop production capacity, strengthen the ability to cooperate, associate with multinational corporations ...

Second, strengthen linkages between FDI enterprises and domestic enterprises

To do this, in addition to improving the quality of labor, narrowing the technological gap between domestic and FDI enterprises also needs to pay attention to geographic factors. Geographic distance also has an impact on this connection. The formation of separate industrial parks and export processing zones, separating FDI enterprises can help improve the efficiency of operations and export. However, it has made the positive spillover effects on the private sector in the country limited.

Therefore, when governments and local governments design their own industrial zones for FDI, they must also consider the connection with industrial parks for small and medium enterprises.

In addition, the promotion of investment from passive promotion to active promotion in some priority sectors is reviewing current incentive policies. Opening a few of service sectors is important in order to boost the competitiveness and growth of foreign investors, promulgate strategies and promote foreign investment. Government needs to breakthroughs more in attracting high-tech enterprises, we are not only interested in connecting FDI enterprises with domestic enterprises but also creating conditions and encouraging enterprises and corporations to set up the center of research and development (R & D) with the participation of engineers in the country. We need to be stronger and more committed to improving the quality of FDI, linking FDI and private firms in order to get more participation in the global value chain.

Thirdly, the attraction of new generation FDI is associated with the transfer of technology in a manner consistent with the 4.0 technology revolution

According to the National Center for Socio-Economic Information and Forecast, the Ministry of Planning and Investment says that technology innovation in Vietnam is not sustainable compared to neighboring countries, focusing on reducing costs rather than putting New products to dominate the market.

Vietnamese enterprises have a rapid change in productivity, however, the contribution of technological improvement is not much. This is true for both domestic and FDI firms. In general, in recent years, enterprises have actively raised the technology, however, FDI has not that exceeded compared to domestic enterprises. The rate of technology from modern countries (u & America) is low, while the rate of old technology from China is quite high, FDI is using more than domestic ones, the trend is declining.

Vietnam has many enterprises doing research and development (R & D), but the actual expenditure on R & D is not high. Spends primarily on R & D staff training, rather than buying patents. Technology transfer is mainly in the form of buying machinery and equipment with technology. FDI buy more. There is no difference between the size of the business. The channel is mainly transferred to other domestic companies.

In the context of the ongoing industrial revolution of the forthcoming 4.0, one of Vietnam's top priorities is to attract high-tech, modern, friendly projects. environment, energy efficiency, and materials. It is therefore necessary to take into account the attraction from high-tech countries which are the United States and EU, in order to create synergies for domestic firms. , creating opportunities for enterprises to participate more in the global value chain, and this has a direct impact on the attractiveness of FDI enterprises.

Fourthly, attracting new generation FDI with the targets which are investors from US and EU.

Apart from the strategic capital inflows from Korea, Japan and Singapore, Vietnam needs to attract more investors from Europe and America. The attraction of investment capital from the US and EU is expected to bring high technology, modern, good spread and high economic efficiency. Accordingly, the flow of investment from US and EU investors focuses on areas that have good technological diffusion and high technology content such as: renewable energy, information technology, education, health, services, finance, banking, transportation, and tourism.

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SUSTAINABLE ECONOMIC IN PUBLIC FINANCE: CASE STUDY IN BAC GIANG PROVINCE

Nguyen Trong Co*

ABSTRACT: *Public service is a special type of service, which serves the common and essential needs of the society. The State is responsible for securing these services through direct or authorized provision by facilitating the delivery by non-state sector. In any cases, the State still plays the role of regulating, ensuring the supply and ensuring social equality in service access.*

On October 25, 2017, Resolution No. 19/NQ/TW, the sixth plenum of the XIIth National Party Congress, set the objective to “promote the provision of public non-business service delivery in accordance with the market mechanism, and boost the socialization of public services “; aiming to improve the quality of public service delivery, so that people will be more and more satisfied with the services they receive. Thus, the goal of this Resolution is to ensure the harmony between the three dimensions of development, ie. sustainable economic growth, prosperous, equal, stable and multicultural society, and sustained environment and natural resources.

The goal of developing public service delivery is towards sustainable development. Therefore, within this paper, the author examines sustainable development in the public service sector by answering three questions: first, the context of public service delivery; secondly, how to develop sustainably in the field of public service delivery; and thirdly, survey, analysis and practical application in public service delivery in Bac Giang province as a case study.

Keywords: *Public services, sustainable development of public service delivery*

1. INTRODUCTION TO THE CONTEXT OF PUBLIC SERVICE DELIVERY

Public service delivery policy is a collection of relevant decisions to set objectives, find solutions and select policy tools to facilitate public service delivery in accordance with the overall objective set to get Vietnam towards being rich, strong, democratic, fair, civilized.

Over the past years, the Government has issued many documents related to public service delivery policy, such as Decree No. 43/2006/ND-CP, dated April 25, 2006, “Regulation on autonomy and self-sufficiency in task delivery, organization of structure, payroll and finance of public service delivery units “; Decree No. 85/2012/ND-CP dated October 15, 2012, on the “Mechanism of operation, financial mechanism for public healthcare service units and the prices of medical examination and treatment services at public medical examination and treatment establishments”; Decree No. 16/2015/ND-CP dated February 14, 2015, with regulations on “Autonomy mechanism for public service delivery units”; Decree No. 54/2016/ND-CP dated June 14, 2016, with regulations on “autonomy mechanism of public science and technology organizations”; Decree No. 141/2016/ND-CP dated October 10, 2016, stipulating the autonomy mechanism of public service deliver units in the economic and other public service fields.

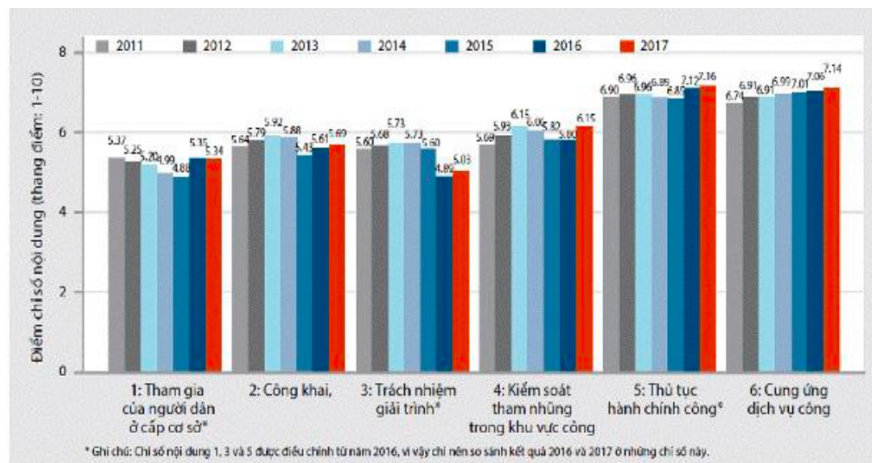
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However, there has been delay in the promulgation of documents for detailing and guiding, especially at sectoral, industrial and local levels. Moreover, the objectives set for public service delivery have not been clear and thus evaluation with regards to policy reforms in public service delivery remains difficult. Many normative documents needed to create important conditions for the implementation of the autonomy mechanism for public service delivery units are still slow to be promulgated or amended or supplemented: for example documents guiding on the identification and approval of employment positions, the quota of state employees, labor contracts ... This has affected the operation mechanism of public service delivery units.

According to PAPI's research on the results of public service delivery that focused on measuring the effectiveness of the provision of four basic public services to the population, most of the provinces have improved their public service delivery. Six aspects measured in the research include *grassroots participation, publicity, transparency, accountability, public sector corruption control, public administration and public service supply*. Synthesized scores given for these indices from 2011 to 2017 are as following:

Figure 1: Average PAPI index score for the years 2011-2017



(Source: PAPI Report 2017)

In general, all provinces achieved remarkable improvements when comparing the results for 2017 with those of 2011; People were more satisfied with the accessibility and quality of the public health services and of the public primary education services in 2017. However, according to many people, the quality of public services was not as expected.

In 2017, no province/city got to the highest scoring group in all 6 content indices. Also, it is worth noting that there is a large gap between the provincial highest PAPI score (39.52 points) compared to the maximum expected score (60 points) on the PAPI synthetic score scale from 10-60 points. In addition, the gap between the highest scoring locality and the lowest one is still rather high (39.52 points versus 33.09 points). Thus, local authorities need to better fulfill their mission of serving the people in order to meet the higher expectations and ever increasing demands of the people.

Implementation of the autonomous solution among public service delivery units has still been limited. The organization of public service units has not been scientific, not reasonable, fragmented and scattered especially for many public service units which are small. There are still many non-business service delivery

units that have overlapping functions, tasks and area of activity; Many units still operate in areas of public service delivery that could be provided by civil society organizations and thus the involvement of state units is not necessary. The organization of public non-business units is conducted along industries, areas of expertise and administrative boundaries; There are cases where there are too many public service delivery units working in the same industries or areas of expertise in one geographical area. These cause waste in the use of facilities and human resources. The number of units operating with autonomy is still too low. The transformation of management mechanism into enterprise-like model has been slow.

Public service units have not been active and taken their initiative in the rearrangement, and streamlining of their apparatus. The number of staff has increased rapidly, especially in the fields of education and healthcare, but the quality of staff has not been high, leading to limited public satisfaction with public services. The staff structure has been unreasonable and inappropriate; the proportion of staff working in supporting positions is still high. The employment structure has thus been redundant in one way and lacking in the other: abundant in the number of people working in executive or supporting positions while short of professional staff.

According to government statistics on the number of civil servants nationwide: Total number of public servants under payroll in state agencies and organizations from central to district levels in the period 2011-2016 have been declining, especially in the period 2014-2016, with an average annual decrease of more than 4,000 and a continued decline in 2017.

In the period 2011-2016, the total number of people working in the public service units of ministries, sectors and localities has risen slightly.

Table 1: The number of state employees for the years 2011-2016

| The number of people working in non-business unit | 2011 | 2014 | 2015 | 2016 |
|---|-----------|-----------|-----------|-----------|
| | 1,971,577 | 2,062,204 | 2,087,912 | 2,093,313 |

(Source: Government statistics report)

Public service delivery units have not been granted the autonomy in recruiting and managing their employees from monitoring and evaluation to emulation and rewarding; in restructuring their staff along ranks, professional titles and qualifications to suit their functions, mandate, recruitment, human resource planning, training and retraining, and professional upgrading. Criteria for assessing the level of performance of an officer in each professional area have not been established. On the other hand, staff classification and assessment are still conducted in unprofessional ways swayed by informal connections and a lack of seriousness or only conducted for formality purpose and thus, quality assessment of state employees has not been substantial enough to form the basis for staff restructuring. The planning, use of state employees, and the training and upgrading of state employees have not been interlinked. These limitations have made it difficult to implement the autonomy mechanism among public service delivery agencies.

In addition, new recruitment has not been successful in attracting talented people. The quality of training of state employees at training institutions is rather poor. Labor productivity has been low. Salaries are low while wage increase has been modest. In many public service delivery units, the allowed number of employees is high while the amount of work delivered is small due to the contracted need for their services. Examples include units working in continuing education and vocational training. Such a situation has led to wastefulness in salary payment and in the use of facilities. The task of attracting talents to work in public service delivery units has been with modest success due to limits in mechanisms, wage payment and use of

human resource. Average income of state employees in public service delivery units has not been improved compared to other sectors in the society.

In terms of financial autonomy, public service delivery agencies granted with autonomy still have to comply with the ceiling fees set by the State, while the fee collection has not been sufficient to cover their operating expenses and not close to the specific cost requirements of each training area and have not met the quality and branding requirements of each public service delivery unit. It is stipulated that the service charges be calculated properly and adequately to cover all costs. Yet the public service delivery units are required to spend 40% of their revenues to create a source of finance for wage reform. The two-pronged pricing approach applied for public and non-public institutions has been maintained in the provision of services, leading to overloads among public service delivery units.

In addition, the allocation from state budget is still conducted on an average basis, based on inputs and not yet linked to results and performance. Management based on annual budget allocation and staffing, but not linked to outputs, has not encouraged units to improve the quality of public services. Many service delivery units have not clearly identified their revenue structure and the ability to self finance their regular expenditures as a basis for determining the exact level of budget support needed. The estimation of budget revenues and expenditures in many service delivery units has not reflected all revenue sources. In many cases, estimations have been made with revenues lower than the amounts actually collected in the previous year and expenditures higher than the amount settled in preceding years in order to maximize the support from the state budget while no legends and reasonable explanations are provided to justify the increase.

“According to the report of the Government, the renovation of the organizational system of public service delivery units has not been up to requirements. Organization of these units has remained cumbersome, scattered, petty and overlapping. In addition, state budget expenditures for public service delivery agencies are too large. Expenditures from the state budget made by public service delivery units are large, accounting for more than 50% of the total expenditures of these units (about VND 140,000 billion in 2017, with an increase of 2.2% compared to 2016)

Thus, the public service delivery sector in our country still needs to be refined and adjusted in many areas to ensure that the objectives and tasks set are met. In that context, the author has identified some key issues that need to be seriously considered and implemented towards the goal of sustainable development in the field of public service delivery as following:

2. SUSTAINABLE DEVELOPMENT IN PUBLIC SERVICES:

Firstly, to clearly distinguish among groups of units and types of public services for appropriate steps and roadmap;

First of all, it is necessary to reach a common understanding about the novel approach to be applied in the building of mechanism and policies for the delivery of public services based on classification of them into groups: essential services (fully state-funded); basic services (partly state-funded); other services / value added services (state-sponsored by cases). This is to develop appropriate policies and supervision procedures.

In which: essential services are basic and essential services for the people, needed to ensure the foundation for social development but private sector would not want to participate into the provision. Thus the State has full responsibility from initial investment in building infrastructure, financing and organizing the supply for the services to supervising although it is possible that the State authorize some non-state actors to take part in non-key areas.

Basic services and other services may be authorized to be provided by the non-state sector following different levels of socialization, so the State would only manage, intervene, supervise and regulate using market mechanism or improved institutional and management tools as well as provide direct financial support to disadvantaged people in accessing the services.

The author argues that classification of groups of service providers is a matter of urgency because without clearly classifying the types of public services according to their characteristics as mentioned above then the socialization would be confusing: situations might happen where the State has withdrawn from current role while the private sector would not want to take over or they would not be able to provide the services with better quality or where the State continues to subsidize the provision of services in which the private sector is willing to involve themselves and can do better.

Second, to remove subsidies through prices, and step by step gearing towards covering all costs:

In order for service delivery units to operate effectively and to develop, the service charges should be enough to cover all necessary operating costs and to be close to the specific cost requirements of each training sector as well the quality and branding requirements of each public service delivery unit. Therefore, the units need to step by step apply the principle of full cost accounting in the financial management of public service delivery while ensuring the principle of rational charging for services.

In particular, it is necessary to distinguish between the cost of services (the cost of the supply unit in the process of providing services) and the payment made by the people for using public services. Specifically:

- + The cost of public services must be based on the principle of “full cost”, whereby total costs must be determined on the basis of “correctness and adequacy” to cover all reasonable expenses to ensure the quality of services.

- + Service charge must be determined on the basis of service cost and some other conditions, following the principle where “increased cost does not always entail corresponding price increase (tuition fee, hospital fee).

Thirdly, the State provides direct support to special policy beneficiaries for use of public services.

Here, the state should develop a common approach for extending direct support to policy beneficiaries, disadvantaged groups and special beneficiaries in society instead of funding through service providers.

That is, state support should be made not through integrated subsidies in price but directly to the poor, ethnic minorities, families with outstanding revolutionary services, the vulnerable and risk-prone people. As social policies will not be integrated into service prices the providers would be able to account properly and fully for all costs and to re-invest to expand the scale and to modernize their services. Direct support for those who lack access to public services will directly benefit them, and thus address the inequalities created by the market during resource allocation. This new way of doing would also help addressing the problem where social policies are integrated into the financial settlement of public service delivery units to gain local benefits and push the burden onto the state shoulders.

Fourthly, to reform the expenditures made from the state budget for the public service deliver units:

To modify the method of state financing, from financing suppliers to giving support to service users in accordance with output products:

- To implement the mechanism of bidding for the provision of services between units (including public or non-public ones) such as bidding for research and bidding for training provision (instead of appointing and quota granting as current practice).

- Intensifying the implementation of the ordering mode, assigning tasks based on the system of economic-technical norms.

- The State shall use public service funding to provide output services according to the essential levels of the services (eg services such as primary education, preventive medicine, basic research, researches for the purpose of state management should be completely state financed);

- Partial state funding can be extended to the provision of basic services while no fund is available for premium services;

Fifthly, to promote the granting of autonomy and self-responsibility to public service delivery units

“To renovate the organization and operational mechanism of public service delivery units in the direction of enhancing the autonomy and self-responsibility over organizational structure, staffing, personnel and finance; to boost socialization of the public service sector, attracting other economic sectors’ involvement in this field”. This way, the reform is to essentially granting autonomy and self-responsibility to public service delivery units as a subject in the service market, accepting competition with other actors, making effective operation as the measuring ruler and constantly improving the quality of services and enhancing their responsibility to consumers. Such a reform also allows public service delivery units to have the autonomy in restructuring their organization, payroll, labor, financial management and cooperation with the non-state actors to maximize their benefits without being hampered by administrative decisions. The higher financially independent the unit become, the higher autonomy it enjoys in the implementation of its tasks, the organization of its structure, in deciding its personnel and allocation and use of financial resources.

Sixth, to establish a useful feedback mechanism and to encourage the involvement of social and professional associations to take part into public service delivery, to provide funding and to monitor and supervise the quality of public services.

The accreditation of public service delivery is thus now conducted by accepting market competition and by giving consumers the opportunity to select and screen products; by modernizing and improving the governance capacity of public service delivery units; by building the professional ethics of the service providers.

In addition, by accepting competition the services could also be cheaper. Furthermore, service providers would always find ways to improve their product quality to attract consumers, and thus new attitude and a sense of responsibility in service delivery to the people will develop. The modernization and enhancement of the governance of public service delivery units play an indirect role in accrediting the service quality right from the “input” standards, because unlike conventional goods of which the prices often show their value, the value of the services is not entirely expressed in price, but is also reflected in indirect indicators, such as the level and skills of the staff involved in the service process; the process of organizing and providing services; facilities and technical conditions; ethics and service style; satisfaction level of beneficiaries; trademark...

However, all those criteria can only be assessed and verified through a modern, professional, open and transparent governance system. Modern and professional management systems create a “filter” to recruit and employ competent and ethical staff, dismiss employees who do not meet the requirements; develop scientific standards and procedures for activities for all employees to abide by and to act responsibly; shape the professional ethics of employees which are reflected in their relationship with the product as well as with the service consumers. Working in any sector requires regulation by professional ethics and the provision of public service delivery is no exception. Furthermore, the lack of ethics in public service delivery will directly affect human life (such as in medicine), physical or mental injury (eg, education, culture, science and sports, etc.), creating immediate or long-term consequences for the society, because social services differ from conventional goods where production and consumption occur at the same time.

3. CASE STUDY IN BAC GIANG PROVINCE

3.1. Difficulties and limitations:

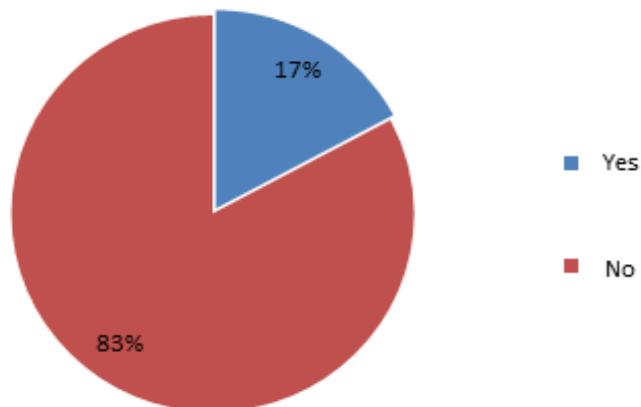
Decree 16 has taken effect since April 6, 2015 and replaced Decree No. 43/2006/ND-CP dated April 25, 2006 by the Government to regulate the autonomy and self-responsibility of public service units in their delivery of state mandate, their organizational structure, payroll and financial management. However, up to now, a number of issues have remained unsolved in the implementation of the decree among public service delivery units. Thus Decree 16 has not been able to play the role intended for it. Specific difficulties include the following:

Firstly, the perception of people and society on the renovation of operation of public service units is still limited and incomplete. There is still a dependant psychology for continued reliance on state subsidies; A large number of staff in management and internal administration are slow in their acquisition of better professional qualities and a new way of thinking. Many have remained bureaucratic and imperative, especially among the units providing monopolistic or less competitive services.

Secondly, the implementation of autonomy and self-responsibility of public service delivery units has been sluggish, with no breakthrough developments. The separation between state management functions and the provision of services between state administrative agencies and public service delivery has not been clear and effective due to slow and unsynchronized promulgation of mechanisms and policies to implement Decree No. 43 on granting of autonomy and self-responsibility to public service delivery units.

The results of the survey on the performance of the units beyond the tasks assigned by the state show that:

Figure 2: Survey results on the operation of public service delivery units in Bac Giang province beyond tasks assigned by the State



(Source: Elaborated by the author)

General situation of public service delivery units in Bac Giang province. Apart from the activities assigned by the State, 83% of the public service delivery units in Bac Giang province do not have any other activities. Only 17% of the public service delivery units have extra activities. Examples of those with extra activities include Bac Giang Center for Application of Science, Technology Advances. This center involved in some joint venture activities to produce a number of service products; the Informatics Center – Gazette also reported having activities to provide IT services to other agencies/units.

Besides, most answers received was negativeto the survey question: “to report about accounting preparation work to implement Decree 16/2015/ND-CP in your unit”. The units explained they had not fully grasped on the implementation of the Decree and thus had not made any changes in their accounting practice.

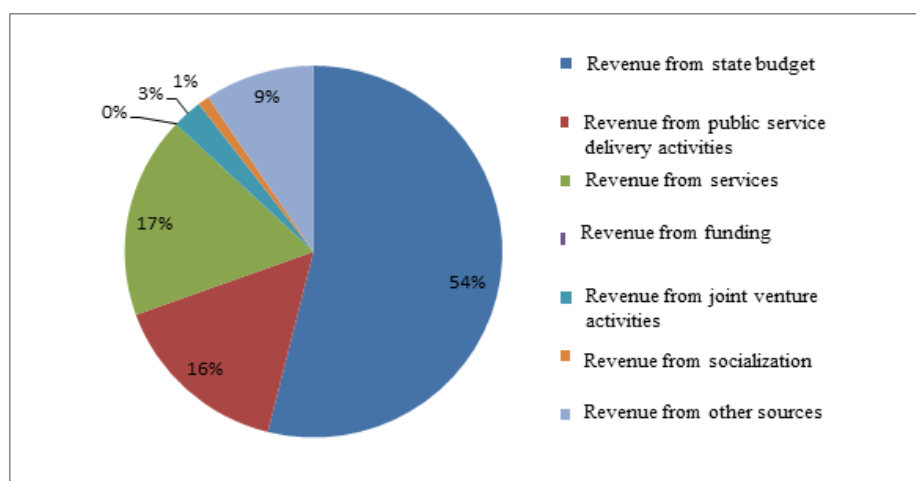
- The determination of budget allocation levels for implementation of the autonomous mechanism for professional agencies has mainly based on the payroll, and not linked to the efficiency of their work; The scope and extent to which saved funds could be used for welfare activities have not been clearly defined so there has not been uniform implementation among agencies.

- A number of units still have their own calculations while developing their budget for state funding and thus they have not included all revenue sources or have budgeted with a lower total revenue compared to the actual revenue generated in the preceding year and with higher expenditures so that to gain more support from the state budget, setting their estimated expenditures at higher level than that of the previous years, while attaching no legends and reasonable explanations for the proposed increase.

- Some units have inaccurately identified their revenue sources while the competent agencies have not yet verified and properly evaluated, and thus have classified these units to the wrong groups eligible for granting offinancial autonomy and self-responsibility.

- The implementation of the financial autonomy mechanism in some areas has been with slow reforms. The units have not taken the initiative in the effective mobilization and use of state and social resources for service development (service delivery units under the Department of Culture, Sports and Tourism, Agriculture and Rural Development such as Mushroom Breeding Center, Urban Drainage and Sewerage Center ...). More than 50% of public service delivery units are still 100% funded from the state budget (mainly in the fields of education, healthcare, justice, science and technology, culture, information and sports). Public service delivery units in this group mostly provide public services with little possibility of socialization.

Figure 3: Results of the survey on revenue structure of public service delivery units in Bac Giang province



(Source: Elaborated by the author)

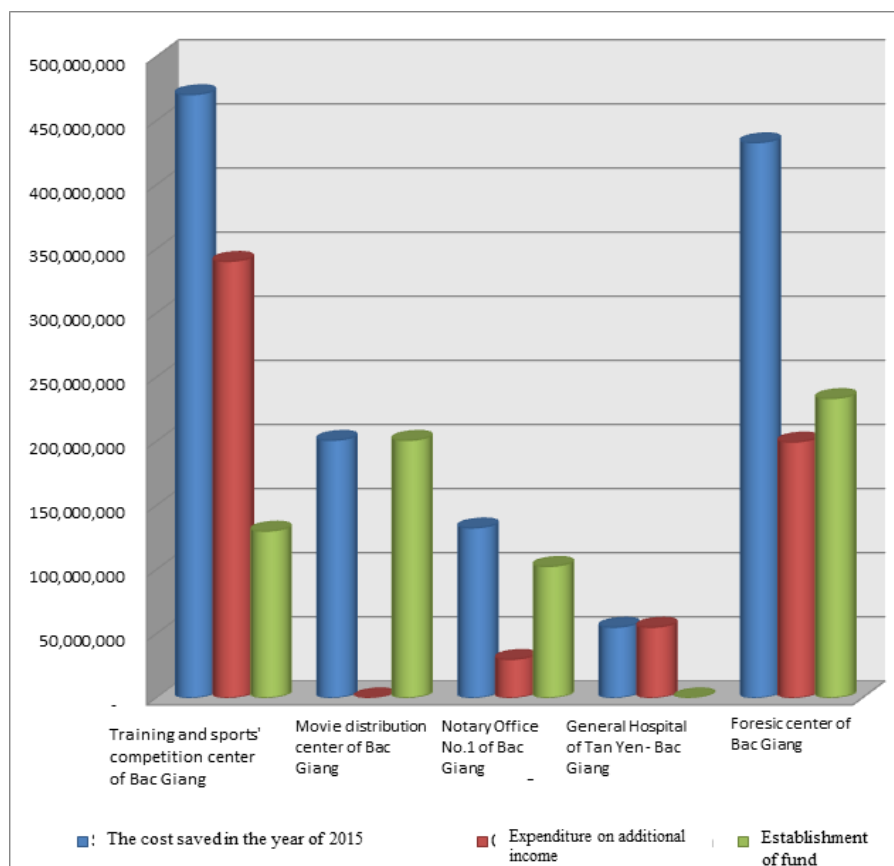
Results of the survey on revenue structure of public service delivery units in Bac Giang province show that: The majority of public service delivery units in other sectors get revenue from the state budget. Of which: 54% is from state budget; The rest of revenue is generated from services, grants and joint ventures. Concretely, 17% of the revenue is from services, 16% from public service delivery activities, and 4% from other sources of revenue.

The main reason is that these units are tasked to serve the requirements of state and social management in the province. Particularly the tasks include: mobile film screening for political purpose (Bac Giang Film and Film Distribution Center); management and protection of the existant forests, maintenance of the area of protection natural forests and development of forest resources (Cam Son Protection Forest Management Board); State management of dykes (Bac Giang Irrigation Department); Judicial duties (legal aid centers), some medical centers, etc. Besides, the competitiveness of public units in the province is still low while the quality of public services has not met the needs of society. There are also areas which have been decentralized to local levels or attracted strong socialization but still are assumed by the State.

- Some public service delivery units have had a stable source of income, but they have made limited contribution to the state budget. These include colleges and training centers, district level general hospitals, and some vocational training centers. This is because the revenues generated have been used mostly to finance employment contracts and to form funds.

This is reflected in the results of the survey on the distribution of the funds saved in 2015 in some typical public service delivery units in Bac Giang province as following:

Figure 4: Results of the survey on distribution of savings in 2015 by public service delivery units in Bac Giang province



(Source: Elaborated by the author)

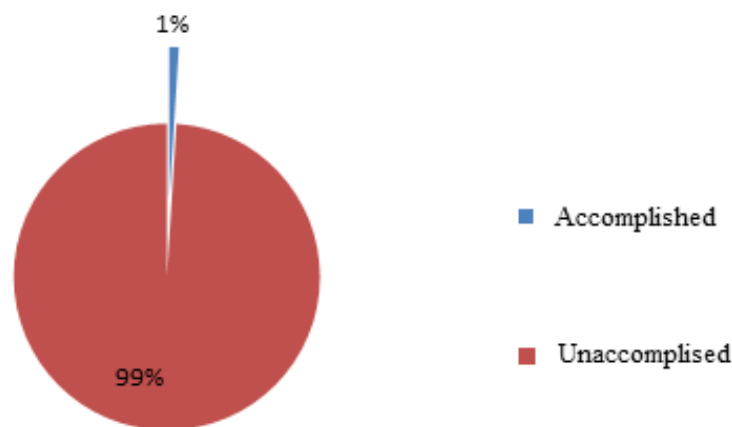
- There are some units which have large number of labor contracts but low income for employees due to decreasing revenues for objective reasons (professional colleges, vocational training courses which have seen their number of students fall), for historical reasons (some centers belong to the Department of Agriculture and Rural Development, Department of Culture, Sports and Tourism as a result of the process

of separation and merging) and for the lack of capacity or conditions to increase their revenues from public service delivery (a number of district centers, district health centers ...).

- There is a difference in the income of employees between revenue-generating public service delivery units and non revenue-generating public service delivery units. The difference is because of the difference in sectors of activity and assigned tasks (project management units and hospitals have higher revenue compared to other healthcare centers and education institutions in the same locality).

Thirdly, the determination of prices, fees and charges for services of most units have not been understood and conducted well.

Figure 5: Survey results on the determination of service prices at service delivery units in Bac Giang province



(Source: Elaborated by the author)

The results of the survey on the determination of service prices among public units in Bac Giang Province show that most of the questioned units have not conducted the pricing exercise for their services. One of the main reasons is that the concept of public service charges is relatively new to most educational public service delivery units. For example some accountants still wonder what direct costs, what indirect costs, and what fixed asset depreciation are and how to calculate, identify and recognize these costs? Currently those concepts have been developed for public services in healthcare while none have been available for services in other sectors. This conceptualization exercise, meanwhile, is of great importance to bring Decree 16/2015/ND-CP into life, because only after direct and indirect costs have been determined then we can proceed to determine the cost of public services, to serve as a basis for calculating the service costs, and the breakeven point of the service delivery unit. At present it is difficult to determine direct and indirect costs. Thus, this has posed a difficult problem for the service delivery units because only when the direct and indirect costs can be identified then it is possible to ascertain the break-even price and the break-even point. Moreover, the concept of cost, revenue and profit and the problem of determination of fixed asset depreciation in public service delivery units are also the factors that cause headaches to accounting departments in units in accessing this Decree.

Finally, many economic-technical norms and industrial standards have been out of date or non-existent, or have proved unreasonable and need addressing. The study and development of documents to stipulate the criteria for assessing the levels of completion and quality of non-business activities of the unit granted autonomy and self-responsibility have not yet been conducted. This has prevented payment to be made according to the level of work completion. Thus income payment in some units is still made on an equalized basis

3.2 Solutions for sustainable development in public service delivery in Bac Giang Province

3.2.1. To eliminate subsidies through price, and step by step to fully cover costs:

In public service delivery units, the public service prices stipulated in Decree 16/2015/ND-CP are calculated on the basis of each service, following the principle of properly and adequately accounting for all costs (including direct costs such as salary payment, allowances, contributions stipulated in the laws, expenses for materials, tools, machinery, energy costs, repair costs of fixed assets; depreciation of fixed assets, labor hire, ... and the cost of indirect management).

Public service delivery units in the province should pay attention to the implementation roadmap scheduled for each type of activities as follows:

(i) The transition into price application of public service delivery would take place in three phases:

Phase 1: Public service delivery units are only allowed to fully account for the wages of direct and indirect labor in the prices of their public service in accordance with the state-regulated pricing framework. This is a transitional phase in order to gradually adapt for both public service delivery units themselves and the society. At this stage it is necessary that:

+ For units of Group I: the implementation must be concurrent with the cease of state budget funding for regular expenditures, the transfer to cost coverage is conducted based on their operation results and the performance of assigned tasks.

+ For units of Group II: the prices determined must be paralleled with the quality of service provision. The stipulation is clear that payment rates applied for patients, pupils and students must be suitable to socio-economic conditions of the locality; compensating subsidies from the state budget are made available to cover the operational costs of the units.

Phase 2: Public service units are allowed to account for the full cost of salaries and management costs. Depending on the specific conditions of each locality, service charges could be gradually increased until management expenses are fully covered. The implementation should be carried out among the units of Group I first, before applied to the units of Group II once they meet all required conditions.

Phase 3: Public service units are allowed to account for the full cost of salaries, management costs and depreciation of fixed assets. The policy that allows full coverage of the costs of services should be implemented simultaneously with the cease of funding for investment from state budget to public service delivery units.

The process of determining public service delivery prices should be accompanied with policies to create conditions for poor people to access essential public services such as policies for expanding the objects for health insurance participation, loans given to students, scholarship grants for the poor, or excellent students, or policies to encourage enterprises and individuals to contribute to the establishment of social funds, charity funds and so on.

(ii) For service delivery activities carried out as ordered by the State, the ministries, branches and localities should set up the system of economic-technical norms and comprehensive unit prices to ensure that full costs could be compensated. These would be used as a basis for funding and financial settlement with the state budget.

(iii) For service activities such as drug testing, quality inspection, inspection of machinery and equipment ... which are currently implemented in accordance with the fees and charges set by the State, providers could introduce prices as dictated by the market.

3.2.2. To perfect and renovate the allocation and use of funds within each unit in the concentrated, focused, thrifty and highly effective direction.

A basic requirement for allocating and using funds in service delivery units is to be effective and economical. Resources are always limited while demand for use has no limit. Service delivery takes place within a large, diversified and complex range, leading to an ever increasing demand for expenditure while the capacity for revenue generation is limited and thus saving is also very important to obtain effectiveness in the allocation and use of financial resources. Thus, of prime concern for the units is to ensure the lowest cost while obtaining the highest effectiveness in the allocation and use of financial resources. To this end, the units must use several measures, concretely:

3.2.2.1. To identify the priority order for service investment

The determination of the order of priority for service investment may be based on the following specific criteria:

- (1) Services essential to the people
- (2) Services that can bring large revenues to the unit
- (3) Services that make the strength of the unit
- (4) Upon review and finalization of internal spending regulations

It can be said that the internal spending regulations for service delivery units reflect most clearly the grand lines for allocation, use and management of finance and assets of the unit. Many of the internal spending regulations in public service units were built in the spirit of financial autonomy as governed by Decree 43/2006/ND-CP of the Government and other guiding documents of the Ministry of Finance for implementing Decree 43. Thus the internal spending regulations of public service delivery units in the province might contain points no longer relevant under the new Decree No. 16/2015/ND-CP of the Government. Therefore, it is necessary to review, to improve and to renovate internal spending regulations in each public service delivery unit in the locality to ensure the allocation, use and management of finance and assets of the units in the spirit of financial autonomy as stipulated in Decree 16/2015/ND-CP of the Government. Generally, the internal spending regulations of service delivery units should be revised, supplemented and amended in accordance to the level of autonomy granted under Decree 16/2015/ND-CP and guiding documents for the implementation of Decree 16 of the Ministry of Finance.

3.2.2.2. To organize a system of information by data to reflect and make timely record of the expenditures by each spending item, expense group and line and to regularly organize the analysis, review, and evaluation for lesson learning to provide the basis for strengthening expenditure management.

(1) To improve financial management within each unit

Financial management in public service delivery units in general as well as financial management in production and business enterprises usually include such contents as:

- To participate in the evaluation and selection of investment plans for provision of public services by the units.
- To determine the capital demand, to organize the mobilization of capital sources needed for the operation of the units.
- To make good use of the existing capital, to closely manage the revenues and expenditures and ensure the solvency of the units.

- To conduct appropriate distribution of financial results, to make regular contributions to unit funds for proper use.

- To ensure regular inspection and monitoring of the operation of the unit and to conduct satisfactory financial analysis.

The units could, through the situation of daily monetary collection and spending, the implementation of financial indicators conduct regular inspection and monitoring of their own operation. On the other hand, periodic analysis of the financial situation of the unit is required. Financial analysis aims at assessing the strengths and weaknesses of the entity's financial situation and business performance, which can help the unit's leadership in assessing the overall performance of the unit, their strengths and weaknesses in operations such as payment capacity, rotation of stocks, capital, business performance, and thus the leadership can make good decisions on the professional and financial operation, can develop a proper financial plan to ensure that all assets, capital, and financial resources of the unit have been used in the most efficient way.

(2) To conduct satisfactory financial planning

The financial activities of the unit should be anticipated through financial planning. Proper financial planning provides a necessary tool to enable units to take initiative in providing timely solutions when market fluctuations occur. The process of implementing a financial plan also involves an appropriate financial decision-making process to achieve the goals of the units.

3.2.2.3. To actively determine the costs incurred for service provision to form a basis towards the establishment of the service price of the unit

Principles of determining costs

The calculation of costs incurred in service provision as a basis for determination of service prices of the units must strictly follow the key principles as below:

(1) The principle of adequately and properly accounting for costs

The principle stipulates that all costs are to be assembled and reflected properly to make a basis for the calculation of service charges. Any cost misaccounting would directly affect subsequent steps in the determination of service charges.

(2) the principle to ensure the affordability of service beneficiaries

We cannot include all the costs incurred during service delivery into setting service charges. The service beneficiaries will be the ones who make direct payment for the public services they receive. Thus the determination of the charges for service provision must also be based on the affordability of users. If the cost aggregation exceeds the affordability of the beneficiaries - customers (even though the service charges are just enough to cover the costs), it will also be contrary to the mandate of public service delivery units.

(3) the principle of maintenance of State regulation

By nature, public service is still non-materialistic public goods. Thus it will be difficult to ensure social well-being of the service delivery units if the market takes full control of the service provision. If service delivery units were allowed to determine the cost of establishing public service prices themselves and then to set the price of services provided not under the regulation, management and control of the State, then it may entail adverse impacts on the development goals of the whole nation, creating inequality and potential damages of national social well-being.

On the basis of these general principles, it is possible to elaborate principles for making expenditures on a number of key spending items for service supply of the units such as:

- Expenditures related to salary contracting:

There should be a change with regards to the principle of salary calculation to be based on position and responsibility combined with efficiency and productivity according to two basic salary systems: market wage (salary based on agreement between the workers and the employing units); and state-regulated wage (including state administrative salary and salary stipulated for state-owned enterprises). The choice of which salary system to be applied will depend on which group of service the personnel in question belong to among the four identified. Specifically:

+ For group 1: those with specific assigned tasks – possible application of the salary system in the state administrative area.

+ For group 2: those that provide services to meet social demands and those who provide support services (canteen services, dormitories ...) will have their salary based on the market mechanism (to be contracted under the agreement mechanism).

+ For group 3: those providing services as ordered by the State (orders for the implementation of projects and scientific researches) will have their salary following the wage scales of state enterprises.

+ For group 4: Non state budget funded service providers shall have their salary based on the negotiated market mechanism.

- Expenditure related to depreciation of fixed assets

The depreciation of fixed assets must be calculated based on the principle of properly and adequately accounting of assets and infrastructure on land, excluding land use rights depreciation. Only assets directly related to the delivery of public service delivery would have their depreciated value accounted for. For assets directly related to the process of supplying of two or more groups of public services, the provider unit shall have to elaborate appropriate allocation schemes and norms so as to ensure the correctness and adequacy in their calculation to provide a basis for determination of prices for each type of service provided.

3.2.3. To promote the granting of autonomy and self-responsibility to the public service delivery units

Firstly, the units need to rearrange their apparatus and reorganize to have streamlined and flexible structure. They should enhance thrift practice and waste combat. They also need to actively conduct market research, establish and conduct PR (Public Relations) activities to promote their brand and images to the society in general and to public service users in particular.

Secondly, the units need to develop a roadmap for deconcentration or decentralization extended to their training and research departments; to build and improve the quality of staff, to manage their facilities, equipment and finance. The units should also conduct periodical review, recalculation and reconstruction of their contractual norms for administrative expenses for the departments for electricity, telephone, stationery and equipment, to ensure savings, to fight waste and to enhance the sense of responsibility among individuals and groups in the unit.

Thirdly, the units also need to renew the mechanism of selection and management of laborers; the payment mechanism applied for their staff should be made upon on task completion and on a competitive basis.

The most important factor for the development of a unit is that it must have qualified staff. In order to have qualified human resources, the units need to change the selection mechanism and labor management mechanism. Concretely:

1) to publicize principles, criteria and procedure of recruitment. In particular, to pay attention to the evidences that reflect the potentials and development prospects of cadres and employees recruited; These evidences must be measured by clear quantitative indicators such as graduation grade averages, foreign language proficiency, academic credentials, academic degrees, years of experience, achievements in the specialized area and in doing research. ..

2) Labor recruitment must be based on the human resource development planning (each year, each stage of development of the functional division and the whole unit); Based on the position and attached responsibility.

3) Personnel management through quality work should not be administered rigidly such as through calculating the time present at work as this will create passivity, reduce productivity and effectiveness of the workers.

The provisions in the internal spending regulations of the unit must be publicized with regards to the rights and obligations to collectives and individuals assigned with tasks. Payments for staff should be divided into two separate sections, including:

1) Salaries and wages according to state regulations -this is to be based on the level of accomplishment of tasks and personal research results.

2) The level of additional income should not be paid in an equalizing manner. Instead, they should be made adequately different to be distinguishable, to be competitive and they should be based on a clear set of quantitative criteria such as academic titles, degree, wages, seniority, duties, positions, professional contributions....

However, a very important point of the mechanism to attract qualified human resources within and outside the country to work, and stay loyal to the agencies is to have clear regulations on working conditions both material and spiritual for workers.

In the coming time, the State should apply the pilot model where the head of the unit can decide the income level for cadres, civil servants and employees on the principle of position, quality of work assigned to ensure their staff can live by regular income so that they are ready to devote themselves to the unit and to the society.

3.2.4. To set up a useful feedback mechanism and to encourage social and professional organizations to engage in public service delivery, including sponsorship, inspection and monitoring, and supervision of public service delivery.

4. CONCLUSION

In short, sustainable development in the delivery of public services is urgently needed to meet the demands of the society at present and in the future. The essence of this orientation is to ensure the harmony between the three development areas: sustainable economic growth, social prosperity, equality, stability, diverse culture and healthy environment, sustainable resource management. Therefore, there is a need for innovation in three areas:

Firstly, on the management and development of public service delivery, there must be a roadmap suitable to the development level of the market economy, of state management and of international integration in each period.

Secondly, for the various public service delivery groups, there should be more specific socialization orientations or enhanced state responsibility and function restructuring and role.

Thirdly, there should be guidelines to gear the management of public service delivery units in the direction of modernization, professionalism and to ensure publicity and transparency.

On the basis of these innovations the quality and competitiveness of products should be improved; There is a need to ensure the humanity or humanist nature of the public service towards expansion and sustainable development.

In addition, it is hoped that the survey, analysis, research and evaluation works carried out in Bac Giang province will be of valuable use for public service units nationwide to learn and extract from the experiences for their own benefits./.

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NEW GENERATION FACTORS AFFECTING THE GLOBAL FDI INFLOWS

Nguyen Trong Co* - Nhu Trong Bach**

ABSTRACT: *The decline in foreign direct investment (FDI), along with the drop in global value chains, coupled with the explosion of the Industrial Revolution 4.0, is a major concern for worldwide policy makers. These have been and will create new trends in the investment strategy of multinational companies, which has a great impact on the trend of FDI flow today. Understanding that will bring more opportunities for countries in the process of attracting FDI and investing abroad.*

Keywords: *FDI, new generation FDI, Industrial Revolution 4.0. global factors...*

1. QUESTION

In 2016, global FDI inflows amounted to \$ 1.75 trillion, with the Asia-Pacific region maintaining the leading position in FDI receipts. In the Asia-Pacific region, ASEAN countries accounted for 44% of total FDI projects recorded in 2016 (compared with 28% in 2003), of which the new Asian Tigers (Indonesia, Malaysia, Philippines, Thailand and Vietnam) accounted for 28% of the region's total recorded projects (compared with 22% in 2003). As measured by the proportion of FDI projects within ASEAN, the Asian Tigers have declined from 78% in 2003 to 63% in 2016.

According to UNCTAD, FDI inflows are undergoing a major shift, whereby investment from developed countries, from multinational corporations, is increasingly flowing into the industrialized countries rather than the developing countries like previous years. Meanwhile, emerging economies have also boosted offshore investments to reach new markets

According to a survey by the New York Times (USA) in 2014, the divestment of a number of US economic groups is taking place in the context of labor costs in the "world factories" such as China, India continuously increasing over the years. For example, wages in China and India have increased by 10 to 20 percent, while wages in the United States and the European region have not increased significantly during the same period. Therefore, the return to production in the US is a smart estimation in the long run.

It is recognized that international labor allocation and global economic developments have led to the shift of FDI flows as well as new trends in global investment cooperation.

Therefore, in the process of developing the new generation of investment and FDI attraction strategies for Vietnam in particular and countries in general, understanding the global trends and possible impacts of these trends (opportunities and challenges) is important, because they will provide a strategic context for strategy development and implementation in the coming years.

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2. GLOBAL INVESTMENT TRENDS.

Mukhisa Kituyi, Secretary General of the United Nations Development Forum (UNCTAD), said that in the poorest countries, investment in production assets is a prerequisite for ensuring a sustainable economic development.

Meanwhile, in developed economies, the challenge is getting bigger as these economies face more geopolitical instability. According to data from the US Bureau of Economic Analysis, inflows of FDI into the US in the first quarter of 2018 have fallen sharply over the same period in 2017 and 2016.

In the first quarter of 2016, total net investment in the United States was \$146.5 billion. By 2017 and 2018, the figure fell sharply to \$ 89.7 billion and \$ 51.3 billion respectively. This shows a general decline in US attractiveness as a place to make long-term business commitments.

The UNCTAD report highlighted the sharp decline in FDI inflows globally. It is worth noting, however, that this decline is in contrast to other macroeconomic movements, where, in turn, the Gross Domestic Product (GDP) and trade index figures show the greatest improvement.

In 2017, the decline in FDI inflows on the global market is reflected in both traditional investment, namely M & A (using FDI to acquire or merge a business then develop it) and greenfield investment (capital to build a new business). In particular, greenfield investment, which is expected to boom in the future, saw a 14 percent drop, to \$ 720 billion

In general, the decline in FDI inflows is reflected in most regions of the world. However, the developed economies are the places where FDI inflows have fallen the most, losing a third of their value and falling to \$ 712 billion.

The cause of this situation, besides the absence of large M & A transnational investment projects and the tendency of corporate restructuring, is also the “disgrace” of economies which was previously considered as “investment paradise”. For example, the United States and the United Kingdom (with reductions of 40% and 92% respectively).

Political instability, which is typically the trade war between the United States and other “giants” of the world and the Brexit scenario, is thought to be the cause of this decline.

Meanwhile, FDI inflows to developing economies remained stable at \$ 671 billion, with the top three being China, Brazil and Singapore. This means that global FDI inflows in these economies have gradually grown in 2017, rising from 36% in 2016 to 47% in 2017.

However, looking at the overall picture of the past 10 years, the figure of \$ 671 billion is still very modest. In particular, the inflows of FDI into Africa have fallen sharply by 21% to \$ 42 billion in 2017, due to the fall in oil prices.

In recent years, there are quite a few reasons why FDI activity is not as active as before. The payback ratio of FDI projects has declined considerably in the last five years.

By 2017, margins on global FDI projects have dropped to 6.7% from 8.1% in 2012, although this figure is still higher than the average observed in developing economies. The economy is growing, but negative trends are being recorded in most regions.

In particular, the tendency of commodity price decreases in recent years is one of the reasons leading to the situation of FDI investors who “neglect” areas of economic activity that depend on production and manufacture, for example, Africa, Latin America and Asia.

3. GLOBAL FACTORS AFFECTING WORLDEWIDE FDI IN THE NEXT PERIOD: 2020 TO 2030

New trends such as the Industrial Revolution 4.0, new free trade agreements such as CPTTP, changes in international division of labor, etc. are gradually changing the flow of FDI globally, influencing the growth of the world economy in the years to come.

3.1. Industrial Revolution 4.0

This factor should be prioritized for top research, as its impact is extremely strong. There are positive factors that motivate development but it is also negative if you can not take advantage. Industrial Revolution (abbreviated as IR 4.0) is like a new wind, but at the speed of a super typhoon brings every nation, every community, organization, business, every people great opportunities that never existed before to rise, develop, even swap positions in the world economic map.

Many experts say that IR 4.0 will make the world economy grow at an exponential rate rather than linearly as it currently does, although this sentiment has not been proven yet but they have reasons for being such optimistic.

However, IR 4.0 is a terrible storm, especially for developing countries like Vietnam, not a regional storm but a global storm, eradicating many traditional industries and employment, It can drive millions of people to unemployment, overturning many of the values that have been shaped many years ago, widening the gap between rich and poor in each country, and increasing the development gap between countries in the world.

In essence, the origin of the term “4.0” is related to the fourth “wave of change” in modern industrial production following the lean production revolution of the 1970s, the phenomenon of outsourcing in 1990s and the development of automation in 2000s . In the center of the Industrial Revolution 4.0 was technology, including self-control robotics, simulation, vertical – horizontal system integration and cloud computing. These technologies are rapidly changing the organization and manufacturing industry. Most of these technologies are only 10 years old or have not yet existed, but when combined together, they can create conditions for businesses to quickly increase their productivity.

The first industrial revolution used water and steam energy to mechanize production. The second revolution took place through the application of electricity for mass production. The third revolution uses electronics and information technology to automate production. Now, the fourth revolution is emerging from the third revolution, which combines technologies together, blurring the boundaries between physics, digital and biology.

IR 4.0 will take place in 3 main areas: Digital, Physics and Biotechnology. The core elements of Digital in IR 4.0 will be artificial intelligence (AI), Internet of Things (IoT) and large data (Big Data). In the field of physics with new robots, 3D printers, self-driving vehicles, new materials (graphene, skyrmions ...) and nano technology

In the field of biotechnology, is the researches that create a leap in agriculture, fisheries, medicine, food processing, environmental protection, renewable energy, chemistry and materials. The technology platforms will incorporate and be applied in broad areas from different professions, combinations and dependencies will be stronger and deeper than ever.

IR 4.0 will impact almost all sectors, economies, ethnic groups, countries, and the breadth and depth of these changes anticipate the transformation of the whole production system and management.

The downside of IR 4.0 is that it can cause profound inequalities, which will break down many industries in every country, thus breaking the labor market when automation replaces manual labor in the economy. When robots replace human beings in many areas, millions of workers in the world may fall into unemployment, especially those working in insurance, real estate brokerage, financial advisory, carriage...

The economic uncertainty that arises from 4.0 will lead to social unrest and may lead to political instability.

Changes in the way we communicate on the Internet make information, including personal information, very fragile, placing people at risk for information security, resulting in unpredictable consequences. If Governments do not fully understand and fully prepare for IR 4.0, the risk of global instability is likely to exist.

IR 4.0 brings opportunities, and also challenges humanity. All countries including Vietnam can not stand outside this game.

IR 4.0 seems to be more equitable for later countries than for developed countries. The first IR with steam engine is not for countries with no metallurgical industry and pressure boiler, the second IR is not for countries without relatively developed mechanical and manufacturing industries. The fourth IR can give the later countries the opportunity to go off to join and breakthrough.

3.2. The new generation Free Trade Agreement (FTA)

In recent years, along with the development of production, the world trade activities reflected in trade needs, types of products, services, principles, trading standards ... also has a more and more advanced, transparent and comprehensive development, aiming at sustainable development. The concrete evidence is that the shift to a broader, higher level in free trade agreements, now called the new free trade agreement.

In this transitional context, the content of FTAs is expanded, not only by the liberalization of tangible products but also by service products and investments, removing market access conditions in service sector. This is seen as the next generation after the first generation of FTA. In this phase, the FTA not only expands the content of the agreement on products and services, but also expands on geographic space. Early FTAs promoted by neighboring countries in geo-space, entering the second phase, FTAs consisting of two or more members that may not be geographically close. It is possible to see in the new generation FTA the following specific characteristics:

First, the level of trade liberalization is high. Countries joining new generation FTAs are often negotiated to eliminate most of the tariff lines. That means when joining the new generation FTA, the openness of the economy is very high, the products of goods and services ... are basically freely circulated within the space of FTA member countries. .

Second, the range of commitments is broad, not only in terms of trade liberalization but also non-commercial content. New generation FTAs are comprehensive agreements, not limited to trade and investment such as traditional FTAs, but with broad market commitments in both trade in goods and services. private sector, intellectual property protection at high level and commitments on institutional market economy, state-owned enterprises, public procurement ... in order to create a transparent business environment and fair competition. The agreements also cover not only direct trade but trade related issues, such as procurement, environment, intellectual property, labor and trade.

Third, the commitments are high, but also flexible, allowing developing countries to adjust their policies according to their own development path. In the traditional FTAs, the roadmap for tax cuts usually lasts no more than 10 years, while in the new generation FTAs the process is generally accelerated.

Fourth, the supervisory mechanism of new generation FTAs has higher and tighter requirements in the implementation process.

Fifth, the new generation FTAs adopt a new legal mechanism in resolving disputes. New generation FTAs explicitly state dispute settlement by the state suing the state or investors suing state that the older generation FTAs do not.

Sixth, in the new generation FTAs, there are members with the highest level of economic development in the world. This is also different from traditional FTAs. For example, the ASEAN Free Trade Area (AFTA) includes developing countries. Even Vietnam - Korea FTA, FTA Vietnam - EAEU, although newly signed, are not FTAs with high commitments such as the CPTPP or the FTA by Transatlantic Trade and Investment Partnership (TTIP).

Highly developed members in next generation FTAs are the driving force for cooperation, which is the basis for deep and broad agreements and high level commitments within the FTA.

3.3. Group Development - focusing more on developing value-oriented production clusters.

Characterization of cluster development is not a new concept. A hundred years before Harvard's Michael Porter defined the cluster as "A group of companies and organizations that are geographically close together in a particular field, linked by similarities and complement each other". Alfred Marshall argues that businesses and craftsmen in an organic cluster often operate more efficiently than businesses and craftsmen in the same field of activity but in a more isolated position

Cluster development can take place in a variety of ways, from the "organic growth" of IT clusters in California and countries such as Ireland and Germany to the "more managed" approach in developing clusters in countries like India, Korea. Future cluster development trends will focus more on building productive ecosystems through more horizontal and vertical connections. In order to be more contextualized, grouping into clusters can be considered local focus of horizontal or vertical linkage enterprises engaged in similar business activities. Horizontal integration often arises from longer-term cooperative mechanisms that relate to interdependence and trust between businesses with the concentration of resources to achieve common goals. For example, businesses in a textile or footwear industry cluster are competing strongly with other firms but cooperate with one another for the same goal, such as how to increase productivity through automation.

On the other hand, vertical integration plays an important role in the up and down of the supply chain, which must be strong and effective to move a product or service profitably to the consumer market. Moreover, vertical integration is also the channels to convey experience, information, capital and market information in the value chain. This is one reason that affiliate programs are increasingly becoming the foundation of competency-based solutions. Normally, in the development of value-oriented production clusters, both horizontal and vertical alignment can be affected.

3.4. Connecting the global value chain to address and mitigate supply chain risk

The "global value chain" is derived from the concept of "value chain" initiated by Michael Porter in the 1990s. The "value chain" is a set of activities that take a product from concept to put it into use and afterwards. Value chains include activities such as design, production, marketing, distribution and after-sales services to final consumers. These activities can be done within a business or distributed between different businesses. This value chain can be implemented within a geographical area or spread across multiple countries and become a global value chain.

Based on this view of Michael Porter, in 2002 two American scientists, Raphael Kaplinsky and Mike Morris, introduced the concept: “The global value chain is a globalized production chain, in which many countries are involved, mainly those involved in the different stages of design, manufacturing, marketing, distribution and consumer support. “ In fact, the global value chain is only a new, more comprehensive approach to international division of labor, meaning that any business engaged in the production of an export product can be considered to be involved in the global value chain. If you look carefully at a European shirt, it is most likely designed in the fashion world of Paris, cloth made in China, accessories in India, and tailor made in Vietnam. . This is a simple example of a global value chain that combines the advantages of a business in each step to create a product that has the most advantages.

But access to international labor division in the global value chain will help businesses better understand their position in the world market, so that they can actively choose the appropriate stage of participation to achieve higher profits, resilience and risk mitigation from the global supply chain.

The trend of increasing complexity and global reach will continue in the context of continued major trends in resource scarcity, increased urbanization, and rapid technological development. It opens up opportunities for many countries to access global FDI inflows, but it also presents a number of challenges if their countries are not able to participate in the global value chain.

3.5. New forms of FDI investment and non-capital cross-border investment (NEM)

Historically, multinational corporations have been doing business, investing cross-border or through direct ownership overseas in their home country or through free trade. In the recent years, with the emergence of global value chains, this trend has been gradually changing and multinational corporations are increasingly turning to new FDI ways to get better effectiveness or accessing to foreign markets through less traditional forms of investment such as outsourcing, agricultural contracting, franchising, licensing and contract management.

Alternative forms of establishing such domestic presence, such as through FDI in the direction of efficient search or market search, are commonly referred to as the Cross-border non-capital investment (NEM) or New Investment Forms (NFI), the importance of these methods is increasingly recognized. For example, as Vietnam moves towards increased value added and integration with global value chains (GVC), NEM plays a pivotal role by allowing multinational corporations to coordinate the activities in the GVC while supporting local suppliers, thereby enhancing the linkages between the Vietnamese supplier and the GVC.

Non-capital investment methods and capital contributions are not mutually exclusive and often multinational corporations will participate in the host country market by non-contributory capital but may gradually decide later on investing more directly through foreign owned or joint ventures. Today, offshore investment takes two forms - one is through direct capital investment and the other is through trade contract mechanisms between foreign and domestic investors. In the second case, the “investment” of the foreign investor usually includes the supply of trademarks, intellectual property rights, business know-how, technology, skills and / or business processes. Hyatt’s brand and operating system, for example, is used to operate a locally-owned hotel in Nepal, a management contract or an outsourcing contract signed by Intel with Wipro, India for IT software or services, or Apple hired Inventec of Taiwan to manufacture some types of components through outsourcing contracts.

Given the rise and importance of this phenomenon for many developing countries, any discussion on foreign investment, private sector development and the relevant institutional and policy framework will not solely focus on direct FDI.

4. MEASURES TO ATTRACT NEW GENERATION FDI INTO VIETNAM IN LINE WITH THE TREND OF FDI IN THE WORLD TODAY

Firstly, addressing technology and transferring science and technology issues in line with the industrial revolution 4.0.

Experts from the International Finance Corporation (IFC) and the World Bank have made recommendations that Vietnam needs a new generation of FDI strategies, which focus on high technology, friendly environment and low energy consumption.

The results of the screening of industries that need to be prioritized for investment promotion and the most value-added FDI in the coming time include: Manufacturing, Logistics, Agriculture, travel, education - health. However, key sectors such as textiles, footwear, clothing, outsourced services, primary metal processing and minerals will continue to play an important role.

According to this group, investors in Vietnam are operating at level 4.0 but their institutional and business environment remains at the 2.0 level. Filling this gap is the main objective of the next-generation FDI attraction roadmap.

To address the challenges and grasp the opportunities of the Industrial Revolution 4.0, Vietnam must strive to build a business environment that fits the needs of businesses in the digital age. Instead of “catch-up efforts,” this re-launch process must provide superior investment environment and operational experiences with online digital solutions that compete with other competitors in the region. Secondly, establishing a new foreign investment management agency.

International experts recommend that Vietnam set up a new “Foreign Investment Agency” instead of the current Foreign Investment Agency. According to the IFC, the functions and duties of the Foreign Investment Agency are currently dispersed among many ministries. No organization in Vietnam has the capacity, personnel skills and key competence to carry out investment promotion in line with new generation FDI.

Thirdly, modernizing investment promotion, shifting from passive promotion to active promotion in some priority sectors; reviewing the entire investment incentive policy framework; opening up a number of important services to boost competitiveness and growth for foreign investment. Therefore, the Government should have a new policy framework in line with the objective of attracting from “pure profit” tax incentives, preferential policies are preferential to higher quality FDI projects.

Fourth, increasing the attraction of investment from the US and the EU

A noteworthy recommendation from the expert team developing Strategy and Strategic Orientation for Newly-Appointed FDI in the period 2018-2030 is that, despite attracting investment efficiently from Japan and Korea. It is necessary to attract more investors from Europe and the United States, to diversify FDI, and to make better use of the investment from this region for higher value-added activities, as well as increased technology transfer for the private sector.

In fact, when reviewing 30 years of FDI attraction, FDI from the United States and the EU to Vietnam is still limited. The question is, can Vietnam pull capital from these markets? The answer that has long been mentioned is that, at least from the statements of US and EU investors, that they always considered Vietnam an attractive investment destination, as well as from the Government messages. on strongly improving the investment environment.

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PROMOTING THE RESTRUCTURING OF VIETNAMESE SECURITIES COMPANIES IN THE ORIENTATION OF SUSTAINABLE DEVELOPMENT

Nguyen Le Cuong* - Vu Thi Thuy Nga* - Luong Quang Hien

ABSTRACT: *In the process of restructuring the economy, the process of restructuring the securities market in Vietnam, including the securities company system has been focused to implement since 2013. Hitherto, the restructuring process of securities trading organizations in general, securities companies in Vietnam in particular has achieved many successes.*

The research aims to identify the key successes of the restructuring process of Vietnamese securities companies in the last period. Simultaneously, the research focuses on identifying and analyzing specific databases to determine the shortcomings and limitations of the restructuring process of securities companies in Vietnam.

On that basis, to propose effective and feasible solutions in two aspects, mainly for securities companies and for market management agencies and market surveillance agencies in order to strongly promote the restructuring process of Vietnamese securities companies, especially the quality and effectiveness of this process, to ensure the strong and sustainable growth and development of each company as well as Vietnamese securities company system and to contribute positively to the process of restructuring securities market and Vietnamese economy in the next period of time.

Keywords: *securities companies; restructuring; solution*

INTRODUCTION

The Vietnamese securities market has developed over an eighteen-year period of ups and downs. The market size has been gradually expanded with the appearance of a series of financial intermediaries, typically securities business organizations such as securities companies and investment fund management companies. The maturity of Vietnamese securities trading organizations is not only reflected in the growth of the number and capital size but also in the methods and quality of customer service providing, operational models, etc.

However, in consideration of real market in Vietnam, compared with other markets in the region which has similar conditions, it comes to a prominent conclusion that the system of securities trading organizations, every securities company, investment fund management company in Vietnam are still lack of effective management; the organizational process and the securities service provision are still scattered and dispersed. The restructuring of the economy in general and the securities market in particular is entering a decisive stage, therefore it is needed strong measures to promote, adjust and restructure the securities trading organizations, especially securities companies in Vietnam.

In the context of promoting sustainable growth and development, this writing focuses on analyzing the process of restructuring Vietnamese securities companies in the period from 2014 to the end of 2017 and provides

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some recommendations to enhance the restructuring of securities companies in the coming time aiming at a stable and strong development of the securities company system and securities market in Vietnam.

RESTRUCTURING PROCESS OF SECURITIES COMPANIES IN VIETNAM OVER THE PERIOD 2014-2017 - THE REALITY

In the financial market and securities market, securities trading organization is an intermediary which performs the role as a bridge connecting and bringing capital from one or some parts of the economy having excess capital (idle capital) to other parts of the economy having capital's demand (lack of capital, need to mobilize capital).

From the decisive point of view: the restructuring of securities trading organizations in general and securities companies in particular is the process of identifying the current position, formulating strategies and tactics to improve the service providing of securities companies aiming at the best performance of their functions on financial market and securities market, contributing to the stable and healthy development of the system of securities trading organizations and the sustainable development of the financial market.

The main contents of the securities companies restructuring are: (1) Restructure the service providing activities of securities companies; (2) Adjust the resources structure to meet the business demands of securities companies; (3) Adjust and improve the trading efficiency of securities companies, and improve their financial capacity by taking reasonable and effective measures [5]

On 10th January 2012, the Minister of Finance issued a decision approving the scheme for restructuring securities companies and securities trading organizations in Vietnam. Therefore, the purpose, the principle and the viewpoint of the restructuring of securities companies is determined as:

+ Improve the operational quality, financial capacity, corporate governance and risk control capabilities of securities companies; on that basis, reduce the number of securities companies step by step.

+ Enhance the capability and effectiveness of management and supervision in securities companies' activities.

+ Open the financial service market according to the committed integration road map.

+ The restructuring of securities companies is carried out in accordance with the road map, with careful and steady steps, without disturbing the operation of the securities market as well as the socio-economic activities of the country, to ensure the legitimate interests of customers.

+ The securities companies will restructure according to the provisions of law, the road map of restructuring scheme, the management and supervision of the State management agencies.

+ Handle well the relationship among securities companies, banks and insurance firms in order to ensure risk management and use market operations to restructure through transparent capital contribution mechanism.

The scheme has identified that the immediate task of restructuring Vietnamese securities company system is to handle securities companies in unsafe financial situation, in the risk of stopping operations, or even bankruptcy; then to pay attention to implementing the solutions for stable and sustainable development, to raise the business efficiency, to ensure the financial safety of each organization as well as the system of securities companies and securities trading organizations on the basis of improving standards and contributing to the sustainable development of financial market and securities market in Vietnam.

Restructuring the number of operating securities companies in the market

One of the most encouraging results during the restructuring process of securities companies is that the financial factor of securities companies in Vietnamese market has been much more effective and stable.

Figure 1: below shows the changes in the number of normal operating securities companies in the market:

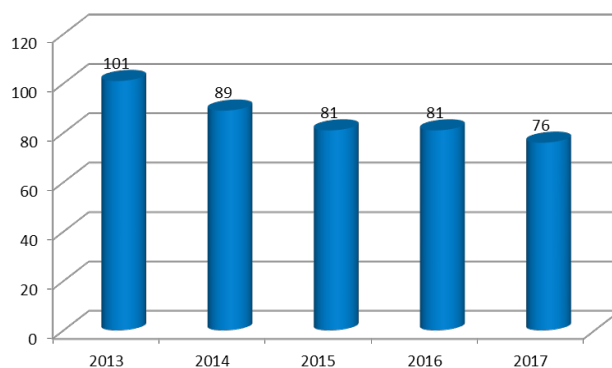


Figure 1: The number of Vietnamese securities companies in the period 2013-2017

Source: State Securities Commission

The number of operating securities companies in Vietnamese market has reached a peak of 105 at the end of 2011, then due to the adverse effects of the world market and Vietnamese market itself, especially based on the strategy, solutions and direct impact under the issuance of restructuring scheme of securities companies, particularly since the second half of 2014, the securities companies having a low level of financial safety, companies suffering prolonged losses, weak investment management capacity, weak corporate governance has become the target for handling. Therefore, the number of securities companies remaining normal operation in the market fell remarkably. It was only 89 at the end of 2014 then went down to 81 in 2015 and 76 in 2017.

Next comes to the business results of the Vietnamese securities companies. Their turnover of service provision decreased significantly in 2013 compared with 2012, but recovered strongly in 2014 to more than 10,500 billion VND, the total revenue in 2015 still remained at approximately 10,000 billion VND. In the past two years (2016-2017), the turnover of securities companies in Vietnam has grown dramatically, reaching over 13,256 billion VND and 19,425 billion VND respectively, equivalent to the increases of 38% and 102.2% respectively in comparison with the year 2015. More impressively, the average turnover of a normal operating securities company has increased by 43.3% and 119.22% compared with 2015.

Unit: Billion VND.

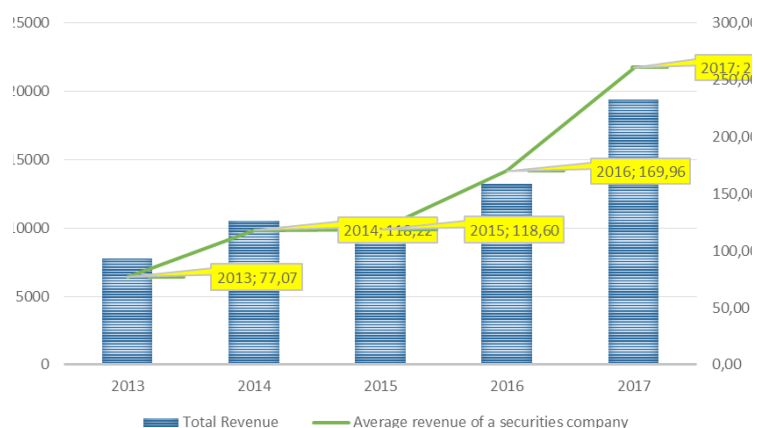


Figure 2: Total revenue and average revenue of a securities company

Source: Financial reports of securities companies and authors' aggregation

Based on the final results of the business activities which means the net profit after taxes of Vietnamese securities company system, the overall picture also brings a lot of positive signals, reflecting the actual results of the restructuring of securities trading organizations in general and securities companies in particular. The total net profit after taxes of securities companies saw a strong growth in 2014 compared with 2013, followed by a relative stability in the period 2015-2016 and then a strong breakthrough in 2017, as well as the positive evolution in the first half of 2018.

Unit: Billion VND.

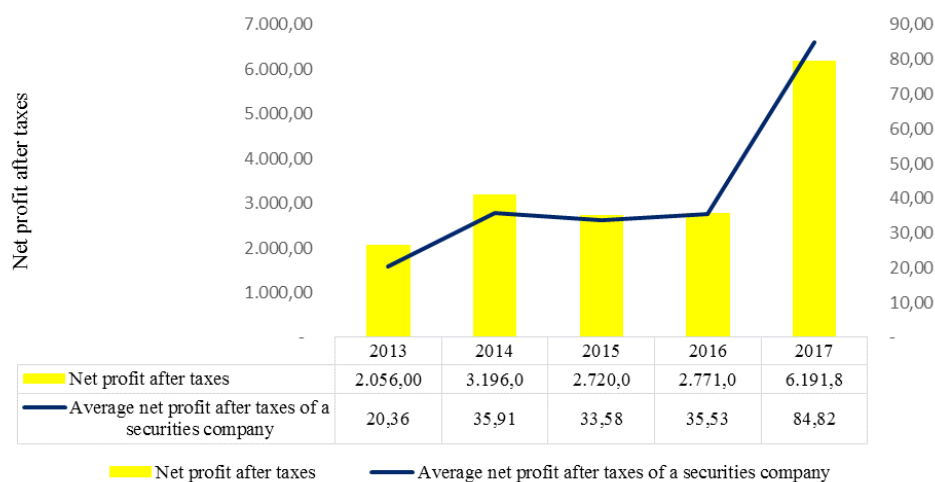


Figure 3: Net profit after taxes and the average net profit after taxes of a securities company

Source: Financial reports of securities companies and authors' aggregation

As can be seen, the restructuring process of Vietnamese securities company system has achieved many notable successes, however, it still faces a number of shortcomings.

- **First of all**, there is a profound divergence between the best and the worst groups of securities companies. At first glance, there is a significant number of securities companies that had losses in 2016 and 2017. In 2016, there are 25 securities companies with negative net profit after taxes equivalent to an increase of 6 companies compared with 2015; up to 2017, the number of securities companies reporting losses reduced, but there still remained 14 companies, accounting for over 19% of total securities companies operating normally in the market.

- **Secondly**, in terms of securities service provision of securities companies in Vietnam, from Figure 4, we can see:

The contribution of main business activities in total turnover of Vietnamese securities company system has changed positively but not considerably. The two basic activities contributing to the business results of the securities company system are proprietary trading and non-core trading activities - other activities such as credit services, securities depository services, interest amount, etc. This reflects a heavy dependence of Vietnamese securities companies' revenues on market movements and trading movements in Vietnamese market - the market is still considered only as a frontier market with many wild fluctuations.

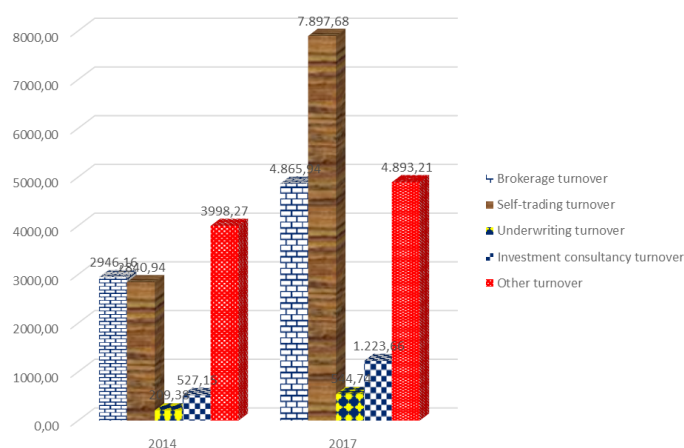


Figure 4: Turnover proportion of business activities of securities companies

Source: Financial reports of securities companies and authors' aggregation

- **Thirdly**, it is about the segmentation of the securities companies in the market. Making a comparison between the group of 20 companies having largest net profit after taxes and the one having smallest net profit after taxes at the end of 2017 and the end of 2014, through Figure 5 below, we can see the turnover proportion of the best and the worst securities company groups.

Under the correlated point of view, the business activities turnover of the group of 20 best companies at the end of 2014 was only 9.3 times higher than the group of 20 weakest ones; however, at the end of 2017, the turnover of best group was 62 times higher than that of weakest group. The profitability is similar. This reflects a clear fact that the level of segmentation in securities service provision market in Vietnam is more widening. The restructuring activities have not eliminated completely the weaknesses in the operation of Vietnamese securities company system yet.

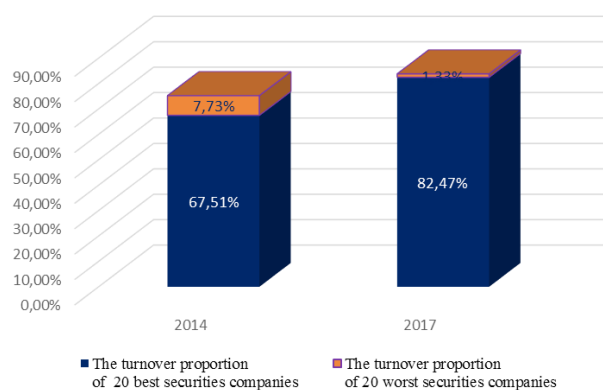


Figure 5: The turnover proportion of the best and the worst securities company groups

Source: Financial reports of securities companies and authors' aggregation

- **Fourthly**, it is about the management and operation capacity of securities companies. Many securities companies, especially those came into operation during the period 2000-2007, it has come to realize the importance of corporate governance which helps gradually bring the company into right orbit relevant to the law and international practice.

The professionalism in corporate governance has been basically enhanced in some points: the organizational structure of the securities trading organizations has been improved; the management board

has obtained more knowledge of securities business management; an increasing number of companies has applied international practices into their corporate governance, etc.

Setting up an internal control mechanism is always one of the necessary conditions for the establishment and operation of securities companies. Securities companies and market regulators have paid more attention to the risk management as the key factor that determines the exist and sustainable development of the securities trading organizations in Vietnamese market in general, and securities companies and investment fund management companies in particular which needs to integrate more deeply into the regional and world markets.

However, the application of international practices in managing and operating securities companies and investment fund management companies is limited and inadequate. Senior staffs are still unstable under the fluctuations of the market so the strategic planning ability in the development of the securities trading organizations has not been seriously considered.

Most of securities companies in the market do not have a specialized strategic research department, which always appears in the modern corporate governance structure, especially for financial institutions operating in a volatile business environment like financial markets.

The majority of Vietnamese securities companies are carrying out many business activities, including those with high conflict of interest, high risk, depending on domestic and foreign market movements. Nevertheless, risk management has not been carefully considered and there is no specialized risk management department in the organizational structure of most companies.

There is no general orientation on the effective structure of the Board of Management, Executive departments and Business departments to apply popularly to the securities company system in the market. The presence of independent members in the Board of Management has not been regulated yet, not considered as an important factor in improving the quality of corporate governance.

One of the most obvious manifestations of Vietnamese securities companies' management capacity that has not really been noticed, is the number of securities companies listed on Ho Chi Minh City Stock Exchange, Hanoi Stock Exchange. Up to now, there are about 20 securities companies, just accounting for about 25% of the companies are normally operating, have their stocks listed on the two above stock exchanges, in which there are no new listed securities companies over the period 2015- 2017. This partly shows that the ability to access the listed standards, including regional and international standards of corporate governance have not been concerned and completed by Vietnamese securities companies [4].

RECOMMENDATIONS FOR PROMOTING THE RESTRUCTURING OF VIETNAMESE SECURITIES COMPANIES IN THE ORIENTATION OF SUSTAINABLE DEVELOPMENT

In order to promote the restructuring process of securities trading organizations in general, Vietnamese securities company system in particular for the growth, stable and healthy development in the coming time, first and foremost, in the period 2018-2022, the following main solutions should be considered:

For State management and market surveillance agencies

- **Firstly**, formulate a strategy to develop and restructure securities companies for the purpose of sustainable development.

The process of restructuring securities company system cannot be done in the short and temporary term. It is a long, persistent, even continuous process. It is not only the responsibility of each securities trading organization or its owners but also the responsibility of the State, management agencies, supervision

agencies, market organizing agencies investors customers and organizations supporting the activities of the securities companies.

Accordingly, the Government, the Ministry of Finance and the State Securities Commission should complete and focus on implementing the development strategy of securities market, including the development strategy of securities trading organizations as a basis for developing and implementing solutions that supports the development of securities companies in the market. Such development strategy can be used as an important indicator to guide the development strategy of each securities company.

State development strategies on securities company and securities market must clarify the guiding viewpoints of the State, the Ministry of Finance, the State Securities Commission on the development of the securities company system; clearly define the roadmap to complete organizational models of securities trading organizations in general and securities companies in particular; key operational model needs to be prioritized; the roadmap of implementing international standards and practices in corporate governance and risk management in securities companies; a roadmap for the development of securities services provided to clients by the securities companies must be done; etc. Strategies for the development of securities market and securities trading organizations need to be stable and have a vision of 20-30 years.

Simultaneously, it is necessary to determine the strategy of securities company development, in which clearly defining the long-term positions in the market is compulsory for securities companies in the process of applying for the establishment or reorganization.

- **Secondly**, focus on enhancing the evaluation criteria for securities trading organizations, securities companies in the market.

(1) Current criteria for assessing the securities trading organization are mainly aimed at the financial security standards. A comprehensive assessment of the performance of Vietnamese securities companies has recently been considered, step by step based on CAMELS model. Nonetheless, the actual effects of this process are not clear. The main reason is that standards based on the CAMELS model are still being used to warn the activities of securities companies in the market.

In the coming time, it is necessary to use CAMELS model as the main basis to evaluate, classify and take measures to deal with securities companies.

Those securities companies that do not achieve the evaluation standards or do not use CAMELS models are required to be temporarily suspended for a certain period of time (i.e. 6 months) so that the owners will have to take corrective measures. If the problem cannot be fixed, it must carry out the measure of dissolution or merger or integration with another securities trading organizations.

The merger and integration of securities companies has both gradually reduced the number of securities companies in the market and minimized the negative changes for the securities company system from issues related to trading accounts of customers and the relevant financial obligations; the consultancy contracts, the underwriting for securities issuers, the handling of technical and infrastructure system, and the laborers currently working at professional departments in the merged and integrated securities companies, etc. The integrated and merged activities of securities companies also contribute to minimizing the decline in trust of public investors and customers towards the operations of securities companies in comparison with the dissolution or bankruptcy activities and simultaneously help the merged and integrated securities companies concentrate on their resources, including human and financial resources to carry out securities trading activities.

(2) Put the number of securities companies in the market in a quantity suitable to the size of the Vietnamese securities market in terms of improving financial capacity, diversifying services together with professionalizing the process of providing securities services. The suitable number of securities companies in Vietnam to 2022 should be around 60 - 65 companies. The State should show the need of reducing the number of securities companies by making legal decisions; should continue not to grant license for the new establishment of securities companies but encourage the restructuring of the securities companies through the merged and integrated mechanism, including allowing investment fund management companies can be merged into qualified securities companies.

(3) Have a mechanism to encourage securities companies, especially small-scale ones with modest operation scale and market share to merge into large-scale securities companies (with total assets of more than 1,000 billion VND) or unify small-scale securities companies to continue providing services in the securities market. The incentive mechanisms may be exemption, reduction or deferment of corporate income tax for 2-3 years; reduction of securities investment tax for investors who open accounts and conduct securities transactions at the merged or newly incorporated companies after unification in a certain period, may be from 6- 12 months, etc.

- **Thirdly**, complete the legal model and the organization of services provision of the securities companies.

Regarding the legal model, formulating and finalizing securities companies in the model of joint-stock companies is a priority to be implemented. This will ensure the access and implementation of corporate governance in a modern governance model which is considered as a vital requirement for securities companies in the context of international integration and internationalization of the securities market.

Regarding the organization of service provision, in the current condition of the Vietnamese securities market and the next 5 to 10 years, we think that the partial multipurpose model or specialized trading model are the suitable ones for securities companies. The restructuring of trading activities of the securities companies in the coming time should focus on the following main contents:

The process of restructuring business operations should be done drastically on the basis of conformity with the business model, the operation capacity of the company and the provisions of the law. The time limit of special control towards securities companies is not over 6 months. When the deadline expires, if the business activities of securities companies still suffer losses, the supervisory board will notify the creditors and owners of the company so that they may consider the request for bankruptcy, dissolution or implementation of company merged and integrated measures according to the provisions of law.

Set up a special mechanism for securities companies to transform the operation model from securities service provision in which self-trading activities make up a large proportion to the investment bank model through abiding by the financial obligations without applying the process of dissolving the securities company and re-establishing the investment bank [3].

Strongly implement effective regulations on requesting securities companies to disclose information similar to a listing organization on the Stock Exchange. It should be considered as one of the basic “therapies” to improve the quality of securities company’s activities, enhance the company’s responsibility to customers as well as the stock market, thereby put pressure on the securities company itself to restructure its activities, that actively contributes to the process of restructuring the securities company system in the market. Take priority of operating license grant to new securities companies established under the model of joint-stock companies.

Enhance the conditions for the establishment and maintenance of securities companies. In the next 5-10 years, those conditions should be revised to reach the common ground of securities companies in the region. The legal capital to implement the main professional activities needs to increase 2 to 3 times compared with the current one. It is necessary to have a specific roadmap with a period of 1-2 years to enforce the compliance of new legal capital requirements on key business operations for all securities companies in the market.

At the same time, it should be applied to all securities companies with the appropriate roadmap of regulations on major shareholders and large capital contributors in existing securities companies operating in the market with at least one shareholder or large capital contributors are commercial banks, insurance companies or financial companies as regulated by the establishment of securities companies in accordance with current law. The securities companies that do not fully meet the standards of operation must be removed from the market through compulsory company dissolution or merged mechanism with other securities companies.

- **Thirdly**, empower and promote the role of self-regulatory organizations, especially the Association of Securities Dealers, in supporting membered companies in business activities in general, in enhancing the capacity to identify, prevent risks, and identify corporate restructuring plans in particular. To enhance the efficiency and effectiveness of the State Securities Commission's inspection and supervision activities in compliance with the law and the principles of business operation; the service provision of securities companies must be carried out regularly and continuously; to ensure the inter-connection between the State Securities Commission and the Stock Exchanges, the Depository Center and the Designated Bank for payment.

FOR EACH SECURITIES COMPANY

- **Firstly**, it is necessary to clearly define and focus on communication: the restructuring process of securities companies is the regular and periodic activities. Under the conditions of Vietnam, restructuring activities should be implemented every 2-3 years. Then, the owners, the management board of the company, the customers and investors who have related business activities with the securities company in restructuring process would approach that activity in a calm and objective way without negative evaluation of the company's normal operations during the restructuring phase. This will create a stable basis for the normal operation and development of the company even in the process of adjusting, restructuring, then maintain the general stability of the system.

In the course of operation and development, it is necessary to formulate and implement the development strategy of securities company, with the following main contents: (1) Determine the long-term (5 to 10 years) target position that the company needs to achieve in the securities services market; (2) Establish and implement policies for brand development, brand positioning, and enhancement of the company's reputation in the market; (3) Identify medium-term objectives (2 to 3 years) with corresponding implementation solutions that will gradually approach long-term objectives; (4) Determine the policy on human resources and talent attraction to serve the long-term goals of the company so that those who work or need to work in the company have the basis for evaluation, selection then making decision to participate in professional activities of the company, for the development of the company and the staff themselves; (5) Establish strategies for conducting business activities in the direction of expanding or focusing on work specialization, target markets, customers, etc.

- **Secondly**, securities companies should focus on implementing specialized models in a more focused manner, in the direction of specialization and professionalization of products and services such

as brokerage, securities investment consulting, financial analysis and consultancy, etc. These specialized orientations need to be cared by small scale securities companies (with total assets under 100 billion VND) with low market share. These companies should transform into specialized operation model, typically investment consultancy, financial consultancy, especially enterprise restructuring consultancy.

Review the operation of the securities company itself to apply the independent investment banking model in Vietnamese securities market in the direction of separating the brokerage from underwriting and self-trading. Investment banks carry out specialized securities underwriting in combination with self-trading as an investor in the market. To develop professional brokerage companies, conducting intensive brokerage activities with accompanying services. Initially, regulations on the investment banks should be specified in the Law on Securities with the main contents are: the model of organization; the main activities of the investment banks; the conditions for establishment and operation of an investment bank; the regulations on supervision and control of activities; the regulations on dissolution, bankruptcy of the investment banks, etc.

- **Thirdly**, each securities company should actively review the business situation and even re-recognize the objectives of establishment and operation of securities business of the company owners. The owners, the shareholders of the securities companies particularly those suffered from prolonged losses or inefficiency should actively seek partners to merge, sell the companies or voluntarily dissolved to avoid greater losses.

- **Fourthly**, focus on strengthening financial capacity of securities companies

Financial capacity, including the financial strength and capital structure, asset structure, efficiency of business performance of securities companies in Vietnam today is generally weak and unreasonable which needs to focus on improving. Accordingly, the financial security must be considered as the first priority, the borrowing activities, particularly the short-term borrowing activities of securities companies must be strictly controlled and maintained at a low level. In order to improve the financial capacity of the companies, the following measures need to be implemented:

- + Securities companies should focus on increasing the number of strategic investors as the foreign securities trading organizations or large domestic financial institutions through joint ventures and share sale to strategic investors to create the financial strength of the company. In this process, it must be recognized that Vietnamese securities services market is a potential market with an ever-expanding market scale, in the context that the economy still maintains a high economic growth rate, the number of potential customers of securities companies such as business agencies, investors are still growing rapidly. Those are the potentials that foreign securities trading institutions and domestic financial institutions do not underestimate.

- + Improve efficiency of doing business and providing securities services of securities companies, to boost the quality of financial capacity, contributing to the improvement of competitive ability of the company in the market. Focus on resources to achieve the core business performance, especially the strengths which have high market share. The focusing process of doing business basing on the strengths of the company can be achieved through transforming operational models; narrowing the ineffective operations which is not in line with the company's risk management capabilities.

- + On the basis of provisions of the law, internal capacity of the company, to apply the operational model with the reasonable number of professional operations and operational structure. If the securities company performs many business operations, there is a need to minimize excessive dependence on a particular business activity, especially those heavily influenced by market fluctuations. The proportion of

securities self-trading, financial services activities in total revenue of the securities companies with various business lines should remain below 60%.

- **Fifthly**, focus on strengthening corporate governance, risk management. Securities companies should formulate corporate governance policies according to the best practices. Formulate training strategies, attract high-quality human resources and highly qualified business executives to participate in the management and administration of the company.

Establish and operate an effective risk management system. This system must meet certain requirements:

- To be a specialized department in the organizational structure of securities companies directly under the General Director.

- Operate independently from other professional sections of the company. To be directly responsible to the General Director and Board of Management for risk management, supervising the professional sections.

- Have ability to identify and early warn the risks in all business aspects of the company.

- Have regular and close contact with the supervisory system of the Securities Exchanges, the State Securities Commission.

CONCLUSION

It can be confirmed that the process of restructuring securities companies in Vietnam has achieved certain successes. However, due to the shortcomings of the hot growth process at the beginning of the Vietnamese securities market, the process of restructuring Vietnam securities companies needs to be further strengthened with strategic, decisive and strong measures to build and complete securities company system for a healthy and stable development.

Such solutions must be synchronically and rhythmically applied among each securities company with management agencies, market surveillance agencies and organizations supporting the operations of securities companies. Therefore, the restructuring process of Vietnamese securities companies can achieve successes as expected, contributing to the development of financial market, securities market as well as the overall economy of Vietnam.

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ENHANCING THE GLOBAL VALUE CHAIN OF VIETNAM AGRICULTURAL PRODUCTS

Vu Thi Dao*

ABSTRACT: Vietnam is one of the leading countries in terms of scale agricultural exports with many commodities such as rice, cashew, coffee, seafood ... However, 90% Vietnam's agricultural products is still exported in raw or applied simple process, product quality and export value lower than that of other countries. It makes the competitiveness and level of participation in the global value chain of Vietnam agricultural products low, especially high value-added phases. As a result, the growth in scale and quantity of Vietnam's export agricultural products does not bring corresponding income increases and faces many risks and losses in the market. Based on the research and analysis of the situation participating in global agricultural value chain of Vietnam products, the study also suggest the particular solutions to remove difficulties in the formation of the value chain and set up Vietnam agricultural value chain towards sustainability.

Keywords: Value Chain, Exporting Agricultural Products, Vietnam agricultural value chain

1. INTRODUCTION

1.1. The global value chain

The 'value chain' is defined by Kaplinsky and Morris (2001) as "the full range of activities which are required to bring a product or service from conception, through the intermediary phases of production, delivery to final consumers, and final disposal after use"¹. A value chain includes activities such as design, production, marketing, distribution, support and after-sales services, delivery to final consumers and final disposal after use. It is basically a descriptive construct that provides a framework for the generation of data for the entire range of activities within and across the various links in the chain.

The process of production and consumption goes through many phases in the value chain. Each of them contributes to the added value of the product. Generally, value added is created most in R&D and marketing phases, design and distribution stages contribute lower value added, the lowest stage is production (Fig. 1).

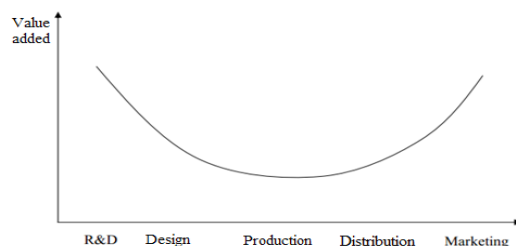


Figure. 1. The Value chain model

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¹ Gereffi, G. and R. Kaplinsky, R. (eds), 2001 "The value of value chain"

Nowadays, along with the globalization process, there are rarely enterprises possible dominate the whole value chain. Enterprises rely on their strengths to enter the value chain by specializing in each stage. Looking at figure 1 above, we can see that the value created by enterprises in the production process, in the value chain is different. While companies that specialize in research, development, design, distribution, and marketing can create a great value, the values created by assemblers and producers create only much smaller and being the lowest value in the global value chain. This is also an explanation why companies in developed science and technology countries tend to place production and assembling products in developing countries in order to take the advantage of cheap human resources there (Fig. 2).

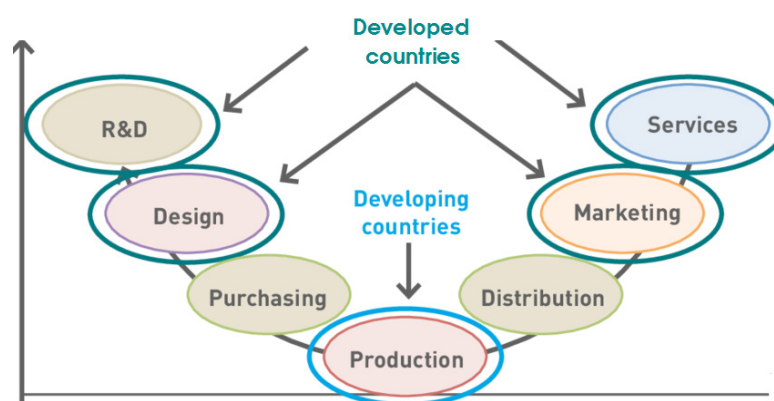


Figure 2. *The smiling curve: Value distribution along the global chain*

The global value chain is a value chain in which activities can be carried out by many firms and are occurred on a global scale. In the global value chain, each national economy is just a coordinated part and national borders are no longer principal limitations of the development of economic actors. Specific production processes are still being implemented in each country, and the difference is that they take place on by global connectivity and are governed by international rules and regulations. This is a new structural form of the modern world economy occurring the restructure of labor division between enterprises of different countries but within the territory of a country, then switch to the form of labor division in the chain, based on a global comparative advantage, is led by the process of liberalization of trade and investment through global operations of companies.

1.2. The characteristics of the agricultural global value chain

Basically, the formation and development of the agricultural global value chains is similar to other conventional commodity value chains. It means there are activities that will be allocated to where it creates the highest added value and works best in the global value chain. However, due to the very specific characteristics of agricultural commodity production from farming stage in the field to processing and consumption, the value chain of agricultural products has its own characteristics to be considered for successful and effective participation in these value chains. The specific characteristics of the global agricultural value chain are as follows:

- Characteristics of seasonality and impacting of weather.

As agricultural crops and livestock of agricultural productions are always seasonal, commodity agricultural products are also seasonal, making the value chain of agricultural products are often discontinuous and very fast change volume, quality for supplying to the market in each period. Demonstration: In the harvest

season, the volume of agro-products increases rapidly, the quality is high and the market demand is huge, leads to make up the price of goods on the market lower. Vice versa at the end of harvest, the volume of goods fell very fast with low quality, but its price is high. This characteristic makes the distribution of goods difficult and prices are not stable in the market. Actually, agricultural production is strongly influenced by climate, temperature, light and other resources such as land and water. Changing these factors in any direction will have a direct and big effect on the outcome of the production, which may be positive and may be negative, then make the value chain more unstable and fluctuate over time. Dependence on natural conditions will lead agricultural production is limited due to inadequate conditions and agricultural production was strong regionalization, mean concentrating in some areas, while other areas cannot grow. Therefore, more than any products of non-agricultural industries, the value chain of agricultural products is often high localization.

- Characteristics of processing, preservation and food safety.

Farm products are fresh commodities, easily damaged and expired, quickly decrease quality after harvesting, so transporting away is difficult if not processed, well preserved before shipping. It means the price of the production will increase if goods are under go processing, selection and preservation the right technical requirements. This characteristic causes difficulties for producers and restricts the expansion of the value chain, especially for products consumed under fresh conditions such as vegetables, flowers, animals slaughtered, milk, ... Therefore, the globalization of agricultural commodities has become very limited, developing global value chains of these products to many countries requires manufacturers and traders to have high technology, suitable for processing and preservation, then the price of consuming must increase more than the price of products at the place of production. The issue of food, beverages safety is also a major impediment to the development of the global value chain of agricultural products because these goods directly affect consumer's health and life. Governments often set up strict barriers on food hygiene and safety for imported agricultural products and do not allow importing poor quality order or too much toxic chemicals. These measures are justifiable and necessary, but adversely affect global agricultural trade and cause much risk to the agricultural producers.

- Characteristics of the organization of agricultural production

Due to the traditional and biological of crops and livestock, the organization of agricultural production (the supply of agricultural products) also has characteristics that are different from the production of non-agricultural goods. The biggest difference in the value chain of agricultural products compared to non-agricultural value chains is that the agricultural production process often involves a large number of farm households with very different production level, business sense and awareness of agricultural markets. This makes the value chain complicated and difficult to adjust to produce a large volume of quality homogeneous products, especially the ability to adjust the scale of production according to market signals for products produced in countries with large numbers of farmers such as China, India, Vietnam, Thailand and Indonesia. The large number of farmers in agricultural production requires appropriate forms of production organization in order to effectively attract farmers to produce the same quality products, models and launch the quantity of products according to the market demand, minimizing the disparity between supply and demand on the market for some agricultural products. This is the arduous problem of the global value chain of agricultural products and is a great challenge for producers, processors in the agricultural value chain in general and the global value chain of agricultural products in particular.

- Characteristics of participation in the agricultural value chain.

First of all, the production stage is characterized - which are constituted by two stages: cropping and processing. In fact, participation in the global value chain of agricultural products by developing

countries such as Vietnam is mainly carried out at the production stage, especially at farming. Participation in farming and cropping stage in the agricultural value chain are farmers and fishermen with a very different scale of production, depending on land, water resources and other conditions. Participation in processing includes many different forms, such as manual processing, mechanical processing, combine manual and automation.

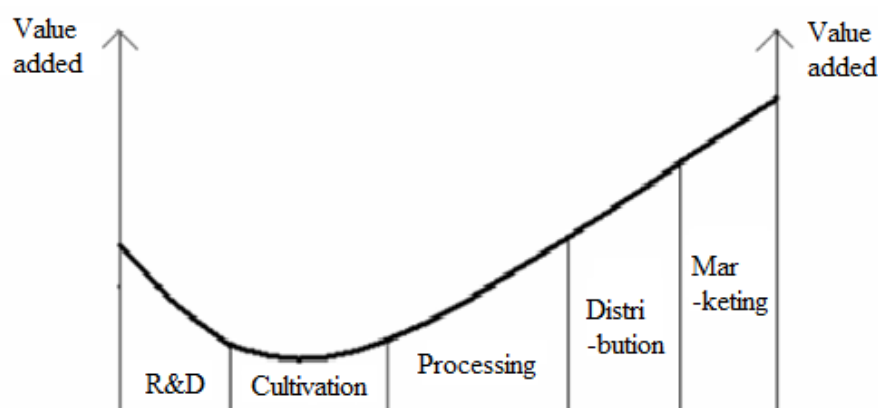


Figure 3. Typical model of the agricultural value added chain¹

In fact, participation in farming and cropping stage with the result that raw material products often receive a much lower value added than the processing stage, while participating in this phase takes many risk due to seasonality, weather conditions, climate, ... and always have high competitive pressure. This model has partly explained the reason that global business groups focus on distribution and marketing, researching breed and production processes then transferring them to slow and developing countries to crop. Therefore, it is not easy for Vietnamese enterprises to engage in high value-added activities in the global agricultural value chain in of the globalization today. Big brand importers usually hold almost all of these stages, and firms in a developing country want to join the chain, they face fierce competition.

2. THE SITUATION OF PARTICIPATING IN THE GLOBAL VALUE CHAIN OF VIETNAM'S AGRICULTURAL PRODUCTS.

2.1. Results of participating in the global value chain of some Vietnam's agricultural products.

Recently, Vietnam's agricultural sector has made great efforts to participate in the global agricultural product value chain, with many products gaining high export value such as coffee, pepper, seafood, fruit... At present, Vietnam's agricultural products have been exported to more than 100 countries in the world, exporting turnover of agricultural products increased over time. As of 2017, agricultural product export turnover reached over \$US 36 billion, accounting for more than 17% total export products². In terms of market share and ranking position in exporting countries, some agricultural products of Vietnam have a high market share and rank as: cashew kernel is 38.23% of total global cashew exports – the first rank in the world; pepper is 25.18% market share - the first rank; rice is 18.12% - the second rank; coffee is 8.23% - the second rank; natural rubber is 3.23% - the fourth rank³.

¹ According to Assoc. Prof. Dinh Van Thanh, Global Value Chain Identification for Agricultural Products, Proceedings of the State-level seminar, KX.01.16 / 06-10, Hanoi, 2009.

² Data from the General Statistics Office

³ According to the General Statistics Office: Statistical Yearbook 2014, Hanoi, 2015

At the International Support Group Plenary Meeting (ISG) about agriculture themed “Integrating Global Agricultural Value Chain: Promotion of Food Safety and Market Linkages” on the 11th of December 2017, Minister of Agriculture and Rural Development Nguyen Xuan Cuong said that over the past 30 years, the Vietnamese agricultural sector had recorded remarkable achievements, making it one of the world’s 15 biggest farm produce, forest product and seafood exporters. Vietnam’s farm produce, forest product and seafood exports hit US\$32 billion in 2016 and are expected to reach US\$35-36 billion this year, with 10 export items expected to yield more than US\$1 billion each. The agricultural sector has been reorganizing production in the direction of cooperation, linking closed value chain, associating production from raw materials to processing and selling products in the value chain, connected to the global consumption system. Increasing processing and product value have created more jobs and higher income for Vietnamese farmers.

Some of Vietnam’s agricultural products and some of separated value chains are involved in high value added stages in the global value chain. Vinacafe’s coffee chain, dragon fruit chain in Binh Thuan, and especially the chains of foreign invested enterprises such as Nescafe, Metro... have brought Vietnam-made agricultural products to the system of retailing abroad. Moreover, in terms of coffee consumption in the domestic market, the strong participation and growth over time is mainly due to the positive results of marketing strategies from big brands such as Highlands Coffee, Gloria Jean’s, The Coffee Bean, Tea Leaf, Trung Nguyen and Illy, etc. Although Vietnam has not built strong brands in the international market but some companies have initially reached the world market with Vietnamese coffee brand. In addition, more and more multinational corporations are tending to invest in the Vietnamese coffee sector, contributing to improve efficient participation of Vietnamese coffee in the global coffee value chain. These days more and more Vietnamese exporters are involved in sustainable coffee development programs.

Renovation and improvement of the institution and business environment have initially contributed to create the effect of participating in the global value chain of Vietnam’s products. Accession to the WTO and multilateral, bilateral economic integration have been continued to pave the way for Vietnamese agricultural products to enter the world market. The policies of agriculture, trade, science and technology have been promulgated and implemented, contributing to improve the productivity and quality of agricultural products, improving the value of processing and increasing the export turnover of agricultural products. The position of Vietnamese agricultural products in the global value chain has been one step higher than that of other countries.

2.2. The inadequacies of participating in the global value chain of Vietnam’s agricultural products.

According to experts, up to 85% - 90% of the Vietnam’s agricultural products are sold abroad under foreign brands . Therefore, low and restricted price are still the story of the Vietnamese goods when exported. That is not to mention other barriers such as anti-dumping, environment, technical barriers,... are considered “commercial tactic” are often used by importing countries in the “playground” of the World Trade Organization (WTO) that Vietnamese goods are not easy to overcome.

While Vietnam has become a major farm produce exporter, 90 percent of the country’s farm produce exports are unprocessed or semi-finished products that are in general inferior to products of the same kind from many other countries in terms of quality and value. This has seriously affected Vietnam’s participation in the global agricultural value chain.

Food safety is a hot issue for Vietnam’s agricultural production, according to a World Bank representative. A World Bank study on food safety risk management in Vietnam shows that exported foodstuffs are relatively well controlled, but management of domestically sold products remains poor, with unsafe food sales and consumption becoming a burden, leading to disease problems.

Many of the products sold on the world market are not branded, labeled, or have to use foreign brands. Meanwhile the supporting activities such as policies to attract investment is still inadequate; forecasting, warning signal market are still not meet the requirements. Moreover, the impact of changing climate usually happen, causing great risks to agricultural production, income, farmer life and rural economy.

The constraints, weaknesses of agricultural producers and exporters need to focus on improving, that is:

The capacity of participating actors in the global value chain is still limited. Fragile production makes it difficult to implement mechanization, low productivity, un-even quality. Most farm households lack being able to access to market, they often produce base on their experience and rely subjective calculations. Vietnam's agricultural products have only been involved: cultivation, collection, processing and exporting raw materials, which are the lowest added value in the agricultural value chain. At high value added stages such as R&D, processing, distribution (retail) and marketing, we have not been participated, or the level of participation is very low.

In the production stage, farmers suffer many disadvantages. Oxfam's survey in cooperation with the Institute of Policy and Strategy for Agriculture and Rural Development (IPSARD) in An Giang province shows that among the three actors of the export value chain (farmers, traders, enterprises), farmers have to pay the highest cost (63%), traders and exporters only spend the remaining 37% and the benefit is permuted. In the chain of production and export of rice, the most benefit belongs to the supply of fertilizer and plant protection drugs, followed by rice exporters, next to the purchasing enterprises to produce and traders. They only trade product but earn more than 70% profit and the benefit of farmers are often less than 30%. Especially, the coffee value chain which farmers only benefit about 10% of the total value added of the coffee product¹.

The stages of collection, processing and consuming of agricultural products are incomplete and unsustainable with many intermediate levels. Farmers mainly sell agricultural products to traders, whole-sellers. On the other hand, the collection and processing has not been carried out in accordance with the technical process, lead to its low quality and cheap price of agricultural products.

In terms of consumption (export and retail distribution), the construction and development of Vietnam's agricultural product brand is still limited. In addition, the maintenance, development and protection of Vietnamese agricultural product brand are facing many difficulties due to stealing brand or the registration of Vietnam's agricultural products of other enterprises in the foreign market. (eg, Trung Nguyen Coffee in some US states or Highland Coffee in China).

On the side of Vietnam Government, the thinking capacity of government management and business management under the chain model is still limited. Up to now, there are very few cadres to set up strategies, plans and policies on agricultural and commercial development, fully understand the global value chain and its necessities to participate. Vietnam's exporters of agricultural products are still mostly exporters at FOB prices, by looking for trade contracts and implementing deduction models (it means taking pre-paid, then buying and delivery of goods, then deciding price), exporting partners are not stable and almost no forward contracts. Therefore, Vietnam's agricultural products export nearly \$ 20 billion per year, even some of the world's leading export goods, but because of hundreds of export enterprises competing with each other then we still cannot control market and price.

¹ According to Prof. Vo Tong Xuan (2011): Researching and applying the value chain production and consumption of agricultural products, "Tia sang dien tu" Journal, June 22.

In addition, the World Bank research team recommended that the Vietnamese government avoid market interference with too much regulation, and focus on attracting more private businesses to production chains.

3. SOME SOLUTIONS TO IMPROVE THE EFFICIENCY OF PARTICIPATING IN THE GLOBAL VALUE CHAIN FOR VIETNAM'S AGRICULTURAL PRODUCTS.

3.1. For producers and exporters of agricultural products

When participating in the global value chain, enterprises must determine clearly needing to be involved from the beginning, from product development, not when they have a product on the market then back to find out order. Therefore, producers and exporters of agricultural products should carry out:

- To actively and proactively participate in the global value chain, selecting right priority stages to take comparative advantages, develop quickly, efficiently and sustainably export activities on the world market.

- To take advantage of joint-venture and association activities so as to increase the strength and economic efficiency of participating in the global value chain, quickly overcome the current small scattered and fragmented situation and lack of linkage between the clues (from producers to buyers, processors, exporters, retailers) in the chain.

- Focus on the selection of agricultural products that Vietnam has a comparative advantage and the world has a high demand to produce and export. In addition, rearranging production and processing facilities and setting up large production and processing establishments with modern equipment and technologies to create high added value products, enough capacity to compete in the international market, gradually reduce small and fragmented production firms, which have low productivity and quality, does not guarantee food safety.

- Participating in agricultural product associations. This is the unit that gathers and strengthens the linkages between agricultural business enterprises which have the potential of comprehensive advantages, promoting the construction and development of trademarks, in addition exploitation of geographical indications for agricultural export products.

- Ensuring food safety and hygiene is not only a solution but also an overall solution. We must abide by the International Food Safety Standards. Beside, concentrating more investment is needed for food safety.

- It is very important to the building of trademarks for Vietnam's agricultural products. Vietnam's agricultural products are always cheaper than agricultural products of other countries with similar products. In the last 15 years, we have succeeded in exporting some agricultural products (coffee, pepper, cashew, seafood, fruit ...) to European market. However, due to too focused on quantity, trademarks issues are not paid attention. In the immediate future, the association of agricultural and forest products of Vietnam should organize the introduction of their products to consumers in some localities in the countries whom Vietnam exported to create customer trust for agricultural products under Vietnam brand name. If we have good trademarks, Vietnam agricultural products can participate in the agricultural global chain.

3.2. For Government

Practical lessons from experience of many countries, in order to increase the added value of agricultural products, the Government plays an especially important role. From the situation of agricultural production and export, along with the current international economic integration process, the Government should focus on the following policies and efforts:

- To restructure production towards complete value chain-oriented cooperation and connectivity, link raw material production with processing and sales in compliance with value chain development. Step by step adjusting and changing the strategic orientation from the development of production and export of agricultural products in quantity and high speed to focus on quality, competitiveness and efficiency. In order to implement this guideline, besides encouraging investment and developing the processing industry, the Government should enhance and attach importance to the raising and growing agricultural products base on promoting comparative advantages and toward large-scale and modern productions. At the same time, construction and management of the production, processing and preserving export agricultural products abide by quality standards, food hygiene and safety, suitable to import markets.

- It is necessary to review and re-evaluate the scale and level of processing technology of all existing agricultural processing facilities. According, applying appropriate mechanisms of incentives and support will be provided for them to increase and expand investment, linkage and technology transfer towards establishing large-scale processing facilities. This will increase the processing capacity and the rate of deep processing then create quality products and meet the high demand of the world market.

- Proving good conditions to attract foreign direct investment for accessing capital and technology as well as to participate in a global distribution network for agricultural products. This is the shortest way to increase competitiveness and participate in the global value chain, thereby enhancing the added value of agricultural exports.

- To create a bridge for domestic and foreign enterprises to join in, share information, develop effective production and business linkages, low emission, develop green and sustainable agriculture. Create good conditions for producers and exporters of Vietnamese agricultural products to participate in non-production activities, to approach more closely with foreign consumers, especially to support information about market demand, trade promotion for agricultural products in key markets, open distribution facilities abroad.

- To develop both domestic and foreign markets, and distribution channels; ensure food hygiene and safety; gradually develop strong brands; negotiate to open and expand export markets; keep traditional markets stable; and look for and expand potential markets.

- To encourage the private sector to build investment and business plans compliant with the agricultural sector's restructuring strategy and the government's strategic development targets.

- To further improve institutions and policies, administrative reform and public services; mobilize resources from different sources; promote investment in the form of public-private partnerships in agricultural and rural infrastructure development in order to meet large scale commodity production demands.

CONCLUSION:

Globalization has given rise to a new era of international competition that is best understood by looking at the global organization of industries and how countries rise and fall within these industries. However, Globalization's benefits will continue to be unevenly distributed, with its gains going to those with more education, skills, wealth, and power. Therefore, if Vietnam is to effectively participate in the global agricultural value chain, its agricultural sector needs to restructure production towards complete value chain-oriented cooperation and connectivity, link raw material production with processing and sales, address food safety issues, and develop markets.

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This is my own independent research. The data used in the paper are clearly stated and published in accordance with the regulations. The results of my research are self-explanatory, analyzing honestly, objectively and in accordance with the reality of Vietnam.

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COMPLETING PRINCIPLES AND EVALUATION METHOD F VIETNAMESE ACCOUNTING

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ABSTRACT: *The article mentions the process of taking form principles and evaluation method of Vietnam accounting; the formation of evaluation models in the world and Vietnam; General assessment about the situation of applying the evaluation models in Vietnam and offering the contents of completing the principles, evaluation methods of Vietnamese accounting to advance the international economic integration in adequate and equal about the accounting and auditing with the following basic contents: (i) The common problems consists of specifying the basic characteristics of accounting compared with other types of create accounting; about the use of value measurement in accounting; evaluation method of accounting objects; content and principles of evaluation method; the nature of the evaluation method; the expression of the evaluation method; types of evaluation used; evaluation models; (ii) Formation and application of logical value in the world and the application of logical value in Vietnam which consist of the accounting principles mentioned in the Accounting Law 2015 of Vietnam and the changes about aware of the evaluation principle of logical value.*

Keywords: *Accounting, principle of accounting, Evaluation method of accounting,*

One of the basic characteristics of accounting compared with professional accounting and statistical accounting is the use of value measurement to reflect, taking note accounting objects in the receipt, tackle, systematize and provide information for users. Evaluation is one of the methods of the accounting method system used to quantify accounting objects in order to serve for accounting records and financial reporting. The evaluation method is formed when the appearance of accounting.

The evaluation method is an accounting method that determines the value of evaluation objects under certain principles. The evaluation object is properties and liabilities. Expressions of the evaluation method are used prices and evaluation techniques. To determine the value of the accounting evaluation objects used different prices at different times (the time of formation and in the process of production and business operations as well as the process of using, approaching accounting objects). The evaluation of accounting objects is carried out at the main time such as the time of initial recognition; the time after the initial recognition and the time of financial reporting.

At the time of initial recognition, it needs calculating in order to determine the valuation of assets and liabilities as soon as it formed to accounting record.

After the initial recognition in the process of production and business operations as well as the process of using and approaching the value of the evaluation objects to be changed so the accountant should also use the prices and evaluation technical to identify and acknowledge the value of evaluation objects.

Time of making financial statement: At the end of the period when financial statements are made, the types of assets and liabilities are also determined at the basis of using the adapt prices (market price) that accountant charge to recognition and present in the financial statements.

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Accountant can use many different types of prices to charge of accounting objects, but actually includes the following basic (principal) prices: original price, market price and reasonable value

Original price is the price used to initially record the accounting objects at the time of formation

Market price is the price agreed upon by market participants when there are actual transactions of evaluation object or the same type of objects in existence.

A reasonable price is a price used by the parties to determine the value of evaluation objects on a voluntary basis and an understanding about the exchange of a par transaction.

One of the most important contents of the accounting objects evaluation method is the identification the “evaluation principle” of accountant. Evaluation principles are understood as the main prices used to charge the basic elements of a financial statement. Each accounting system of each country has the logical charge principle with socio-economic conditions and requirements, management level as well as the management mechanism of the national economy. In our country, along with the use in the process of forming and developing the principles and methods of charging of accountant that have been formed different charging models:

- Original price model (actual price)
- Market price model
- Reasonable valuation model

According to the original price model (actual price), the accountant use the original price to charge of accounting objects at all times: initial recognition, after initial recognition and financial statement.

According to the market price model, accounting objects are valued at original price and market price: the original price is used to charge of accounting objects at the time of initial recognition, the market price used to charge of accounting objects when making financial statements.

According to the reasonable valuation model, the accounting objects is valued on a voluntary basis and understanding about the value of accounting objects between the parties involved in the evaluation.

Evaluation method has the important meaningful in providing practical and effective information for using and offering decision of the objects using accounting information, including those objects have direct benefits and indirect benefits. Due to the evaluation method, the financial information as well as the results of production and business activities, the formation and use of cash flows is presented and provided for objects using the system of summarize economic targets, since then analysis in order to offer the reasonable decisions. Starting from the role, the effect of accounting information providing evaluation method should be ensured the following basic requirements:

- The evaluation must be reliable and reasonable. The accounting information provided through the evaluation must be reliable on the basis of objective and reliable evidence in accordance with accepted accounting principles.

- The evaluation must be consistent. The value of the charge objects may be determined by different evaluation methods. The consistence of evaluation method requires consistency in the use of a certain price among accounting periods for a category or group of evaluation object.

In this article, we will outline about the formation and development process as well as the changes and orientations to improve the evaluation method of Vietnam accounting in opening condition, international economic integration and market economy develop.

Research results show that. However, the reasonable valuation model, awareness, understanding and use are quite new and not mentioned much in the Vietnam accounting standards system. This is a model that is increasingly used more popular to replace and in common with other evaluation models that the evaluation method of Vietnam accounting is more and more perfect to satisfy the requirements of integration and development, advance approach and integration with the International Financial Reporting System (IFRS)

The first time, the concept of reasonable value was recognized by the International Accounting Standards Board (IASB): the reasonable value is the value that an asset is exchanged or a liability is paid on a voluntary way among the parties that have the knowledge of a normal transaction. In common with (IASB) the Financial Accounting Standards Board (FASB) also states: The reasonable value is the price that can be received when selling an asset or being able to pay to transfer a debt to pay for a normal transaction among participants in the market at the valuation date.

On a national scale, the reasonable value has been widely used in international accounting standards and financial statements. In 2010, in the draft about the International Financial Reporting Standard No.13 (IFRS 13) “Reasonable Value Measurement” was defined as the price used to charge some accounting objects. After the research and exchange process 2011, this standard has been announced, promulgated and become effective from 2013, under the concept of the reasonable value is mentioned as “the price level which an asset can be exchanged among parties in knowledge of a par transaction”.

In the system of the international financial statements, the reasonable value is used in the following situation:

- To determine the original price.

According to the International Accounting Standard Board’s accounting theory model, the reasonable value is not a measurement basis to determine the elements of financial statement, it is used only to determine the initial recognition value of types of assets and liabilities such as financial assets, financial instruments, ...

- To determine after initial recognition.

In this case, the reasonable value is used to determine the value of assets and liabilities such as real property, factory, machinery and equipment, financial instruments, etc.

- To determine the discount of the asset

According to the accounting standard regulations, the International Financial Statement 13 carries out the reasonable value. It depends on the case determined by one of the following three levels:

1. Reference data is the list price of the asset or liability that is identical on the market. It is the unit may income at the measurement date.

2. The reference data can be collect for assets or liabilities directly of market prices or other indirectly (based on market prices) of the list price level 1. If assets or liabilities are related to a specific term, the reference data level 2 must be reference data which can be collected all essential terms related to assets or liabilities.

3. Asset or liability reference data is not based on active market (no active market).

In Vietnam, the reasonable value have been mentioned in Vietnam accounting standards such as: the Vietnam Accounting Standard No.03 “Tangible fixed assets”; Vietnam Accounting Standard No.04 “Intangible Fixed Assets”; Vietnam Accounting Standard No.06 “Asset lease”; Vietnam Accounting Standard No.10 “The effects of changing in exchange rate”; Vietnam Accounting Standard No.11 “Business consolidate “ and Vietnam Accounting Standard No.14 “Turnover, other income”

The concept of the reasonable value is also mentioned in the Vietnam accounting standards:

Vietnam Accounting Standard No.03 “Tangible fixed assets”: The reasonable value is the value of assets that can be exchanged among acknowledge parties at par exchange .

Vietnam Accounting Standard No.06 “Asset lease”: The reasonable value is the asset value that can be exchanged or the debt value paid in a voluntary way among the acknowledge parties and ready at par exchange.

Vietnam Accounting Standard No.10 “The effects of changing in exchange rate”: The reasonable value is the asset value that can be exchanged or the debt value which paid in a voluntary way among the acknowledge parties at par exchange.

Vietnam Accounting Standard No.11 “Business consolidate”: The reasonable value is the asset value that can be exchanged or the debt value paid in a voluntary way among the acknowledge parties at par exchange.

According to Vietnam Accounting Standard No.14 “Turnover, Other Income”: The reasonable value is the asset value that can be exchanged or the debt value paid in a voluntary way among the acknowledge parties at par exchange.

According to the content of Vietnam Accounting Standards mentioned above that the reasonable value is mentioned in the relevant accounting standards to determine the asset value, which is a determination of the value when it is initial recognition with tangible fixed assets, intangible, turnover, other income and determine the cost business consolidate, as well as initial recognition and reporting of monetary items that have original in foreign currencies.

Although there are regulations about the reasonable value in each accounting standard and the method of determining the reasonable value while it is not legal and synchronous, but also the specific nature of each content. This is also one of the reasons why the widely application of the reasonable value limited, leading to process integration of the International Financial Reporting System (IFRS) is not timely and quickly

Looking back at the process of forming, applying and developing the evaluation method of Vietnam accountant, it has shown that the evaluation models on original prices and market prices have been applied, which carried out quite good for book-keeping and financial statement step by step gradually to the opening, international economic integration. We have also gradually approached the reasonable value model to reach a more perfect integration with the region and the world in the field of accounting control. Aware of the necessity and importance of the Vietnam reasonable value model, there have been positive changes in the field of accounting control under the trend of international integration, especially Article 1, Clause 6 the “Accounting Principles” and Article 3, Clause 7 “Accounting Standards and Accounting Professional ethic standards” of the Accounting Law in 2015 under Law No. 88/2015/QH13, November 20, 2015, namely:

- Clause 1, Article 6: The value of assets and liabilities are initially recognized. After initial recognition for types of assets or liabilities which the value changes frequently at market prices and their value can be reliably determined, they are recorded at the reasonable value at the end of making the financial statement.

- Clause 3, Article 7: The Ministry of Finance shall prescribe accounting standards and accounting professional ethic standards on the basis of international accounting standards which suited to specific conditions of Vietnam.

- Also in Clause 6, Article 3, “Explanation of Terms” of Accounting Law 2015: The reasonable value is the value determined with the market price, which may be obtained when selling an asset or transferring a liability at the time of determining the valuation.

Through the research of the reasonable value model in developed countries with market economy shows that Vietnam needs have research and step by step approach to the reasonable value model to charge the accounting objects in order to improve of the evaluation method of Vietnam accounting to adapt the need of developing the market economy in the opening trend, international integration in accounting and auditing and sustainable development.

To achieve the above targets, we need to determine the rout apply for the reasonable value so that suited to the specific conditions of Vietnam and routine, international accounting standards as well as the content regulations at Article 6 and Article 7 of Accounting Law 2015 with the following contents and solutions:

1. Step by step prescribe the use of the reasonable value to charge of accounting objects in order to ensure the consistency in awareness as well as the realities of charging the accounting objects (assets and liabilities).
2. Determine the concept of the reasonable value.

Nowadays, the concept of the reasonable value is mentioned widely in the related accounting standards and the Vietnam Accounting Law as well as in International Accounting Standards and International Financial Statements including the concepts that the IASB and FASB. To ensure carry out the requirements of Vietnam Accounting Law 2015 on accounting standards, the reasonable value is one that used to determine the value of assets and liabilities paid in certain situation with conditions for a transaction when selling a property or paying a liability, the conditions are:

- The transaction parties are knowledgeable about the the transaction objects.
- The parties are willing to make transaction at the reasonable exchange rates.
- The transaction are conducted in objective and normal.

In short: The reasonable value is the value when selling an asset or paying a liability among the transaction parties voluntarily and acknowledge at par exchange of the transaction carried.

We can see that the conditions to determine the reasonable value when there is a active market of the evaluation objects to be traded.

3. Formally legalize the use of the reasonable value and enforce regulations guiding the implementation of the contents fixed at Clause 1 Article 6 and Clause 3 Article 7 of Accounting Law 2015, including matters related to:

- Basis determine the reasonable value
- The accounting method the reasonable value
- Evaluate and record the reasonable value

We see that the current situation in Vietnam, the basis to determine the reasonable should be based on the market price and ensured suitable to the international accounting standards.

Whereas waiting for enforce “The Reasonable Value Measurement” the reasonable value accounting methods are implemented in accordance with guiding by the Ministry of Finance.

The assessment and recognition of the reasonable value should be done so that suitable to the regulations of the Accounting Law:

+ Assets and liabilities appreciated and recognized under the reasonable value at the end of the financial statement included:

- Financial instruments required by accounting standards must be recognized and appreciated of the reasonable value;

- The monetary items have original foreign currency appreciated in the actual exchange rates.
- The other assets or liabilities have the value change frequently under requirement of the accounting standards must be revalued at the reasonable value.

+ The revaluation of assets and liabilities in accordance with the reasonable value must be ensured that there is a real basis. There is no basis to determine the value reliably, the assets and liabilities are recognized at cost.

+ The Ministry of Finance specifies the types of assets and liabilities to be recognized and revalued according to the reasonable value, the accounting method of recognition and revaluation under the reasonable value.

4. The accounting standards promulgated “Measurement the reasonable value” in accordance with accounting standards, international financial statements No.13 and specific conditions of Vietnam. With the accounting standards issued in related to the reasonable value, it is necessary to supplement and adjust so that suit to the reasonable value model: Guiding the method of determining the reasonable value; the accounting method record and revaluation according to the reasonable value.

According to us, in accordance with the conditions of Vietnam as well as the regulations of the Accounting Law, the reasonable value method should be applied according to the market approach method, the valuation and recognition at the reasonable value should be applied with Article 28 of Accounting Law 2015. In the process of waiting for the issuance of the accounting standards “Measurement of the reasonable value”, we see that it should be used levels and situations to use for determining the reasonable value in accordance with regulations of the accounting standards and international financial statements No.13. In addition to the accounting standards have issued related to the reasonable value, it is necessary to adjust so that suitable to the reasonable value model.

5. The regulations of using the reasonable value so that suitable to the system of international accounting standards:

- a. Using the reasonable value to evaluate and initial recognize with assets in the situation:
 - When businesses do not have to spend money to buy or new production
 - Even if there is the cost of asset. In this case, it will be arised the difference between the reasonable value and the cost, the difference is recognized in the profit (loss) at the time of initial recognition.
 - The cost of business consolidate is determined on the basis of the reasonable value of the exchange property.
- b. Using the reasonable value to charge after initial recognition and make financial statement:
 - Financial assets and investment properties are recorded at the reasonable value at the time of making financial statements.
 - Assets are machinery and equipment, the factory is reevaluated according to the reasonable value
 - Assets and products are recognized at the reasonable value, less estimated costs to sale when harvesting.
- c. Dealing with the difference because of changes or fluctuations in the reasonable values:
 - Recognition is income, expenses including business results (profit, loss)
 - Recognition adjusts increase or decrease target of owners’ capital in the accounting balance sheet with assets held for sale.

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EXPORT OF ENVIRONMENTAL GOODS: VIETNAM'S DETERMINANTS

Tran Trong Duc*

ABSTRACT: *Low- and middle-income nations including Vietnam need to have a balance between export expansion and protecting environment. Promoting trade in environmental goods as well as services is one of potential factors that contribute the growth of economy while reducing environmental degradation. This study will provide an insight about the exports of environmental products from Vietnam, the determinants impacting on the export performance and focus on the APEC list of environmental goods that is consisted of 54 commodities in 54 different 6 digit HS code. By using stochastic frontier gravity model for the panel data of top 20 partner countries and regions of Vietnam on environmental goods exports from 2001 to 2016, the estimated results illustrate that GDP of partners nations, participating in the ASEAN and exchange rate have positive impacts on the exports of Vietnam; however, population, distance from Vietnam to partners countries and tariffs have negative impacts on the exports. Additionally, the determinants of 'behind the border' is one of the most important constraints of the Vietnam's exports of environmental goods.*

Keywords: *Environmental goods, Vietnam, stochastic frontier gravity model, 'behind the border' constraints, 'beyond the border' constraints*

1. INTRODUCTION

Since 1986, Vietnam's government has applied Doi Moi policy as well as created the socialist-oriented market economy. The growth rate of Vietnam's exports has increased by 20 percent annually, except in 2009 due to the economic recession (Ministry of Industry and Trade, 2017), but the exports of environmental goods account for only a small proportion of the total of Vietnam's export. It is evident that there is an inverse correlation between export and the environment. The expansion of export will lead to the increase of manufacturing products and the promotion of economic growth; however, it further results in environmental degradation and climate change. There are numerous countries that have suffered from climate change, especially low- and middle-income nations. According to Jones and Olken (2010), the growth rates of developing nations will decrease by approximately from 5.7 to 2 percent if the temperature rises by about 1 degree Celsius. Therefore, low- and middle-income nations including Vietnam need to have a balance between export expansion and protecting environment. Promoting trade in environmental goods as well as services is one of potential factors that contribute the growth of economy while reducing environmental degradation. Statistics reveal that the total exports of low carbon goods increase from 231 to nearly 866 billion US dollars over the period between 2001 and 2011 (Brockman, 2014); and it is expected to reach 1900 billion US dollar in 2020 (Bucher and alii, 2014). This study will provide an insight about the exports of environmental products from Vietnam and the determinants impacting on the export performance. The structure of this paper is as follows: Section 2 provides an overview of environmental goods and Vietnam's exports of environmental goods; Section 3 provides the methodology and a literature review; Section 4 describes the results of the Stochastic frontier gravity model; and the final section will draw conclusions.

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2. OVERVIEW OF ENVIRONMENTAL GOODS AND VIETNAM EXPORTS OF ENVIRONMENTAL GOODS

2.1. The definition of environmental goods

There are several differences in the definition of which products will be the environmental good or which services will be environmental services; therefore, the definition of not only environmental goods but also environmental services have become a controversial problem in some WTO negotiations. For instance, Hamwey (2003) suggests that the equipment and technology are used to solve environmental issues or the goods can help to improve positive impacts on the health of citizens and the environment (Katti, 2005). Furthermore, the Organization of Economic Cooperation and Development (OECD) and Eurostat (1999) contented that environment goods are the products that are used to ‘measure, prevent, limit, minimise or correct environmental damage’.

The classification of environmental products also plays an important role in a trade policy. In 1992, OECD is the first organization beginning to identify 164 environmental goods and services and it was divided into 3 categories at the HS nomenclature: ‘pollution management, cleaner technologies and products, and resource management’ (Sugathan, 2013). APEC further created the list of 109 environmental goods under 10 groups. The OECD’s list is better than that of APEC because the APEC’s list does not consist of cleaner technologies, goods and services (Chu & Ahsan 2014). However, the low- and middle-income nations do not well recognize the lists of both OECD and APEC (Nguyen & Kalirajan, 2016). In 2007, the Friend of Environmental Goods group created the friend-153 list combining both of the two above lists. Since that time, the WTO has used the ‘friend-153’ list in negotiations on environmental goods, and it is known as WTO 153 list. One issue of WTO 153 list is that this list is submitted by some members of WTO; therefore, does not imply consensus among all WTO members that these are indeed ‘low-carbon’ or even ‘environmental’ (Chu & Ahsan 2014). In 2007, a list of 43 climate friendly goods is also created by the World Bank (World Bank, 2008); and according to the informal submission between the USA and EU, the tariff rates on these goods will be reduced to zero from 2013 (Sugathan, 2013). In 2012, the list of 54 environmental products developing by following the commitments between 21 economies is endorsed by the Leaders of APEC. According to their commitments, by the end of 2015, tariff rates of 54 environmental goods will be declined to 5 percent or less, and these commitments further take into account the economic circumstance of members. Moreover, since 8 July 2014, 14 WTO members started the plurilateral negotiation on liberalizing trade of environmental commodities that is based on the 54 environmental goods on the APEC list (Atsuko, 2016). There are several critical reasons why APEC negotiations about the list of 54 environmental goods became successfully. Firstly, 21 economies of APEC just agreed a list of 54 commodities that are accepted by all economies, and they did not try to define which product will be the environmental good. Secondly, the resolution of these negotiations is not only a non- legally binding but also implementation voluntary; however, it is supported by the political commitment from the Leaders of APEC economies.

This research will focus on the APEC list of environmental goods that is consisted of 54 commodities in 54 different 6 digit HS code. According to the APEC (2012), 54 commodities can be divided into 4 groups of goods: The renewable energy (15 HS codes); Environmental Monitoring, Analysis and Assessment Equipment (17 HS codes); Environmental – protection (principally SHW, WWM and APC) (21 HS codes) and Environmentally Preferable Products (1 HS code).

2.2. Overview about Vietnam's exports of environmental goods

Vietnam has been rising in the exports of environmental goods since 2001. In 2001, the total export of environmental goods is only US\$ 33,825 thousand while total products exports of Vietnam is US\$ 15,029,200 thousand, accounts for just 0.23 percent of total exports of Vietnam (Table 1). However, it increases dramatically to US\$ 3,117 million in 2016 and occupies approximately 1.77 percent. The export value of environmental goods in Vietnam accounts for small percentage of total Vietnam export, and the value of environment goods exporting from Vietnam is lower than others countries in ASEAN. For instance, the exports of environmental goods in Malaysia and Thailand rose from under 2 billion US dollars in 2000 to more than 7 billion and 6 billion US dollars in 2012, respectively (Bucher and alii, 2014). The enterprises of Vietnam have the capacity to produce numerous environmental products such as micro-hydro and wind towers (Baumuler, 2010), but Vietnamese firms deal with several issues such as the small scale of production and low good quality that will lead to the exports of environmental goods contributing for only a small proportion of the total of Vietnam's export.

Table 1. *The contribution of the exports of environmental goods in Vietnam.*

Units: US Dollar thousand

| Year | Total exports of Vietnam | Total exports of environmental goods | Contribution of environmental goods to Vietnam's exports (%) |
|------|--------------------------|--------------------------------------|--|
| 2001 | 15,029,200 | 33,825 | 0.23 |
| 2002 | 16,706,100 | 60,082 | 0.40 |
| 2003 | 20,149,300 | 61,173 | 0.30 |
| 2004 | 26,485,000 | 127,255 | 0.48 |
| 2005 | 32,447,100 | 134,981 | 0.42 |
| 2006 | 39,826,200 | 280,941 | 0.71 |
| 2007 | 48,561,400 | 273,888 | 0.56 |
| 2008 | 62,685,100 | 337,237 | 0.54 |
| 2009 | 57,096,300 | 330,333 | 0.58 |
| 2010 | 72,236,700 | 429,067 | 0.59 |
| 2011 | 96,905,700 | 689,532 | 0.71 |
| 2012 | 114,529,200 | 900,927 | 0.79 |
| 2013 | 132,032,900 | 913,379 | 0.69 |
| 2014 | 150,217,100 | 1,429,321 | 0.95 |
| 2015 | 162,016,700 | 1,745,209 | 1.08 |
| 2016 | 176,580,800 | 3,117,391 | 1.77 |

Source: UN Comtrade

In Table 2, like developing nations in ASEAN such as Malaysia, Philippines, Thailand and Indonesia, Vietnam further has the comparative advantage in some environmental commodities, for example producing parts and components (HS854140, HS850239 and HS901580) (Atsuko, 2016). The total export value of HS854140 from Vietnam is about 2,214,223 thousand US dollars over the period of 16 years, and it occupies approximately 20.38 percent of total Vietnam export. HS 850300 also has played vital role in the Vietnam export value of environmental goods, with 799,564 thousand US dollars and contribute to 7.36 percent of export value of environmental goods. Additionally, the HS85 group (electric machinery) has only 11 commodities but the export value of this group accounts over 42 percent.

Table 2. *Top 15 commodities of environmental goods exporting from Vietnam between 2001 and 2016*

| Rank | HS Code | HS Code Description | Export value | Contribute to export value of environmental goods |
|------|---------|--|--------------|---|
| 1 | 854140 | Photosensitive semiconductor devices, incl. photovoltaic cells whether or not assembled in modules or made up into panels; light emitting diodes (excluding photovoltaic generators) | 2214223 | 20.38 |
| 2 | 850300 | Parts suitable for use solely or principally with electric motors and generators, electric generating sets and rotary converters, n.e.s | 799564 | 7.36 |
| 3 | 903180 | Instruments, appliances and machines for measuring or checking, not elsewhere specified in chapter 90 (excluding optical) | 721167 | 6.64 |
| 4 | 847989 | Machines and mechanical appliances, n.e.s | 687941 | 6.33 |
| 5 | 901380 | Liquid crystal devices, n.e.s. and other optical appliances and instruments not elsewhere specified in chapter 90 | 599814 | 5.52 |
| 6 | 850490 | Parts of electrical transformers and inductors, n.e.s | 579468 | 5.33 |
| 7 | 850164 | AC generators "alternators", of an output > 750 kVA | 432469 | 3.98 |
| 8 | 854390 | Parts of electrical machines and apparatus, having individual functions, n.e.s. in chapter 85 | 396049 | 3.65 |
| 9 | 901390 | Parts and accessories for liquid crystal devices "LCD", lasers and other appliances and instruments not elsewhere specified in chapter 90, n.e.s. | 392931 | 3.62 |
| 10 | 840290 | Parts of vapour generating boilers and superheated water boilers, n.e.s | 300413 | 2.77 |
| 11 | 903190 | Parts and accessories for instruments, appliances and machines for measuring and checking, n.e.s | 290089 | 2.67 |
| 12 | 847990 | Parts of machines and mechanical appliances, n.e.s | 277402 | 2.55 |
| 13 | 840420 | Condensers for steam or other vapour power units | 275282 | 2.53 |
| 14 | 903289 | Regulating or controlling instruments and apparatus (excluding hydraulic or pneumatic, manostats, thermostats, and taps, cocks and valves of heading 8481) | 269020 | 2.48 |
| 15 | 902680 | Instruments or apparatus for measuring or checking variables of liquids or gases, n.e.s | 239253 | 2.20 |

According to Figure 1, China, USA, Japan and Republic of Korea are the four largest markets of environmental goods from Vietnam and they contribute more than 55 percent of the total export. According to Brockman (2014), the USA and Western Europe concentrate on almost all the biggest markets of low carbon goods; and the growth rates of the markets of low carbon goods in the Asian and African low- and middle-income countries are highest, with approximately 9 percent in 2011. The USA has the largest market size in the world, with £ 629303 million and 368951 firms from 2009 to 2010; and it grew by 5 percent in 2011 (Bucher and alii, 2014). Therefore, these regions will be high potential for exporting environmental goods from Vietnam.

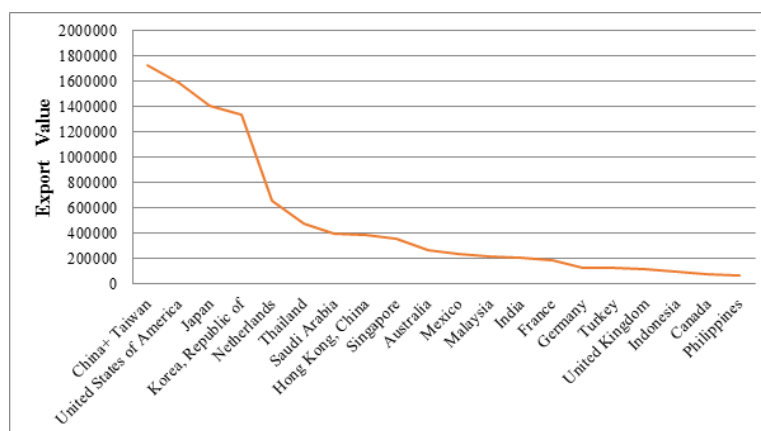


Figure. 1. Top 20 markets of environmental goods from Vietnam.

3. METHODOLOGY

3.1 Theoretical model

The gravity model that has been applied since 1962 is the most successful approach to estimate export potentials as well as export determinants, and it is based on Newton's law. This model hypothesizes that the GDP, population and distance between two nations have major impacts on trade. Tinbergen (1962) demonstrated that there is a positive relationship between exports of nations and their GDP; however, the relationship between the exports of nations and distance of two countries is negative. There are numerous studies providing theoretical legitimacy to improve the gravity model such as Anderson (1979) and Bergstrand (1989). With OLS estimation, the basic of gravity model of international trade is

$$\ln(EX_{ijt}) = \beta_0 + \beta_1 \ln(GDP_j) + \beta_2 \ln(POP_j) + \beta_3 \ln(1+T_j) + \beta_4 \ln(DIST_j) + \beta_5 (RER_j) + v_j$$

Nevertheless, there are several disadvantages of this basic model. The 'behind the border' constraints as well as 'implicit beyond the border' constraints are ignored such as the social and political institution of both home and trading partner nations (Kalirajan 2005). The bias further brings about the presence of heteroskedasticity (Silva & Tenreyro 2003).

The basic gravity model is improved by numerous studies. Egger (2008) and Sayavong (2015) confirm that panel data models which are linear in variables and non-linear in the trade expenses. In addition, Feenstra (2002) indicates that the difference of price between trading partner could be used in the gravity model. Kalirajan (2007) suggests that by using the Stochastic frontier gravity model, the effect of trade resisting factors can be measured. There are several benefits of the Stochastic frontier gravity model, and

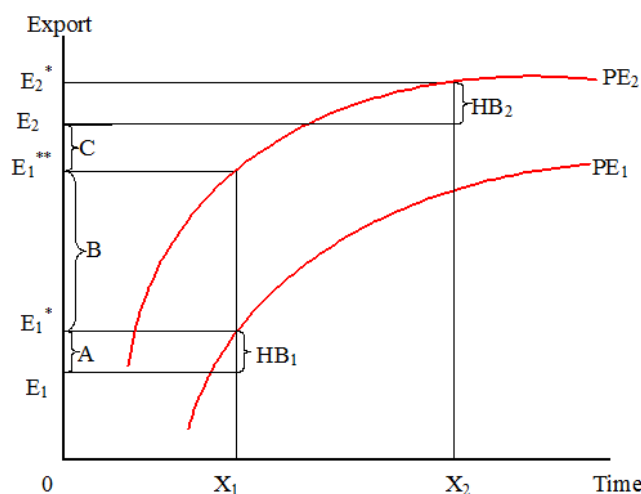
the biggest advantage of this model is that although the studies do not have adequate information, country-specific impacts ‘behind the border’ as well as ‘beyond the border’ can be incorporated and measured. The form of stochastic gravity model can be written:

$$\ln(EX_{ijt}) = \beta_0 + \beta_1 \ln(GDP_j) + \beta_2 \ln(POP_j) + \beta_3 \ln(1 + T_{i,j}) + \beta_4 \ln(DIST_j) + \beta_5 \ln(RER_{i,j}) - u_{ij} + v_j$$

in which u_{ij} is only positively distributed, and v_j is normally distributed. The value of u can be between 0 and 1.

According to Kaliarajan (2008), there are three types of determinants that impact on export growth of countries, namely natural constraints, ‘behind the border’ constraints as well as ‘beyond the border’ constraints; therefore, Vietnam’s total export of environmental goods will depend on numerous factors. Firstly, the core determinants such as GDP, population of nations that import product from Vietnam and the distance from Vietnam to the importing countries will have significant impacts on Vietnam’s export. It is evident that the increase of GDP or population of the importing countries could generally bring about the growth of demand for environmental goods from Vietnam. Nevertheless, because of costs of transportation, there is an inverse correlation between the values of environmental goods exports and distances. For example, if the distance between Vietnam and an importing country becomes longer, it will lead to higher transport costs; thus, the value of export will be reduced. Secondly, ‘beyond the border’ factors will be separated into two groups, namely ‘explicit beyond the border’ factors and ‘implicit beyond the border’ factors. The ‘implicit beyond the border’ factors consist of infrastructure and institution of partner nations, and it could have negative impacts on the export country. Moreover, the ‘explicit beyond the border’ factors include tariff and exchange rate policies which also have inverse effects on the total export value of the export countries. The price of imported products could be increased due to the increase in tariff or the devaluation of domestic currency; as a result, the demand for imported goods in the importing countries will be decreased. Finally, the ‘behind the border’ factors relate to the limitations of infrastructure or institution of exporting countries such as transaction costs, the infrastructure of trade, port and custom procedures, licensing and bank procedures that could have negative impact on the export. For example, one of the major ‘behind the border’

According to Ahsan & Chu (2014) and Khan & Kalirajan (2011), the decomposition of export growth could be illustrated by the graph below:



Where

E_1 and E_2 demonstrate the actual export of host country in two periods.

PE_1 : the potential export frontier of host nation with removing the behind the border determinants over the period 1.

PE_2 : the potential export frontier of host nation with removing the behind the border determinants over the period 2.

E_1^* and E_1^{**} : the potential export of host nation in two periods by giving the constraint X_1

E_2^* : the potential export of host nation over period 2 by giving the constraint X_2

From the graph, the different of export value between two periods could be decomposed:

$$\begin{aligned} EG &= E_2 - E_1 = A + B + C \\ &= (E_1^* - E_1) + (E_1^{**} - E_1^*) + (E_2 - E_1^{**}) \\ &= (E_1^* - E_1) + (E_1^{**} - E_1^*) + (E_2^* - E_1^{**}) - (E_2^* - E_2) \\ &= [(E_1^* - E_1) - (E_2^* - E_2)] + (E_1^{**} - E_1^*) + (E_2^* - E_1^{**}) \\ &= [HB_1 - HB_2] \quad + \quad IBB \quad + \quad GCD. \quad (2) \end{aligned}$$

$EG = E_2 - E_1$: the export growth.

$HB_1 - HB_2$ illustrates the export growth because of the impact of behind the border export determinants;

IBB implies the export growth because of the impact of ‘implicit beyond the border’ determinants of partner nation;

GCD demonstrates the export growth because of the effect of core determinants (GDP and population) and ‘explicit beyond the border’ determinants (the exchange rate as well as tariff).

3.2 Empirical strategy

In this paper, the Stochastic frontier gravity model is:

$$\begin{aligned} \ln(EX_{ijt}) &= \alpha_0 + \alpha_1 \ln(GDP_{jt}) + \alpha_2 \ln(POP_{jt}) + \alpha_3 \ln(T_{jt}) + \alpha_4 \ln(DIST_{jt}) \\ &\quad + \alpha_5 \ln(EXR_{jt}) + \alpha_6 \ln(ASEAN_{ij}) - u_{ij} + v_{ij} \end{aligned}$$

where EX_{ijt} presents the value of Vietnam’s exports of environment goods to nation j ; GDP_j and POP_j describe the GDP as well as population of importing nation j ; T_{jt} illustrates the average import tariff of Vietnam’s environmental goods imposed by nation j ; $DIST_{ij}$ is the geographical distance from Ha Noi to the capital city of country j ; EXR_{ij} indicates the nominal exchange rate of the currency of country j and the EXR_{ij} is calculated by the US dollar; and $ASEAN$ is one dummy variable. The value will be equal to 1 if the importing country is the member ASEAN respectively; otherwise, its value is 0.

U_{ij} is only positively distributed. It is denoted that the value of u_{ij} will be 0 if there is not an importance in the influence of behind the border constraints as well as the actual exports and potential exports are not different; otherwise, it will have a positive value. If u_{ij} has the value greater than 0 and less than or equal to 1, there is an importance in the bias and nation specific determinants, and ‘they constrain actual exports from reaching potential exports’ (Kalirajan, 2008). V_{ij} denotes the doublesided error term and normally distributed.

With the maximum likelihood estimation, the production coefficients (from α_1 to α_7) constituting the coefficients of the potential gravity model could be estimated. γ demonstrates the ratio of the variation

because of the influence of ‘behind the border’ determinants to all of the variances of exports. The above model will be estimated by the software STATA 14.1 over the period between 2001 and 2016.

3.3. Data

This research uses the panel data of top 20 partner countries and regions of Vietnam on environmental goods exports from 2001 to 2016. The twenty nations and regions include China, USA, Japan, Korea, Netherlands, Thailand, Saudi Arabia, Hong Kong, Singapore, Australia, Mexico, Malaysia, India, France, Germany, Turkey, United Kingdom, Indonesia, Canada and Philippines. GDP, population and exchange rate are collected from the website of the World Bank. Distance is calculated from Hanoi to the capital of trading partners by Distance Calculator website. Tariff is the average of tariffs on low carbon goods and derived from the World Bank. The export value of environmental goods is calculated from the website of the United Nation Comtrade.

4. RESULTS

Table 3. *Estimates of stochastic frontier gravity model for the data from 2001 to 2016*

| Category | Coefficients | Standard errors of estimates | t statistic |
|------------------------|-----------------|------------------------------|-------------|
| LnGDP | 1.673759(***) | 0.19462 | 8.60 |
| LnPopulation | -0.4745993(***) | 0.1300401 | -3.65 |
| LnDistance | -1.413627(***) | 0.2088813 | -6.77 |
| LnEXR | 0.0145241(**) | 0.0577862 | 0.25 |
| LnTariff | -0.4923042(***) | 0.1750362 | -2.81 |
| ASEAN | 0.4738488(*) | 0.416219 | 1.73 |
| Constant | -15.29209(***) | 3.646351 | -4.19 |
| Gamma | 0.9688(***) | 0.1943736 | 9.55 |
| Log likelihood | | -666.45212 | |
| Number of observations | | 320 | |

Notes: Dependent variable: the logarithm of Vietnam's total exports of environment goods

*(***), (**), (*) illustrates the significance level at one, five and ten percent.*

In the above table, the value of gamma is 0.9688 and it has a significance level at 1 percent (p value is 0.000); thus, using stochastic frontier gravity model is valid in this research. The value of γ further illustrates that the determinants of ‘behind the border’ are one of the most important constraints of Vietnam exports of environmental goods; therefore, with the purpose of increasing the export of environmental goods, Vietnam needs to decline the numerous impacts of ‘behind the border’ factors. For instance, Vietnam can improve the trade infrastructure and the quality of economic institutions.

In Table 3, the coefficient of GDP (α_1) is positive with the 1 percent importance level; hence, the growth of GDP of the importing countries leads to the positive impact on Vietnam’s exports. However, GDP of importing countries has a decreasingly positive impact on the exports of environmental goods from Vietnam during estimated period. There are several causes for that. For instance, when GDP of the partner countries rises, they can produce more goods that replace the imported products from Vietnam; therefore, it could decrease imports from Vietnam.

However, the coefficient of population (α_2) is negative and the significance level is 1 percent. It indicates that as income of the partner countries increases, the low carbon goods that are their demand are

either not exported from Vietnam or the partner countries start to produce those environmental goods, and so their import from Vietnam is decreased. The distance from Vietnam to the partner countries is further major factor by indicating statistical significance level at 1 percent with a negative number.

Tariff is also a crucial factor in Vietnam exports of low carbon goods from 2001 to 2016. The coefficient has negative value with statistical importance of 1 percent. This means that if the partner countries apply higher tariff on the imported goods, then it will lead to the increase in the prices of those goods as well as the reduction of the demand for those products. However, the Vietnamese government is out of control over this determinant because it depends on policies of each partner nations and trade agreements.

The exchange rate was also a crucial factor in Vietnam exports of low carbon goods from 2001 to 2016. The coefficient has positive value with statistical importance of 5 percent. This demonstrates that the currency of the importing countries is appreciated, which results in the decrease of commodity prices importing from Vietnam; thus, the demand for environmental goods from Vietnam will increase.

The ASEAN is also the important dummy variable, and it has a positive impact on Vietnamese export over the period from 2001 to 2016 with statistical importance of 10 percent. Since 1995, Vietnam has participated in the Association of Southeast Asian Nations (ASEAN) and ASEAN Free Trade Area (AFTA); hence, the products exported from Vietnam receive benefits such as tariffs from 0 to below 5 percent (Petri, 2012). In addition, since 2010, six nations in ASEAN (Thailand, Malaysia, Indonesia, the Philippines, Singapore, and Brunei) eliminated tariffs, and Lao PDR, Myanmar and Cambodia have also reduced the intra-ASEAN tariffs by approximately 5.5 percent from 7.3 percent to 1.8 percent over the period between 2000 and 2013 (Yean, 2015); thus, it will promote the exports of low carbon goods from Vietnam to ASEAN which is the third largest export market of Vietnam (Ministry of Industry and Trade, 2015).

GROWTH DECOMPOSITION

The impact of determinants on export potential could be measured by estimating the equation (1). The table 4 could be calculated through several steps below:

(1) From data is collected, with the maximum likelihood estimation, the production coefficients over two periods (from α_1 to α_6) constituting the coefficients of the potential gravity model could be estimated.

(2) $E1^*$ is calculated by multiplying the value of each determinant affecting export over period 1 by the coefficients of the potential gravity model over period 1.

(3) $E1^{**}$ is calculated by multiplying the value of each determinant affecting export over period 1 by the coefficients of the potential gravity model over period 2.

(4) $E2^*$ is calculated by multiplying the value of each determinant affecting export over period 2 by the coefficients of the potential gravity model over period 2.

(5) E_1 and E_2 are the actual export over period 1 and 2 respectively.

From equation (2) and E_1 , E_2 , $E1^*$, $E1^{**}$ and $E2^*$, (HB1-HB2), IBB and GCD are obtained.

Table 4. *Export growth decomposition of Vietnam environmental goods export between 2001 and 2016*

| No | Countries | % Export growth due to the impact of | | |
|----|--------------------------|---|--|--|
| | | 'Behind the border' determinants [HB ₁ – HB ₂] | 'Implicit behind the border' determinants (IBB) | 'Explicit behind the border determinants' and Core Determinants (GCD) |
| 1 | China | -164.362 | 5.199 | 259.164 |
| 2 | United States of America | 87.600 | -8.612 | 21.012 |
| 3 | Japan | -214.782 | 243.807 | 70.975 |
| 4 | Korea, Republic of | 1.090 | 26.576 | 72.334 |
| 5 | Netherlands | 77.881 | 17.284 | 4.834 |
| 6 | Thailand | 28.169 | -314.588 | 386.419 |
| 7 | Saudi Arabia | 59.422 | 19.977 | 20.601 |
| 8 | Hong Kong, China | -355.951 | 292.642 | 163.309 |
| 9 | Singapore | 24.487 | -64.465 | 139.978 |
| 10 | Australia | -363.936 | 102.780 | 361.156 |
| 11 | Mexico | 23.327 | 21.162 | 55.511 |
| 12 | Malaysia | -107.805 | 48.588 | 159.217 |
| 13 | India | -43.177 | 44.054 | 99.123 |
| 14 | France | -594.764 | 568.560 | 126.204 |
| 15 | Germany | -178.622 | 211.197 | 67.426 |
| 16 | Turkey | -84.323 | 99.478 | 84.845 |
| 17 | United Kingdom | -100.060 | 167.435 | 32.624 |
| 18 | Indonesia | -681.244 | 211.233 | 570.011 |
| 19 | Canada | -306.947 | 171.220 | 235.728 |
| 20 | Philippines | -438.935 | 8.717 | 530.219 |

The results in the table 4 illustrate that there was a negative impact of 'behind the border' determinants from 60 percent nations on Vietnam environmental goods export during estimated period, meanwhile the reduce of 'implicit beyond the border' constraints of almost Vietnam's market except Thailand, Singapore and America leads to positive effect on exports of environmental goods in Vietnam. Interestingly, the decreasing of 'explicit behind the border determinants' and Core Determinants (GCD) has contributed significantly to Vietnam's export.

5. CONCLUSION

The exports of environmental goods bring various advantages to Vietnam's economy such as the growth of national income. By using stochastic frontier gravity model for the panel data of 20 countries from 2001 to 2016, the estimated results illustrate that GDP of partners nations, participating in the ASEAN and exchange rate have positive impacts on the exports of Vietnam; however, population, distance from Vietnam to partners countries and tariffs have negative impacts on the exports. The value of gamma with the significance at 1 percent level further illustrates that the determinants of 'behind the border' is one of the most important constraints of the Vietnam's exports of environmental goods; therefore, with a target to increase the export of environmental good, Vietnam will need to decline the number of impacts of 'behind the border' factors. The analysis also shows that the decreasing of 'explicit behind the border determinants' and core determinants has contributed significantly to Vietnam's export. With the purpose of increasing

the value of environmental exports, it is suggested that Vietnam should promote policies that can remove ‘behind the border’ constraints; for instance, the government can improve the trade infrastructure and the quality of economic institution. The government further should diversify the environmental goods basket. The limitation of this paper is that because of limited of data, this study cannot quantify the effect of ‘behind the border’ factors as well as ‘implicit beyond the border’ factors.

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APPLICATION OF COST-OF-CAPITAL APPROACH FOR DETERMINATION OF OPTIMAL CAPITAL STRUCTURE IN NHON TRACH 2 PETROLEUM POWER JOINT STOCK COMPANY

Hoang Trung Duc* - Truong Thi Thuy**

ABSTRACT: Capital structure shows the indication of the scale and proportion of specific part of total capital in the business. The purpose of determination of optimal capital structure is reaching the maximization of businesses' value. Optimal capital structure is the particular level of capital structure which creates the balance between the risk and profit in the business resulting in the minimization of the cost of capital and maximization of firm value. In the limitation of this study, the author used the Cost-of-Capital (COC) Approach with the aim of construction of optimal capital structure for the business Nhon Trach 2 Petroleum Power Joint Stock Company. The purpose of this study is to lay the foundation for the reaching optimal capital structure for listed power joint stock companies in the Vietnam security market.

Keyword: Business, Optimal capital structure

1. INTRODUCTION

Power sector is the fields playing essential role in the development of social economics in every nation. Vietnam power sector have been changed significantly for nearly decade. In the strategy of the construction of competitive power market, Vietnam government has been promulgated the planned legislative document for the orientation of development of power sector. From that purpose, 16 listed power companies in Vietnam security market has been operated in order to gaint that target.

Capital structure is the indication of scale and particular part of total capital in the business. The purpose of researching capital strucutre is to make the right decision for the determinantion of optimal strucutre which gaining the maximization of firm value. In this study, the author use Cost-of-Capital Approach for the determination of optimal capital strucutre for the Nhon Trach 2 petroleum power joint stock companies.

2. COST-OF-CAPITAL APPROACH

The cost-of-capital (COC) Approach is the optimal capital strucutre approach which is performed in the following steps

Step 1: Estimation of the cost of debt in each debt ratio: The cost of debt in each debt ratio is constructed based on the credit rating system.

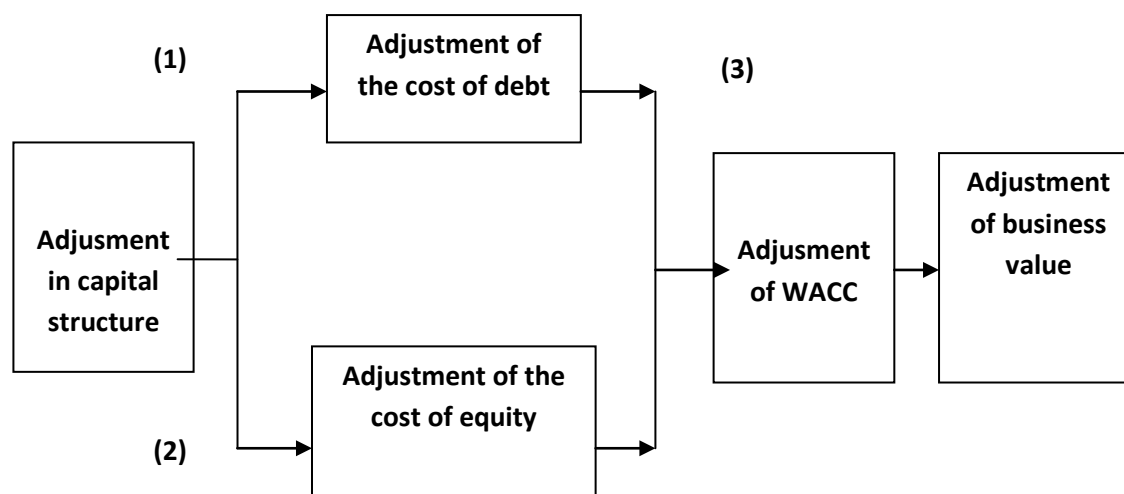
Step 2: Estimation of the cost of equity in each debt ratio: The cost of equity in each debt ration is constructed by the estimation of beta when fully funded by equity (b_U). Then, this task is followed by the estimation of the beta when debt was used (b_L). The application of CAPM model for the estimation of cost of equity at each debt ration is performed.

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Step 3: Estimation of the average cost of capital used for each debt ratio for the determination of the optimal debt ratio. This formula is used for the estimation of average cost of capital used in each debt ratio. Hence, the optimal debt ratio is the minimal average cost of capital

This approach is demonstrated in the following model



Graph 1.1: Demonstration of COC Approach

3. APPLICATION OF COC METHOD FOR THE DETERMINATION OF OPTIMAL CAPITAL STRUCTURE IN NHON TRACH 2 PETROLEUM JOINT STOCK COMPANY – (NT2)

Step 1: Determination of elements/factors in the model

- **Determination of Risk-free rate (Rf):** Risk-free rate is determined by rate of 10-year Government bond issued by National Treasury in 2017. Risk-free interest rate is 5.38% per year.

- **Determination of Equity Risk Premium (ERP):** Equity Risk Premium is determined by the differential parts between the rate of return of the market portfolio and the risk-free market. ERP is the basic foundation for the decision of the cost of equity and weighted average cost of capital. ERP reflects the degree to which risk is offset by the fact that investments in equity assets have a higher level of risk than investment in non-riskier assets such as government bonds. If the level of risk compensation is not large enough to meet the expectations of investors, investment decisions will not be made. The author collects data on the risk premium from Prof. Aswath Damodaran's calculations. The results show that the ERP of Vietnam in 2017 is 10.27%.

- **Determining the capital structure of Nhon Trach Thermal Power Joint Stock Company at market price:** The structure of capital at market price reflects the level and proportion of each source of capital (debt, equity) according to market value. For the determination of the capital structure at market prices, the market value of debt is determined based on book value and market value of equity determined by the number of shares held. at the end of 2017 multiplied by the closing price of that stock at the end of 2017.

Table 1.1: Capital structure of NT2 by market value in 2017

| Capital structure | The volume of stock in circulation | Closing price of NT2 at the end of the year (VND) | Market Value (Trillion dong) | Propotion |
|-------------------|------------------------------------|---|------------------------------|-----------|
| Short-term Debt | | | 1.066.152 | .. |
| Long-term Debt | | | 2.631.620 | .. |
| Total Debt (D) | | | 4.763.924 | 34,55% |
| Equity (E) | 287.876.000 | 31,39 | 9.026.428 | 65,45% |
| Total Capital | | | 13.790.352 | .. |
| D/E | | | 0,5277 | 52,77% |

(Source: Author's estimatios from financial statements of JSCs)

- **Determination of enterprise income tax rate:** The enterprise income tax rate applicable to T2 is 20%.

- **Determine the beta coefficient of the stock NT2:** The beta coefficient of the stock NT2 collected by the author (source) is 0.47. Beta without financial leverage is determined by the following formula:
 $b_U = b_L / \{ [1 + (1 - T_c)] * D/E \} = 0,47 / \{ [1 + (1 - 20\%)] * 52,77\% \} = 0,33$

* **Step 2: Determine the cost of equity using the different capital structures**

- **Leverage factor leverage (b_L):** determined by the following formula: $b_L = b_U * [1 + (1 - T_c) * D/E]$

- **Cost of equity (R_e):** determined according to the following formula under CAPM asset pricing model: $R_e = R_f + b_L * (R_m - R_f) = R_f + b_L * ERP$.

Table 1.2: Cost of Equity at the level of capital structure

| Debt ratio | Total capital | Debt | Equity | D/E | b_L | R_e |
|---------------|---------------|--------------|--------------|--------------|-------------|---------------|
| 0% | 13.790.352 | - | 13.790.352 | 0 | 0,33 | 9,51% |
| 10% | 13.790.352 | 1.379.035,2 | 12.411.316,8 | 0,11 | 0,36 | 9,88% |
| 15% | 13.790.352 | 2.068.552,8 | 11.721.799,2 | 0,18 | 0,38 | 10,11% |
| 20% | 13.790.352 | 2.758.070,4 | 11.032.281,6 | 0,25 | 0,40 | 10,35% |
| 25% | 13.790.352 | 3.447.588 | 10.342.764 | 0,33 | 0,42 | 10,62% |
| 30% | 13.790.352 | 4.137.105,6 | 9.653.246,4 | 0,43 | 0,44 | 10,95% |
| 34,55% | 13.790.352 | 4.764.566,6 | 9.025.785,4 | 0,527 | 0,47 | 11,28% |
| 35% | 13.790.352 | 4.826.623,2 | 8.963.728,8 | 0,53 | 0,47 | 11,29% |
| 40% | 13.790.352 | 5.516.140,8 | 8.274.211,2 | 0,66 | 0,50 | 11,72% |
| 45% | 13.790.352 | 6.205.658,4 | 7.584.693,6 | 0,81 | 0,36 | 9,85% |
| 50% | 13.790.352 | 6.895.176 | 6.895.176 | 1,00 | 0,59 | 12,86% |
| 55% | 13.790.352 | 7.584.693,6 | 6.205.658,4 | 1,22 | 0,65 | 13,60% |
| 60% | 13.790.352 | 8.274.211,2 | 5.516.140,8 | 1,5 | 0,73 | 14,54% |
| 65% | 13.790.352 | 8.963.728,8 | 4.826.623,2 | 1,85 | 0,82 | 15,71% |
| 70% | 13.790.352 | 9.653.246,6 | 4.137.105,4 | 2,33 | 0,95 | 17,32% |
| 75% | 13.790.352 | 10.342.764 | 3.447.588 | 3 | 1,12 | 19,57% |
| 80% | 13.790.352 | 11.032.281,6 | 2.758.070,4 | 4 | 1,39 | 22,92% |
| 85% | 13.790.352 | 11.721.799,2 | 2.068.552,8 | 5,66 | 1,82 | 28,49% |
| 90% | 13.790.352 | 12.411.316,8 | 1.379.035,2 | 9 | 2,71 | 39,69% |
| 95% | 13.790.352 | 13.100.834,4 | 689.517,6 | 19 | 5,35 | 73,21% |
| 100% | 13.790.352 | 13.790.352 | - | - | - | - |

(Source: Author's estimatios from financial statements of JSCs)

*** Step 3: Determine the cost of debt at different levels of capital structure**

To determine the cost of debt use at different levels of capital structure, the author collected data on rankings to determine the bankruptcy risk premium of Professor Aswath Damodaran. The rating is based on the solvency of non-financial corporations with a market capitalization of more than \$ 5 billion and less than \$ 5 billion. Table 1.3 describes the bankruptcy risk rating of Prof. Aswath Damodaran.

Table 1.3: Bankruptcy Risk Rating Chart of Professor Aswath Damodaran

| Market capital > \$5 billion | | | | Market capital < \$5 billion | | | |
|-------------------------------|----------|-----------|-----------|-------------------------------|-----------|-----------|-----------|
| If interest coverage ratio is | | | | If interest coverage ratio is | | | |
| > | ≤ to | Rating is | Spread is | greater than | ≤ to | Rating is | Spread is |
| 8.5 | 100000 | AAA | 0.40% | 12.5 | 100000 | AAA | 0.40% |
| 6.5 | 8.499999 | AA | 0.70% | 9.5 | 12.499999 | AA | 0.70% |
| 5.5 | 6.499999 | A+ | 0.90% | 7.5 | 9.499999 | A+ | 0.90% |
| 4.25 | 5.499999 | A | 1.00% | 6 | 7.499999 | A | 1.00% |
| 3 | 4.249999 | A- | 1.20% | 4.5 | 5.999999 | A- | 1.20% |
| 2.5 | 2.999999 | BBB | 1.75% | 4 | 4.499999 | BBB | 1.75% |
| 2.25 | 2.499999 | BB+ | 2.75% | 3.5 | 3.999999 | BB+ | 2.75% |
| 2 | 2.249999 | BB | 3.25% | 3 | 3.499999 | BB | 3.25% |
| 1.75 | 1.999999 | B+ | 4.00% | 2.5 | 2.999999 | B+ | 4.00% |
| 1.5 | 1.749999 | B | 5.00% | 2 | 2.499999 | B | 5.00% |
| 1.25 | 1.499999 | B- | 6.00% | 1.5 | 1.999999 | B- | 6.00% |
| 0.8 | 1.249999 | CCC | 7.00% | 1.25 | 1.499999 | CCC | 7.00% |
| 0.65 | 0.799999 | CC | 8.00% | 0.8 | 1.249999 | CC | 8.00% |
| 0.2 | 0.649999 | C | 10.00% | 0.5 | 0.799999 | C | 10.00% |
| -100000 | 0.199999 | D | 12.00% | -100000 | 0.499999 | D | 12.00% |

Source: <http://pages.stern.nyu.edu>

The author of this rating system for Nhon Trach Thermal Power Joint Stock Company - NT2 will be suitable for market capitalization of less than US \$ 5 billion. The solvency ratio is measured by taking pre-tax profit and interest divided by the amount of interest payable. Pretax profit and interest of NT2 in 2017 is 853,439 million dong; The average lending rate in Vietnam in 2017 is 6.25% [29]. The cost of using debt at different levels of capital structure is shown in the following table:

Table 1.4: Cost of debt use at different levels of capital structure

| Debt ratio | Total capital | Debt | Amount of loan interest | Interst coverage ratio | Credit rating | ERP | Rf | Rd | Rdt |
|---------------|-------------------|--------------------|-------------------------|------------------------|---------------|--------------|-------|--------|--------|
| 0% | 13.790.352 | - | | | | | | | |
| 10% | 13.790.352 | 1.379.035,2 | 86.189,70 | 9.90 | AA | 0.70% | 5,38% | 6,08% | 4,86% |
| 15% | 13.790.352 | 2.068.552,8 | 129.284,55 | 6.60 | AA | 1.00% | 5,38% | 6,38% | 5,10% |
| 20% | 13.790.352 | 2.758.070,4 | 172.379,40 | 4.95 | A- | 1.20% | 5,38% | 6,58% | 5,26% |
| 25% | 13.790.352 | 3.447.588 | 215.474,25 | 3.96 | BB+ | 2.75% | 5,38% | 8,13% | 6,50% |
| 30% | 13.790.352 | 4.137.105,6 | 258.569,10 | 3.30 | BB | 3.25% | 5,38% | 8,63% | 6,90% |
| 34,55% | 13.790.352 | 4.764.566,6 | 297.785,41 | 2.87 | B+ | 4.00% | 5,38% | 9,38% | 7,50% |
| 35% | 13.790.352 | 4.826.623,2 | 301.663,95 | 2.83 | B+ | 4.00% | 5,38% | 9,38% | 7,50% |
| 40% | 13.790.352 | 5.516.140,8 | 344.758,80 | 2.48 | B | 5.00% | 5,38% | 10,38% | 8,30% |
| 45% | 13.790.352 | 6.205.658,4 | 387.853,65 | 2.20 | B | 5.00% | 5,38% | 10,38% | 8,30% |
| 50% | 13.790.352 | 6.895.176 | 430.948,50 | 1.98 | B- | 6.00% | 5,38% | 11,38% | 9,10% |
| 55% | 13.790.352 | 7.584.693,6 | 474.043,35 | 1.80 | B- | 6.00% | 5,38% | 11,38% | 9,10% |
| 60% | 13.790.352 | 8.274.211,2 | 517.138,20 | 1.65 | B- | 6.00% | 5,38% | 11,38% | 9,10% |
| 65% | 13.790.352 | 8.963.728,8 | 560.233,05 | 1.52 | B- | 6.00% | 5,38% | 11,38% | 9,10% |
| 70% | 13.790.352 | 9.653.246,6 | 603.327,90 | 1.41 | CCC | 7% | 5,38% | 12,38% | 9,90% |
| 75% | 13.790.352 | 10.342.764 | 646.422,75 | 1.32 | CCC | 7% | 5,38% | 12,38% | 9,90% |
| 80% | 13.790.352 | 11.032.281,6 | 689.517,60 | 1.24 | CCC | 7% | 5,38% | 12,38% | 9,90% |
| 85% | 13.790.352 | 11.721.799,2 | 732.612,45 | 1.16 | CC | 8% | 5,38% | 13,38% | 10,70% |
| 90% | 13.790.352 | 12.411.316,8 | 775.707,30 | 1.10 | CC | 8% | 5,38% | 13,38% | 10,70% |
| 95% | 13.790.352 | 13.100.834,4 | 818.802,15 | 1.04 | CC | 8% | 5,38% | 13,38% | 10,70% |
| 100% | 13.790.352 | 13.790.352 | 861.897 | 0.99 | CC | 8% | - | | |

(Source: Author's estimatios from financial statements of JSCs)

***Step 4: Determination of optimal capital structure**

WACC in particular capital structure was indicated in Table 1.5 in the following demonstration

Table 1.5: Optimal capital structure of NT2 Petroleum Electricity Joint Stock Company

| Debt ratio | Equity ratio | Rdt | Re | WACC |
|------------|--------------|--------------|--------------|--------------|
| 0% | 100% | | 9,51% | 9,51% |
| 10% | 90% | 4,86% | 9,88% | 9,38% |
| 15% | 85% | 5,10% | 10,11% | 9,36% |
| 20% | 80% | 5,26% | 10,35% | 9,33% |
| 25% | 75% | 6,50% | 10,62% | 9,59% |
| 30% | 70% | 6,90% | 10,95% | 9,74% |
| 34,55% | 65,45% | 7,50% | 11,28% | 9,97% |
| 35% | 65% | 7,50% | 11,29% | 9,96% |
| 40% | 60% | 8,30% | 11,72% | 10,35% |
| 45% | 55% | 8,30% | 9,85% | 9,15% |
| 50% | 50% | 9,10% | 12,86% | 10,98% |
| 55% | 45% | 9,10% | 13,60% | 11,13% |
| 60% | 40% | 9,10% | 14,54% | 11,28% |
| 65% | 35% | 9,10% | 15,71% | 11,41% |
| 70% | 30% | 9,90% | 17,32% | 12,13% |
| 75% | 25% | 9,90% | 19,57% | 12,32% |
| 80% | 20% | 9,90% | 22,92% | 12,50% |
| 85% | 15% | 10,70% | 28,49% | 13,37% |
| 90% | 10% | 10,70% | 39,69% | 13,60% |
| 95% | 5% | 10,70% | 73,21% | 13,83% |
| 100% | 0% | | - | - |

(Source: Author's estimatios from financial statements of JSCs)

The target capital structure is the level of capital structure that results in the lowest average cost of capital (WACC). By setting the level of target capital structure for Nhon Trach 2 Petroleum Electricity Joint Stock Company with the debt ratio ranging from 0% to 100%, the analysis shows that the WACC has fluctuated from 9,15% to 13.83%. The lowest average cost is 9.15%, corresponding to the capital structure ratio of 45% for debt and 55% for equity. Thus, with the current funding structure (34.55% of debt, 65.34% of equity), the WACC of 9.97% is not the level of the target capital structure. Thus, through the formulation of target capital structure for NT2, it has been recommended that T2 be adjusted to 45% of debt and 55% of equity to minimize cost of capital and maximize cost. corporate governance.

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RESEARCHING ON THE TRANSFER PRICING PHENOMENON AT THE COMPANIES IN THE BACKGROUND OF GLOBALIZATION.

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ABSTRACT: *At present, in the background of globalization, Vietnam is becoming more integration in the regional economy and the world, along with the open door policy, absorbing the investment. Investment capital flow in the process of globalization has contributed to develop the economy of Vietnam, however, along with the active contribution to the economy, the process of economy globalization has appeared with anxious problems, caused the negative effects to the economy such as the story of transfer pricing, tax evasion, making the situation of false loss, real profit. Problem for Vietnam is to attract the capital source taking full advantage of globalization, but it is still sure about the budget revenue source to make a steady economic development. The article is to research the theory base relevant to transfer pricing, transfer pricing situation of companies on the basis of international integration from then towards the relevant solution to restrict the movement of prices in Vietnamese companies that is sure for a steady developed economy.*

Keywords: *Globalization, Transfer pricing, Decree No 20.*

1. MAIN TEXT

1.1. Introduction

In the process of economy globalization, the opportunity to increase the direct investment capital amount of foreign investment joint stock companies in Vietnam in the next time as considering in middle term and long term will have a strong and active impact on the strength of Vietnamese Economy. Making a lot of preferential tax policies aimed to attract the investment capital especially in the foreign investment capital will make the tax policies of Vietnam become more complicated, arising with a lot of gaps for the companies to take full advantage of tax evasion. In order to compete with many countries in area, Vietnamese Government has the preferential tax policies in the popular forms including: Tax exempt restricted, tax rate reduction, remission of taxes with the profits used for reinvestment, it is allowed to transfer loss, reduce tax on the profits transferred to the foreign countries. Policies of preferential tax is able to make the tax policies become deformed, complicated, less efficient, arising with many gaps for the companies to take full advantage of tax evasion and tax avoidance in many sophisticated practices. In the recent time, operation of transfer pricing in Vietnam has been taken place extremely complicated in many different forms, sophisticated and it is more difficult to find out. Many types of enterprises, not only the foreign direct investment enterprises, but also the domestic enterprises, even the State Enterprise also takes part in the transfer pricing operation

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1.2. General summary of transfer pricing operation

“Transfer pricing” is the term used in the cross border transactions, transactions between companies in a group. Transfer pricing has reflected the price setup in the transactions on delivering assets and service between the associated companies. These transactions are also regarded as the controlled transactions to distinguish with non-controlled transactions are the transactions between independent companies in the free market

In the international researches, there are two directions to research the object of transfer pricing. According to Li (2005), price transferring can be used for goods and services transferred between the units or profit center inside a company, or used for goods and services transferred between the relevant companies in different countries. However, in general, transfer pricing is a term used to represent for the value of transactions between the subsidiary companies operated in different nations. In other words, delivery price is defined as the price calculated for tangible and intangible assets of company, goods, service, materials, know-how, and technology for the branches or subsidiary companies

According to Pearce David W. (1999), making the delivery price is “Price Fixing System for the transaction between subsidiary companies of multi-national company in which transaction has the delivery price is not dependent on the market element. Fixed price is to impact on the tax rate and a multi national company must pay on the global scope”.

Andrew Lymer and Jonh Hasseldine (2002) in their own research have also made the definitions on transfer pricing. According to that, transfer pricing is to carry out the price policies for goods, service and assets transferred between the members in the cross border group not according to the market price aimed to minimize the tax amount of multi national company in the global

Most of authors as said above have admitted that opinion of price transferring is an activity must take place between the subsidiary companies in different nations in a group

With regards to the Vietnamese opinions of price transferring, Pham Hung Tien (2012), in his own article considered that: “ Transfer pricing is described in general as defining by currencies for a kind of goods or such product, however, only including the commodities that parties have transacted not purchasing from the external party (or the third party), means the commodities exchanged between the member units in scope of a company together – still called the entity of associated relationship”.

Similar to the opinion as mentioned above, Nguyen Van Phung (2012) also provided the definition: “Transfer pricing is understood as a pre-arranged action and performed by the business entity which has an associated relationship to change the price level in the transacting relationship of purchasing and selling, exchanging goods, services, capital, assets (or any subject of transaction) with a difference in market price”.

Therefore, although there is a lot of definition on price transferring, but in general price transferring is understood as a technique, a pre-arranged operation of company, group, business entities have the associated relationship to change the price level in the relationship of purchasing and selling, exchanging goods, service, capital, assets. Price level in this internal relationship has a difference compared with the market price. Purpose of price transferring is used to maximize the business strategy, maximize the profit of a group with economic link relationship (Group, corporation, subsidiary company in group, branch of companies or group of companies with associated relationship) on the basis of minimizing the tax payable. According to Lin and partners (1993) due to transfer pricing, the government has reduced the revenue for budget from the relevant tax collecting activities to the business income tax, importing tax, and contractor tax. Transfer pricing is to differentiate the result of business operation and financial situation of companies. In order to

evaluate and audit the financial statement of government must recognize and adjust the influences due to price transferring. This can be less efficient and especially in high expenses in developing countries due to lack of skills and experiences

1.3. Transfer pricing situation in Vietnamese Enterprises

Some skills in taking full advantage of transferring professions caused the influence to the obligation of State tax payable of Enterprises can be listed:

- Transfer pricing by means of investment capital contribution: Taking advantage of clear policies on investment attraction of Vietnam in the direction to develop the comparative advantage of natural resources such as land and labour, multi-national companies have implemented to transfer pricing to seek profits. In addition that, multinational companies have also grasped on the restriction of Vietnam about the financial resources and ability to evaluate the value of fixed assets, foreign investors will invest in Vietnam by means of capital contribution with the chain of machine, specific equipment are evaluated much higher than real value to carry out a transfer pricing. Controlled raise of capital contribution value will bring some economic benefits such as: foreign investors are able to transfer a part of economic benefits back to their own by means of fixed assets depreciation and profit division in the proportion to contribute capital caused the damages to the State and Joint Venture Party of Vietnam. Raising the value of capital contribution is to have a capital gearing higher than the Joint Venture Party of Vietnam will lead to increase the opportunity to hold the control right and manage the enterprise, transfer pricing execution caused to the interminable loss will make a lot of Vietnamese Companies which have not full of finance potential to continue the activities of production and business must resell the foreign investment contributing capital and of joint venture to become a 100% foreign direct investment enterprise

Transferring the intangible assets from a foreign direct investment capital enterprise in Vietnam has been carried out in the popular forms: joint venture capital contribution, asset transfer is to formulate the fixed assets of enterprises, purchasing or renting the assets to operate the production, processing work. In principles, transferring profession of goods or tangible assets must be agreed by both parties of business partnership. In case, it has not been approved by either of the parties and such asset must be verified by the competent authority. However, in fact, definition on the price of capital contributing assets is not simple and performed rightly according to the specification. According to the official verification announced widely has shown that many foreign partners had an intention to count the price higher than real value of machine, equipment imported by them in Vietnam to contribute the joint venture capital. According to Nguyen Thi Lan (2016), the result of verification in 2003 performed by SGS Swiss International Verification Company to carry out among 13 foreign direct investment capital enterprises for verification, including 7 enterprises hold the percentage of 53.48% declared to increase the capital value in the joint venture compared with the real value more than USD 10 million

Vietnam has also made the regulations on controlling the transfer pricing more strictly. On 24th February 2017, the Government has promulgated the Decree No 20/2017/NĐ-CP on the tax asset management for enterprises with associated transaction (Decree No 20) aimed to intensify preventing the loss of tax revenue for the FDI Enterprises. New decree is compiled on the basis of BEPS action program, this problem is able to cause difficulties to observe the action program of BEPS as applied in the developed countries, which have the level of tax management; regulations on tax are quite clear and explicit. In Vietnam, local data base is still existed with a lot of weakness and shortcoming; tax payer will lack the basis for reference as

defining the price in associated transaction pursuant to the guidance of new decree. Therefore, feasibility in complying with this decree is necessary to consider

- Transfer pricing is relevant to the tax types of enterprise

In 2015, by means of Sabeco Audit, the State Audit has found out legal gaps in here and proposal to collect more approximately VND 2,500 billion of special consumption tax amount. In particular, this enterprise has sold through many grades in system at low value to avoid tax. According to the regulation in clause 6 of Special Consumption Tax Law on goods manufactured in domestic, special consumption tax price is the selling price of production basis. However, in fact, Saigon Beer-Alcohol-Beverage Joint Stock Corporation has established a commercial basis is Subsidiary Company (100% capital or holding the majority of distributing shares). These companies have purchased all products of manufactured factory as well as a subsidiary company in the similar parent company with the commercial basis. After that subsidiary company will continue selling to the distributor or independent wholesale agency to distribute in the market; Therefore, Sabeco has established a chain of subsidiary companies and sold beer to those subsidiary companies before distributing to the consumer and making a list of special consumption tax rate based on the sale price at the first manufactured location. Enterprises have made a lot of intermediate level to distribute, if considering in nature, this is the symbol of transfer pricing due to decrease the sum of special consumption tax payment

- Raising the input material price imported from Parent Company or a member company in Corporation

A problem relevant to the transfer profession again is to raise the price of input materials imported from parent company or a member company in group for many purposes. That is parent company will be entitled to get high interest rate as selling the materials and carrying out the profit transfer from subsidiary company in Vietnam to the parent company or an associated company in the similar foreign group. This is a quite typical case relevant to the enterprise producing the articles of beer, alcohol, soft drinks because materials relevant to the production of goods are usually not existed in Vietnam, mainly imported from parent company. Typically is the case of Vietnam Coca-Cola Company by means of importing the flavourings, mash liquor từ from parent company in the United States or associated company to manufacture the beverage. Value of materials holding the percentage of 70-85% in total expenses of this company while the average percentage is less than 40%

- Raising the service price due to the parent company in foreign country will provide for the subsidiary company in Vietnam at the price is much higher than market price

Reality in Vietnam, operations of providing and transferring the services between subsidiary company in Vietnam and parent company and Member Company in group in foreign country are carried out quite popularly. Providing among the parent company with the internal group's companies, among the company in the internal group with one another that is very difficult to realize the real value arisen or how the price is. In the past years, a lot of multi-national companies have taken full advantage of this characteristic in operation of verifying the services for tax evasion like Vietnam will pay the service fees or companies associated with foreign countries at very high price or supply to the associated companies in foreign countries the services at lower price than market price or even free of charge. For example as the case that Interfood- International Food Processing Company (with 100% capital of Trade Ocean Holding Sdn.Bhd in Malaysia) is to provide the automobile in foreign countries in 2003 at the value equal to 50% of automobile value. However, transfer professional definition of foreign direct investment capital enterprise properly or

not that is very difficult to determine due to the difference in labor efficiency, income, labor specialization in the management level, law of countries

- Increasing the advertisement costs, sale cost is higher than market price

Advertisement, sale cost,... as well as items of cost that foreign companies operating in Vietnam often take full advantage of promoting higher for the purpose of transfer price or holding the market. In fact, it showed that many joint venture companies of FDI have made a list of loss originated from increase remarkably on advertising and marketing costs. However, money spent for advertisement is of joint venture and advertising product of parent company. This problem according the calculation of the General Bureau of Tax, most of companies have been in excess of controlled level of 10% total expenses on advertisement, promotion. Therefore, Ministry of Finance warned many times about the situation warning about the fact not few multinational companies for the purpose of holding the market of Vietnam, so they have increased the task of promotion, advertisement to attract the customers caused to the unhealthy competition between the foreign direct investment enterprises and domestic enterprises

1.4. Recommendation relevant to the operation of transfer pricing in order to develop a stable economy

Controlling the transfer pricing, preventing the loss of tax revenue for the enterprises is a mathematical exercise for many years that management authorities of Vietnam are having a headache, especially in the global management process at present. Integration has contributed to develop the economy, but it is necessary to manage for a stably developed economy. Therefore, it is necessary to have the methods of restricting the transfer pricing issues of current enterprises

- Firstly, strengthening the State control on transfer pricing activities

Strengthening the State control on transfer pricing activities will contribute to improve the strength and the State management efficiency in the integrated times. Transfer pricing activities taken place in the countries in all over the world with international trading and investment relationship, and this tendency is becoming variety and complicated in many forms in Vietnam. Strengthening the State control on transfer pricing activities has contributed to increase the State Budget Revenue, increased the expenditure sources for social economic development from the State Budget, validity on guideline and regulation on preventing the transfer pricing, minimizing the inequality between the enterprises which observed the law and enterprises which did not observe the law, minimizing the information to provide for contacting on assets, profit... of enterprise for society

- Secondly, researching to promulgate the law on transfer pricing prevention

Vietnam has to research on creating a basis for promulgating the regulations on control and handling the influences of transfer pricing activities to the economy. At present, many countries in the world had a law on transfer pricing prevention and had a national council on managing the transfer pricing prevention to prevent the acts of transfer pricing such as France, Japan, Canada, India. American Government has always the best effort to complete the legal system, modify and supplement the regulations to serve for the control task and transfer pricing. Regulations on transfer price have become an important part of American Tax Law since the First World War time. From then to now, law on transfer pricing prevention in the United States is always completed according to the period of time

For the transfer pricing activities of domestic enterprises, State management authorities of Vietnam are also have to pay an attention to the influence of other tax types except for business income tax such as natural resource tax, value added tax, export-import tax, special consumption tax... Transfer pricing issue is not only taken place in the foreign direct investment capital enterprise

- Thirdly, tax authority at levels has to strengthen on inspection to find out the transfer pricing activities

Inspection on the transfer pricing activities is necessary to regard as one of focus duties of Tax Branch. Focusing on inspection, checking the transfer price for the enterprises which have some knowledge according to Nguyen Huu Anh and co-workers (2016)

- Enterprises have been lost for many continuous years after the period of newly establishment or business results are always balanced that caused the Enterprise not to pay for income tax. In addition, these enterprises have still extended the investment, extended the operation of production and business though lost results

- Enterprises arisen professionally with the relevant parties have been transferred from the associated enterprises in countries which have low tax rate, tax heavens

- Enterprises have their own profit ratio much smaller than other enterprises in a group, competitors

- Profit fluctuation of enterprises is not dependent on economy or almost unremarkable tax rate from this year to other year

- Transfer pricing activities are often executed with intangible assets. Intangible assets are often difficult to define correctly on value led to the transfer pricing activities

Fourthly, building the data base on price for transactions

Through the survey with the functional offices such as tax office, customs office or State Audit, problems for controlling the transfer pricing activities that is lacking the data base on price of goods transacted. According to Nguyen Huu Anh and co-workers (2016), good data base has an active influence to control the transfer pricing activities. Data base is to provide the information on comparable market price, creating a condition for evaluating the transactions with the associated party as enumerated. As evaluating a profession of internal purchase and sale, competent authorities have difficulties to find out the price for reference to compare. Problem is more complicated on types of goods such as automobile; the remained transfer price is dependent on the options of customer, accessories in attachment to the automobile caused the definition on transfer is complicated if there is not sufficient data

For the data base on price is accuracy, the State has to update frequently, continuously and supplemented from many sources of different trustworthy information. Therefore, the State authorities such as General Department of Tax have to provide the regular budget for the activities of updating data to restrict efficiently the action of transfer pricing of Enterprises

1.5. In conclusion

International integration is an inevitable tendency and all countries have been being towarded. However, along with integration, many problems are arisen in which of transfer pricing phenomenon. This article as said above is to generalize on transfer pricing and problems of transfer pricing influence to the stable development of economy. Process of global integration will create a condition for the economy to develop, however it is necessary to control strictly the associated transactions to avoid the loss of budget revenue. The author has searched in general about the situation of transfer pricing matter and put in the recommendations to control the transfer pricing activities of enterprises in Vietnam.

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FORECASTING MODEL OF VIETNAMESE CONSUMERS' PURCHASE BEHAVIOR OF DOMESTIC PRODUCTS

Luu Tien Dung* - Nguyen Thi Kiem Hiep**

ABSTRACT: *The study of the determinants of consumer purchase decisions of domestic goods is necessary in the context of Vietnam's international integration in order to help domestic firms improve their competitiveness. This study aims to analyze factors influencing Vietnamese consumers' purchase decision of domestic products based on Binary Logistic regression model. This study uses survey data gathered from 240 consumers in Vietnam in 2018. Research results show that (i) Perceived price, (ii) Perceived quality, and (iii) Consumer ethnocentrism has significant influences on the consumer purchase decision of domestic products in Vietnam.*

Keywords: *Binary logistic model; consumer ethnocentrism; domestic products; perceived price; perceived quality; purchase decision.*

1. INTRODUCTION

International trade activity is becoming a central part of the world economy, and it is recognized that there is a greater necessity to gauge consumers' attitudes and behavior toward both domestic and foreign manufactured products. Vietnam's economy continues its' deep integration process with the continued signing of the Comprehensive and Progressive Partnership Trans-Pacific Partnership, the world's largest free-trade area with a combined market of 600 million people, together with the previously signed linkage mechanism, promises to continue to increase growth opportunities for many economic sectors. At the same time, competitive pressure on the domestic market will also increase strongly to firms. The relaxation of trade policies has provided consumers with more foreign manufactured product choices than ever before. Consequently, their attitudes toward products originating from foreign countries have been of interest to domestic business and consumer behavior researchers for decades. It is important to understand both the theoretical and practical aspects of the factors that govern the behavior of consumer purchasing decision.

Consumer behavior and consumer purchase behavior of domestic goods have received significant attention from researchers (Knight, 1999; Watson & Wright, 2000; Lu Wang & Xiong Chen, 2004; Nguyen, Nguyen, & Barrett, 2008). Previous studies used a microeconomic theory approach, behavioral economics theory to explain consumers' domestic purchasing behavior and test for multiple product groups. However, there is no full research model in all cases, and many studies, rather than the use of dependent variables, are the real decisions of consumers make using other variables such as a willingness to buy or intention to buy. Thus, the predictability power of these research models is not really significant.

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The present study aims to determine factors affecting Vietnamese consumers' purchase decision of domestic products based on binary logistic regression model. The structure of the article consists of five parts: (i) Introduction, (ii) Review of literature, (iii) Research methodology, (iv) Results and discussions, and (v) Conclusions.

2. REVIEW OF LITERATURE

Kotler and Armstrong (2009) argue that consumers' decision-making processes were influenced by factors such as cultural factors, social factors, personal factors, and psychological factors. Consumer behavior patterns are used to describe the relationship between the three factors, including the stimulus, black box consciousness, and responses responding to consumer stimuli that affect purchasing decisions of consumers. The Theory of Reasoned Action (TRA) was developed by Fishbein and Ajzen (1975) shows that the intention of an individual's behavior to be influenced by two factors, including behavioral attitude, and subjective norm. These two factors directly affect the behavioral intent and then affect the actual behavior of an individual. Theory of Planned Behavior (TPB) states that the intention of an individual is influenced by three factors: behavioral attitudes, subjective norms, and perceived behavior control. Perceived Behavioral Control (PBC) refers to the ease or difficulty of performing a behavior and whether or not the behavior is controlled (Ajzen, 1991). This extension involves explanations for when people intend to perform an activity that is impeded by their lack of confidence or lack of the right to conduct behavior (Ajzen, 1991).

There are many previous kinds of research have identified the factors that explain the domestic goods purchase behavior of consumers. Key elements proposed in the previous studies include consumer ethnocentrism, perceived price, and perceived quality of domestic products.

Consumers ethnocentrism

Ethnocentrism' refers to the tendency of individuals to see their cultural group as proving the norms for acceptable behaviors and preferences. Highly ethnocentric individuals are intolerant and judgmental with respect to cultures different from their own (Luque-Martinez, Ibanez-Zapata, & Barrio-Garcia, 2000). The tendency of consumers to be ethnocentric represents their beliefs about the appropriateness and moral legitimacy of purchasing foreign products (Shimp & Sharma, 1987). Ethnocentric consumers prefer domestic goods because they believe that products from their own country are the best (Klein, Ettenson, & Morris, 1998). Moreover, a concern for morality leads consumers to purchase domestic products, even though the quality is poorer than that of imports (Wall & Heslop, 1986). Consumer ethnocentrism may play a significant role when people believe that their personal or national well-being is under threat from imports (Sharma, Shimp, & Shin, 1995; Shimp & Sharma, 1987). The more important a consumer places on whether or not a product is made in his/her home country, the higher his/her ethnocentric tendency (Huddleston, Good, & Stoel, 2001). Sharma, Shimp, and Shin (1995) show the effect of consumer preference leads to a preference for domestic goods, low prices for foreign goods and unwillingness to buy foreign goods while always favoring domestic goods. According to Netemeyer, Durvasula, and Lichtenstein (1991), the level of consumer preference indicates the degree of influence of buyers' beliefs, attitudes and behavior toward domestic products. In a study that examined the relationship between consumer ethnocentrism and evaluations of foreign sourced products. Lantz and Loeb (1996) found that highly ethnocentric consumers have more favorable attitudes toward products from culturally similar countries. The higher the purchasing power, the higher the domestic buying behavior (Shimp & Sharma, 1987; Watson & Wright, 2000; Lu Wang & Xiong Chen, 2004; Nguyen, Nguyen, & Barrett, 2008; Zafer Erdogan & Cevahir Uz Kurt, 2010).

In addition, individuals with high levels of consumer ethnocentrism would have more favorable attitudes toward products from culturally similar countries in comparison to products from culturally dissimilar countries, they support a higher perception of price and quality and thereby promote consumers' purchasing decisions of domestic goods.

Hypothesis H1: Consumers' ethnocentrism has a positive impact on consumer purchasing decision of domestic products in Vietnam.

Perceived price

According to Zeithaml (1988), the price is what the consumer must give up to own the goods. Diehl, Kornish, and Lynch (2003) argues that consumers are price sensitive because they tend to look for lower-priced products and they want satisfaction through price comparisons between different products. Zeithaml (1988) distinguished prices into two categories: objective price is the actual price of the product or service and price is perceived by the consumer. Price perception is a comparison between the actual objective price and the price at which consumers refer to, reflecting the buyer's subjective feelings or feelings about the price objective. That product or service (Agarwal, Wang, Xu, & Poo, 2007). On the consumer side, they often do not remember or know the actual price of the product, but instead feel the price, suitability based on the perceived usefulness of the merchandise (Agarwal, Wang, Xu, & Poo, 2007). This approach refers to the suitability of the price of the product or service that the user perceives. When consumers feel positive about price stability, and compare it to the usefulness they receive, they will shape their buying intentions and behavior (Winit & Gregory, 2009; Prasad, 2014).

Hypothesis 2: The perceived price of domestic products has a positive influence on consumer purchasing decision in Vietnam.

Perceived quality

Consumers' intention to purchase domestic will be influenced by perceived quality. In the literature, quality perception is treated as a multi-dimensional concept, including appearance, color and design, durability, fashion, functionality, prestige, reliability, technical advancement, value for money, and workmanship (Darling & Arnold, 1988; Darling & Wood, 1990; Klein, Ettenson, & Morris, 1998; Scott, Powers, & Swan, 1997; Watson & Wright, 2000). One of the solution consumers form perceptions about a brand is based upon the quality (Dooley & Fryxell, 1999). A positive perception of quality is the source of the consumer's purchase decision (Aaker, 1991). Quality perception influences consumers' buying intentions (Dodds, Monroe, & Grewal, 1991; Cham, Lim, & Cheng, 2017).

Hypothesis H3: The perceived quality of domestic products has a positive influence consumer purchasing decision in Vietnam.

3. RESEARCH METHODOLOGY

Binary Logistic Model was used to estimate parameters. There are 14 items in measure three independent variables of the research model (see Table 3). All items are measured by 5-point Likert scales, which were 5 – strongly agree, 4 – agree, 3 – not sure, 2 – disagree and 1 – strongly disagree. We adopted previously validated measures with additional testing of reliability for indicator scale in this study.

The logit model is generally specified as follows:

$$\ln \left[\frac{p=1}{p=0} \right] = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 \quad (1)$$

Where:

$P(Y=1) = P0$: Probability of consumers' purchasing decision of domestic products.

$P(Y=0) = 1 - P0$: Probability of consumers' non-purchasing decision of domestic products.

X_i : Independent variables (i : from 1 - 3); Ln : Log of e ($e = 2.714$).

β is a scalar parameter to be estimated in equation (1).

Odds ratio (O_0):

$$O_0 = \frac{P0}{1-P0} = \frac{P(\text{Purchaser})}{P(\text{Non-Purchaser})}$$

Replace O_0 into the function (1):

$$\text{Ln}O_0 = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 \quad (2)$$

The log of the Odds ratio is a linear function with independent variables X_i (Cox, 1970).

Agresti (2007) indicated the prediction function of the binary logit model:

$$E(Y/X_i) = \frac{e^{\text{LnOdds}}}{1 + e^{\text{LnOdds}}}$$

$E(Y/X_i)$: Probability of $Y = 1$, when X equal X_i ($i = 1,2,3$)

$$\text{LnOdds} = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 \quad (2)$$

$$E(Y/X_i) = \frac{e^{\beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3}}{1 + e^{\beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3}}$$

According to Hair, Black, Babin, and Anderson (2010), the sample size used in the exploratory factor analysis was determined by the minimum ($\text{min} = 50$) and the number of variables included in the model. The proportion of samples compared to an analytical variable was 5/1 or 10/1, which included 14 observations and therefore the sample size is at least $50 + 8 * 3 = 74$ observations. Green (1991) suggesting that in the regression model the minimum sample size was determined by the empirical formula $50 + 8 * \text{independent variables in the model}$. This study has three independent variables so the sample size is at least $50 + 8 * 3 = 74$ observations.

The sample for the study was drawn from 240 consumers in Ho Chi Minh City represent different geographic, cultural, and commercial backgrounds. Demographic characteristics of the final sample are provided in Table 1 and Table 2. The research required that we examine a product category in which a domestic alternative was available. Apparel products were chosen as the domestic product category in this study.

The result of the survey showed that 155 cases (64.65 percent) purchased domestic products while 85 cases (35.35 percent) did not purchase.

The chi-square test showed that the demographic factors did not have a statistically significant relationship with the consumer purchasing decision on domestic products (Asymp. Sig. > .05 for all variables) (See Table 1).

Table 1. Chi-square test result (all cases)

| | Characteristics | Asymp. Sig. |
|-------------------|--|-------------|
| Gender | Male= 55.2%; Female= 44.2% | 0.136 |
| Family with child | Yes = 62.2%; Others= 37.5% | 0.099 |
| Education | High school or higher = 62.1%; Others = 37.9% | 0.316 |
| Income | Under 5 million VND = 37.9%; 5-7 million VND = 28.9%; 8-10 million VND = 17.7%; Above 10 million VND = 15.5% | 0.073 |

| | | |
|--------------------------------------|---|-------|
| Willing to Pay for domestic products | 0%= 10%; Less than 5= 18.8%; Less than 6-10%= 36.3%; Less than 11-15%= 17.9%; Less than 16-20% = 6.3%; Less than 20% and more = 10.8% | 0.072 |
| Consumption for domestic products | Less than 500 thousand VND/ month= 52%; 500–1 million VND/ month = 20.8%; Above 1 Million VND/ month= 27.1% | 0.129 |

The T-test results show that there is a statistically significant difference in consumer purchasing decisions. Consumers choose domestic products who have a higher perceived price, perceived quality, and consumer ethnocentrism than non-domestic consumers (see Table 2).

Table 2. T-test result

| | | Purchase decision of domestic products | | Levene’s test | T-test |
|-----------------------------|----------|--|-----------------|---------------|-----------------|
| | | Mean | Mean Difference | Sig. | Sig. (2-tailed) |
| (PP) Perceived price | Other | 2.7 | | 0.144 | .000 |
| | Domestic | 3.5 | 0.82 | | |
| (PQ) Perceived quality | Other | 2.8 | | 0.683 | .000 |
| | Domestic | 3.4 | 0.68 | | |
| (CE) Consumer ethnocentrism | Other | 2.5 | | 0.464 | .000 |
| | Domestic | 3.2 | 0.68 | | |

4. RESULTS AND DISCUSSIONS

For reliability and validity of indicators in the model, as can be seen from Table 3, the lowest Cronbach’s alpha value is 0.878, exceeding the cut value of 0.60 recommended (Hair, Black, Babin & Anderson, 2010). The value of Kaiser-Mayer-Olkin (KMO) was 0.816 (between 0.5 and 1.0) which means that data is significant for conducting a factor analysis. All loadings of variables are higher than the 0.50. According to Hair, Black, Babin, and Anderson (2010), loadings ± 0.50 or greater are considered practically significant.

Table 3: Results of factor analysis and reliability tests

| Code | Items | Factor Loadings |
|--|---|-----------------|
| Perceived price; Cronbach’s alpha = 0.884 | | |
| PP1 | The price of domestic products is more acceptable than foreign manufactured products. | 0.614 |
| PP2 | Compared to the quality, the price of domestic products is cheaper. | 0.723 |
| PP3 | The amount of money to buy domestic products is perfectly suited to me personally. | 0.720 |
| PP4 | The amount of money to buy domestic products compared with foreign manufactured products is reasonable. | 0.512 |
| Perceived quality; Cronbach’s alpha = 0.878 | | |
| PQ1 | Seam strength is not inferior to foreign manufactured products. | 0.702 |
| PQ2 | The fabric is not inferior to foreign manufactured products. | 0.696 |
| PQ3 | Brand prestige is not inferior to foreign manufactured products. | 0.683 |

| | | |
|---|--|-------|
| PQ4 | Production techniques are not inferior to foreign manufactured products. | 0.745 |
| Consumers ethnocentrism; Cronbach's alpha = 0.888 | | |
| CE1 | Foreign manufactured products are a bad behavior of Vietnamese people. | 0.518 |
| CE2 | Vietnamese had better buying goods made in Vietnam. | 0.516 |
| CE3 | Buying foreign manufactured products is contributing to the loss of some Vietnamese workers. | 0.620 |
| CE4 | Buying foreign manufactured products will help other countries get rich. | 0.833 |
| CE5 | Foreign manufactured products cause harm to the domestic firms. | 0.831 |
| CE6 | It should only buy foreign manufactured products when it cannot be produced domestically. | 0.566 |

Table 4 shows maximum likelihood estimates of the binary logistic regression model, all of three estimated coefficients have expected signs and significant at the 5% level or higher level. The Nagelkerke R² is 0.801, an upper bound R² for binary-choice models. The likelihood ratio test is significant at the 1-percent level, indicating the model has good explanatory power.

Table 4. Maximum Likelihood Estimates, Goodness-of-Fit Measures, and Change in Probability for significant Coefficients

| | Beta | Wald | Sig. | Exp (B) | Change in Probability for significant Coefficients (P0 = 10%) |
|-----------------------------|---------|--------|------|---------|---|
| (CE) Consumer ethnocentrism | 1.860 | 16.569 | .000 | 6.423 | 41.64 |
| (PQ) Perceived quality | 1.871 | 9.688 | .002 | 6.497 | 41.92 |
| (PP) Perceived price | 6.070 | 41.908 | .000 | 432.521 | 97.96 |
| Constant | -29.272 | 47.174 | .000 | .000 | |
| Omnibus test | | | | | |
| Chi-Square | 209.795 | | | | |
| Significance | 0.000 | | | | |
| Nagelkerke R Square | 0.801 | | | | |
| Correct prediction | 93.3% | | | | |

The probabilities presented in table 4 show the effects of changes in the individual explanatory variables on the likelihood of consumer purchasing decision, assuming that all other explanatory variables are set to zero. The likelihood of the consumer purchasing decision increases by 41.64 percent if consumers get one more unit in their ethnocentrism. The likelihood of the consumer purchasing decision increases by 41.92 percent if consumers have one more unit in their perceived quality of domestic products. If consumers have one more unit in their perceived price of domestic products, there is an 97.96 percent increase in the likelihood of purchasing decision.

The model of domestic product purchasing of Vietnamese consumer could be written as below:

LogOdds = -29.272 + 6.070*Perceived price + 1.871*Perceived quality + 1.860* Consumer ethnocentrism (3).

$$E(Y/X_i) = \frac{e^{(-29.272 + 6.070\text{Perceivedprice} + 1.871\text{perceivedquality} + 1.860\text{consumerethnocentrism})}}{1 + e^{(-29.272 + 6.070\text{Perceivedprice} + 1.871\text{perceivedquality} + 1.860\text{consumerethnocentrism})}} \quad (4)$$

Table 5. Forecasting Model of Vietnamese consumer purchase behavior of domestic products

| Order | Variables | β (beta) | Xi | |
|------------------------|------------------------|----------|------------|-------------|
| | | | Min | Max |
| 1 | Perceived price | 6.070 | 1 | 5 |
| 2 | Perceived quality | 1.871 | 1 | 5 |
| 3 | Consumer ethnocentrism | 1.860 | 1 | 5 |
| 4 | Constant | -29.272 | - | - |
| LogOdds | | | -19.471 | 19.73 |
| e ^{LogOdds} | | | 3.6073E-09 | 360099931.1 |
| 1+e ^{LogOdds} | | | 1 | 360099932.1 |
| P(Y/X _i) | | | 3.6073E-09 | 100 |

5. CONCLUSIONS

The study uses the Binary logistic econometric model to explain the factors affecting the Vietnamese consumers' domestic purchasing decision based on the data set of 240 consumers in Vietnam. Research results show that consumers' domestic purchasing decision was significant influences by (i) perception of price, (ii) perception of quality, and (iii) consumer ethnocentrism. This study provides valuable implications for business in domestic market in the context of Vietnam's international integration. Domestic firms must recognize the significant relationship between consumers' perceived price, perceived quality of domestic products, and consumer ethnocentrism with their purchasing decision. Positive perceptions of quality and price are important for the long-term success of a brand. Therefore, it is recommended that domestic firms need to employ aggressive strategies to improve consumer perception of their brands in terms of quality and price appeal among those who have higher interest in domestic products.

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VIETNAMESE ENTERPRISES IN THE PROCESS OF INTEGRATION: CHALLENGES TO MERGERS AND ACQUISITIONS FROM FOREIGN INVESTMENT

Bach Thi Thanh Ha*

ABSTRACT: *In Vietnam, mergers and acquisitions (M&A) is gradually becoming more known for its dealings with DaLan's toothpaste sold to PG, KinhDo bought Unilever's Walls, Pacific Airlines sold its stake to Qantas, Dai-ichi Insurance acquired BaoMinh CMG ... In recent years, the value of M&A in Vietnam has grown from about \$ 30 million in 2002 to \$ 6.5 billion in 2017. Statistics from the Mergers and Acquisitions Institute (IMAA) show that the growth of the M&A market in Vietnam is remarkable but the market size is only moderate in Southeast Asia. In 2017, Vietnam's market is mainly small transactions with the size of 3-4 million USD and accounted for over 90% of the number of transactions. In particular, 70% of the large M&A deals in 2017 are domestic acquisitions of foreign investors, forming FDI companies. The article will analyze the results and limitations of M&A activity over the past time and propose some solutions for Vietnamese enterprises in the process of integration face with challenges to mergers and acquisitions from foreign investment.*

Keywords: *M&A, mergers, foreign investors, corporate value, corporate restructuring*

1. THE BASICS OF M&A

“ $1 + 1 = 3$ ”, the formula shows that this is a particularly important trigger for an M&A transaction. Behind the acquisition of business is to increase the value of many times more than the shareholders rather than simply the total value of the two companies stand alone. The essence of M&A is to give the business a new edge and gradually increase the value of the business while diversifying the product and brand strategy.

Mergers occur when two companies (usually of the same size) agree to establish a new business without maintaining the ownership and operation of the component companies. Acquisitions are activities through which businesses seek economic profit by scale, efficiency and ability to dominate the market (Scott, 2013). A deal can also be called a merger when both parties agree to join together for the benefit of both companies. But when the buyer does not want to be acquired, it is considered a buy and sell transaction. A transaction that is considered to be a trader or merger depends on whether it is held in a friendly manner between the parties or forced to take over.

In Vietnam, the Enterprise Law of 2014 does not have the concept of buying and selling businesses, the concept of merger and merger is defined in Article 194 and Article 195. Accordingly, the merger is two or several companies. A merged company can merge into a new company (incorporated company), and terminate the existence of merged companies. Mergers are one or several companies (incorporated companies) that can be merged into another company by transferring all assets, rights, obligations and benefits to the merging company, and terminate the existence of the merging company.

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There are three types of combinations when merged:

+ *Horizontal integration*: Conducted between enterprises in the same business. For example, Taisho Pharmaceutical purchased a 24.5% stake in HauGiang Pharmaceutical JSC. In the banking sector due to the need to increase chartered capital, a series of M&A deals have been launched such as mergers between SCB, DeNhat and DaiTin bank; merger of TienPhong Bank and Doji; Habubank - SHB; PVcombank - Western Bank; MHB into BIDV; MDB into Maritime Bank; Southern Bank merges into Sacombank ...

+ *Vertical combination*: A combination of enterprises in the same product line, but different in terms of production status. Over time, many vertical M&A deals are taking place because strategic managers are aware that a complete, closed product or service chain will enhance competitiveness, product quality and outputs of enterprises. Especially in the retail, food, beverage, entertainment, consumer goods industries. For example, in 2016, large M&A deals in retail and consumer goods such as Masan Group sold 25% of Masan Consumer Holdings and 33.3% of Masan Brewery to Singha Asian Holdings (Thailand) with a total value of \$ 1.1 billion.

+ *Combined by inter-branch mode*: To be conducted between two companies not operating in the same business field. Most prominent is Masan Group's acquisition of dominant shares in other businesses in the industry to expand business areas such as Bien Hoa Coffee Joint Stock Company, Pocono Vietnam - French food production company, International Agricultural Nutrition Joint Stock Company (Anco), Vinh Hao Mineral Water Joint Stock Company...

2. M&A SITUATION IN VIETNAM:

- M & A activity is fast and strong in both quantity and scale with increasing value.

According to IMMA statistics (2018), in 2005 there were 18 M&A cases with a total value of \$ 61 million; in 2006 with 38 cases, total value of 299 million USD; For the first time in 2007, it reached over \$ 1 billion (with 113 cases worth \$ 1.753 billion)... In 2017, M&A value reached approximately \$ 6.5 billion, breaking the record \$ 5.8 billion in 2016. Major deals in 2017 such as ThaiBev Group purchased 53.59% of charter capital of Sabeco worth about US \$ 4.8 billion, SCG Group has acquired 100% stake, equivalent to \$ 156 million) from existing shareholders of Vietnam Construction Materials Company or CJ Group grabbing 71.6% of CauTre Company... contributed to make Vietnam in the top 15 M&A market on the world rankings. As of April 2018, capital contribution and share purchases reached \$ 2.263 billion, up 167% over the same period in 2017, reaching \$ 1.36 billion.

- M&A activities take place in many fields:

+ *The sector of finance - banking and consumer goods is the leading sector involved in M & A deals.*

To meet the remaining target of 15 - 17 strong commercial banks from 33 banks, especially small and medium banks, are urgently seeking partners to merge. Many commercial banks have sold capital to foreign investors such as Vietcombank, which sells 7.73% of charter capital to GIC Special Investments, Singapore's national investment fund. In August, 2016, IFC, a member of the World Bank Group, became a shareholder of TienPhong Bank (TPBank) when it bought a 4.99% stake worth VND403.1 billion (about \$ 18.3 million). Not only TPBank, IFC is also an investor in ABBank (owns 10% of shares) and VietinBank (8.03% of shares). At Eximbank, the largest shareholder is Sumitomo Mitsui Banking Corporation - SMBC (Japan) bought over 185 million shares, owns 15%.

Meanwhile, consumer goods, with a market of nearly 95 million people, young population, are also attracted by many investors. These deals may include the transfer of companies that own long-established

local brands or a market share with a number of categories. Some major M&A deals such as Central Group (Thailand) bought Big C Vietnam for \$ 1.14 billion. TTC Holdings (Thailand) with \$ 711 million has bought 19 supermarket chains of Metro Vietnam...

+ Business fields: Takara Belmont Group (Japan) has merged Asian Handicraft Trade Service (NAC) - owner of Kanac Hair Salon - holding 97% share. With Takara Belmont, the company that built and developed the Lebel-branded hair cosmetics, is holding the second-largest market share in Japan, owning NAC is considered the shortest way to enter the cosmetic industry hair in Vietnam, because NAC now has a distribution network with about 60 agents, more than 35,000 hairdressers in the country.

Through buying shares to acquire the local in-house businesses such as The NawaPlastic Industries (Saraburi) Co. Ltd of SCG Group (Thailand) has spent more than VND 2,329.5 billion to buy nearly 24.14 million shares of BinhMinh Plastics Joint Stock Company. At present, SCG has 23 companies in Vietnam, many of them formerly wholly-owned enterprises.

Secondly, M&A has great value with foreign elements.

According to IMAA statistics, Vietnamese business deals are usually in the range of \$ 2-5 million, with some \$ 10-30 million. In terms of value, big deals have foreign elements. Foreigners accounted for 66% of M&A transactions (2016), rising to 77% (2017).

According to the Department of Foreign Investment, Ministry of Planning and Investment, in the first quarter of 2018, the total registered capital of new, increased and contributed capital to buy shares of foreign investors in Vietnam continues stable growth. In particular, the form of investment through M&A companies available in the country of foreign investors is increasing. In particular, 70% of the large M&A deals in 2017 are domestic acquisitions of foreign investors, forming FDI companies.

3. THE CAUSE OF THE MERGER AND ACQUISITION ACTIVITIES OF ENTERPRISES HAS TAKEN PLACE IN RECENT TIMES:

First, due to the impact of the economic downturn, the business activities of enterprises are greatly affected.

Only a few years ago, Vietnam's GDP growth rate averaged over 6% a year. Along with the economic growth of the previous period, many companies have been operating in highly competitive sectors such as auditing, finance, securities,... already exists. However, after the global economic recession has strongly influenced Vietnam, causing many businesses in these fields to fall into difficulties. Therefore, businesses will tend to associate with each other to co-exist and develop.

Second, since 2015, Vietnam has negotiated four free trade agreements, along with policies such as the ownership ratio of foreign investors, or new regulations allowing foreign investors. Besides buying houses in Vietnam, making the business more motivation to accelerate M&A. The ambition of foreign investors to do M&A is not only to Vietnam but also to take advantage of the investment opportunities in ASEAN's 600 million people market. One of the reasons why Vietnam's M&A market is attractive to foreign investors is due to its young population size, stable economic growth and equitization of SOEs.

Third, due to improve business efficiency in the context of increasingly intense competition: there is a fact that the majority of Vietnamese enterprises are smaller than foreign ones; weaker on market experience, financial ability; Lack of human resources capable of corporate governance. Meanwhile, the need to compete requires cutting costs in the business, increasing the company's position in the market, reaching new markets, expanding global, reaching new potential customers, acquire and develop new technologies ... In this unbalanced competition, the linkages in general and through M&A activities in particular of Vietnamese enterprises play a vital role and this is also the way create motivation for domestic enterprises.

4. LIMITS ON THE DEVELOPMENT OF M&A ACTIVITIES IN VIETNAM

M&A is an indispensable trend, but not all M&A deals are successful. According to statistics, two-thirds of the deal is due to:

Firstly, the legal corridor for M&A is incomplete:

M&A activities in Vietnam do not yet have a complete regulatory framework but only scattered in different laws and legal documents such as the Enterprise Law 2014, the Investment Law 2005, Competition Law 2004 and Securities Law 2006 ... However, these regulations are still largely confined to determining the form of M&A activity while M&A is a financial trade requiring. There should be clear guidelines on M&A procedures as well as the establishment of a market mechanism for offering, buying, providing information on prices. This is one of the reasons why the success rate of M&A transactions is not high. Many businesses are choosing to become strategic partners, instead of officially embarking on the process to implement M&A.

Secondly, enterprises lack experience in M&A.

M&A activity in Vietnam in recent years is characterized by the buyer held from the beginning to the end; the paperwork is written by the buyer, the seller is not aware of self-planning. Many businesses do not really understand M&A and may become subject to acquisition. At present, Vietnamese companies do not really understand the nature of M&A activity; most of them think that successful M&A activities are linked to whether the agreement is reached at a reasonable price. The M&A results are dependent on the efforts of all members throughout the operation since M&A was signed.

Third, the difficulty in valuing enterprises due to lack of information.

The biggest obstacle to M&A success is because the buyer has a lot of difficulties in evaluating their partners due to lack of information. Partner evaluations can first be based on the evaluation of financial indicators through the analysis of the seller's financial statements, followed by the quantification of the intangible value of the business as a person factor, vision, goals... However, information on financial statements of some Vietnamese enterprises in the past time is not transparent; the number of violations is still high.

5. SOME SOLUTIONS TO DEVELOP M&A ACTIVITIES IN VIETNAM.

Firstly, there is a need to develop strong enforcement mechanisms for information provision.

One of the reasons for the illicit acquisitions, the lack of transparency from stock market transactions, and the M&A deal was due to the slightest sanctions. According to the current regulations, the fine for disclosure of information of major shareholders when trading on the stock market is only VND 40 million/time or the listed companies may delay reporting. It is these things that have made decisions of businesses, shareholders or regulators to regulate M&A activities with time lags.

Second, improve the legal framework for M&A procedures.

It is necessary to stipulate in more detail the contents related to enterprise valuation, settlement of financial issues, shares, stocks, labourers, taxes, fees ... of enterprises in the process and after when M&A.

Thirdly, it is necessary to set up a specialized agency for M&A management.

At present, there are no specialized agencies of the State managing M&A activities. Only part-time agencies are included in government agencies from the Ministry of Finance, the Ministry of Industry and Trade and the Ministry of Planning and Investment. ... Therefore, the control of M&A in our country is not really effective and quality. When companies find themselves are often passive acquisitions without consulting from the state management agencies.

Fourthly, it is necessary to improve the quality of the consulting and valuation organizations.

The M&A market is a special market for goods traded on the market. Therefore, in order to effectively operate the M&A market, it is necessary to have the participation and consultation of many experts who have experience in fields such as law and finance. The team of experts in brokerage and consulting for M&A activities.

Fifthly, enterprises participating in M & A should actively develop detailed plans.

Based on a study by PA Consulting Group and Edinburgh Management School, based on 85 M&A deals worth £ 50 million each, the companies have detailed plans for mergers and acquisitions. There will be short-term stock prices that are about 4.5% higher than companies without prior preparation [5]. These plans should have clear organizational objectives such as: personnel, systems, management... The plans should focus on the suitability of systems, structures and work processes between mergations for business.

Sixth, it is necessary to maintain stable basic macro indicators.

In order to attract large investors in the world, as well as strong domestic firms implementing M&A process, the State needs to maintain GDP growth, stabilize macro economy and control inflation as well. Commitments on exchange rate stability.

6. CONCLUSION

In the globalization, M&A activity in Vietnam is not long but exciting and promises to boom in the future. Vietnam is stepping up the equalization of state-owned enterprises and the opening of a room for foreign investors is attractive to investors in M&A activities. For M&A development, there is a need for comprehensive solutions to attract large investors to join the market, focusing on solutions such as: (i) supplementing, specifying legal regulations on the responsibilities of when M&A deals with the rights of employees and shareholders and minimizes the risk of M&A leading to monopoly; (ii) M&A businesses should be facilitated to provide complete, accurate and timely information for the transaction; (iii) Encourage the development of professional consulting firms for M&A activities./.

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APPLY THE OECD PRINCIPLES OF CORPORATE GOVERNANCE TO SUSTAINABLE DEVELOPMENT OF VIETNAMESE ENTERPRISES IN THE CONTEXT OF GLOBALIZATION

Nguyen Thi Ha*

ABSTRACT: *This article explains and describes the Organization of Economic Cooperation and Development (OECD) Principles of Corporate Governance, on the basis of which the principles of corporate governance That is in the Vietnam business over time. From that, we propose some solutions in order to more effectively apply the principles to help the sustainable development of Vietnamese enterprises, especially in the context of globalization.*

Keywords: *Organization for Economic Co-operation and Development (OECD), Principles of Corporate Governance, Sustainable Development, Vietnamese Enterprises, Globalization*

1. INTRODUCTION

Integration and globalization have been and will be the right steps of the Party and State of Vietnam, the trend is indispensable and increasingly attract the attention of many people. Globalization takes place in all areas: economic, social, political ... In which economic globalization is in place and of great importance, can bring about great effects. to other areas. In the trend of economic globalization, the role of enterprises is undeniable. Globalization brings opportunities but also challenges us. How not to be left behind, how to integrate into the international community on all sides without dissolving? All require an effort, dare face to actively change the whole nation. To integrate and globally economic success, businesses are constantly learning, innovating, renewing themselves to rise. One of the important tasks of enterprises is to promote the role of corporate governance in order to develop enterprises in the context of international economic integration and globalization.

The Organization for Economic Co-operation and Development (OECD) consists of the member countries of the United States, Britain, Austria, Belgium, Canada, Denmark, France, Germany, Italy, the Netherlands, Norway, Sweden, etc. These countries have joined the organization and have promoted policies to achieve sustainable economic growth, job creation, At the same time, maintaining financial stability in the member countries will contribute to the overall growth of the world economy, contributing to healthy economic growth in member countries as well as in non-member countries. Must be a member of the OECD in the process of economic development, contributing to the expansion of international trade on the basis of multilateral cooperation, equality and compliance. and with international law. The OECD has developed a set of corporate governance principles based on practical business development experience in these countries. This Code of conduct has become an international standard for policy makers, investors, corporations and other stakeholders all over the world. The Code sets out the fundamental issues of business

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governance, providing specific legal and regulatory guidance for both OECD and non-OECD countries; It focuses on governance issues arising from the separation of ownership and governance. The Code is a flexible tool that sets standards that are not binding, good examples, and implementation guidelines that can be tailor-made to suit the specific circumstances of each national and regional. The Code also covers a wide range of issues from the company's decision-making process to issues of the business environment, anti-corruption or ethical business issues.

2. PRINCIPLES AND APPLICATION OF PRINCIPLES

First, the principle of protecting the rights of shareholders: According to the OECD, the fundamental rights of shareholders include the right to: 1) secure the means of registration of ownership; 2) To be given priority to buy new shares offered for sale in proportion to the number of ordinary shares of each shareholder in the company, to transfer the shares; 3) Access relevant and important information about the company in a timely and regular manner; 4) To participate and vote at the General Meeting of Shareholders; 5) Electing and dismissing members of the Board of Directors; 6) Earn profit of the company; when the company is dissolved or bankrupt, it will receive the remaining part of the assets corresponding to the number of shares in the company.

Currently Vietnamese enterprises operate under a common enterprise law, the Enterprise Law of 2014. Over 28 years of establishment and development, starting with the Company Law in 1990, until the Law on Enterprises in 1999, the Law Enterprise in 2005 and now is the Enterprise Law of 2014. The rights of shareholders are also gradually appreciated and protected better, in which minority shareholders have been noticed. The law also regulates how to facilitate shareholders to exercise their right to sue the manager with simpler procedures and procedures. So far after more than four years of business rule 2014, the minority shareholder index has surpassed 38, ranking 122nd in international rankings, as follows:

Table 1: - Rating criteria for protecting shareholders' rights -

| <i>1.1.1. Numerical order</i> | <i>1.1.2. Criterias</i> | <i>1.1.3. ratings</i> |
|-------------------------------|---|-----------------------|
| <i>1.1.4. 1</i> | <i>1.1.5. The highest shareholder righ</i> | <i>1.1.6. 7/10</i> |
| <i>1.1.7. 2</i> | <i>1.1.8. The easiest way to file a lawsuit against a company manager</i> | <i>1.1.9. 1/10</i> |
| <i>1.1.10. 3</i> | <i>1.1.11. The responsibility of the manager, members of the Board of Directors</i> | <i>1.1.12. 3/10</i> |

Source: Phan Hoang Ngoc, Ministry of Justice "Protecting shareholders' interests, meeting international practices and standards on corporate governance"

Enterprise Law 2014 has more advanced provisions than previous corporate laws to protect the rights of shareholders, namely: (i) has stipulated that a joint stock company will choose one of two models Corporate governance is a single-entity model (General Assembly of Shareholders, Board of Directors, Director / General Director) and multi-board model (General Assembly of Shareholders, Board of Directors, Supervisory Board and Director, General Manager) instead of just a multi-board model as before. (ii) provide a regulation allowing the company to appoint one or more representatives, emphasizing the role of the chairman and the director or general director of the company if the company there are many representatives; The company decides on the number of representatives. (iii) the reduction of the voting rate by the decision of the General Meeting of Shareholders shall be reduced to 51% for the ordinary decision and 65% for the "special" decision (Clause 1 and Clause 2 of Article 144 of the Law on Enterprises 2014). Previously, under

the 2005 Enterprise Law, the rates were 65% and 75%. Thus, the reduction of voting power in the Law aims to express the purpose of protecting small shareholders in advance of major shareholders, which makes it easier for minority shareholders to exercise the right to conduct the GMS. Article 160 of the Enterprise Law of 2014 provides more detailed information on the obligations of managers of companies (including board members, directors or general directors and other managers) to ensure the rights and interests of the shareholders and the company on the principle of exercising the rights and obligations assigned in accordance with the provisions of the Law.

Second, the principle of equal treatment of shareholders: According to the OECD, the corporate governance framework should ensure equitable treatment for all shareholders, including minority shareholders and foreign shareholders. Every shareholder should have the opportunity to make an effective complaint when their rights are violated. The equality of treatment between shareholders is reflected in such aspects as: All shares of the same type and the same issue have the same rights. Investors should be provided with sufficient information about the rights associated with all issuances and types of stocks. Any change in voting rights must be approved by the shareholders owning the type of shares affected adversely by such change. Minority shareholders must be protected from acts of abuse directly or indirectly by or for the benefit of controlling shareholders and they should have effective means of complaint. The custody organizations designated to represent shareholders must vote in the manner agreed with the shareholders they represent. Obstacles to foreign voting should be removed. The procedures and procedures of the General Assembly of Shareholders must ensure equal treatment with all shareholders. Company procedures must not cause difficulties or unnecessary expenses when voting. Prohibition of insider trading and abuse of personal interests. Members of the Board of Directors and senior executives must disclose to the Board of Directors that they have a significant interest in any transaction or matter that directly affects the company, whether directly, indirectly or on behalf of a third party.

When investors have decided to invest in a company, it shows they trust the good things the company will bring to them. Therefore, it is necessary to adhere to the principle, whether major shareholders or small shareholders or minority shareholders, domestic shareholders or foreign shareholders to be treated equally. When shareholders notice signs of infringement, they have the right to sue. However, this measure requires the country to develop a strict legal system. This issue in Vietnam has also been implemented but needs to be improved. In Vietnam the phenomenon of insider trading and underground transactions still occur. This violates the principle of equal treatment of shareholders.

Third, the principle of promoting the role of stakeholders: According to the OECD, corporate governance frameworks must recognize the rights of stakeholders as defined by law or contractual relations and to encourage Encourage active cooperation between the company and stakeholders in creating assets, employment and financial stability for the business. This principle is concretized as follows: The rights of the interested parties as defined by law or under the bilateral agreements must be respected. Where the interests of the parties concerned are protected by law, the interested parties must have the opportunity to make effective complaints when their interests are infringed. It is necessary to develop mechanisms to improve the efficiency of workers' participation. When involved stakeholders participate in corporate governance, they must have access to relevant, adequate and reliable information in a timely and regular manner. Interested parties, including employees and their representative organizations, should be free to communicate their concerns about unlawful or unethical practices to the Council. Governance and this is not allowed to affect their rights. Corporate governance frameworks need to be supported by an effective bankruptcy framework and effective enforcement of the creditor's rights.

In Viet Nam, this principle has also been specified in laws including business law, bankruptcy law, labor law, etc. Related parties such as creditors, suppliers, customers, employees should be promote the role. Bankruptcy Laws in Vietnam regulate the procedure for resolving assets when declaring bankruptcy, including the priority of secured creditors. Employee benefits are also highlighted in the labor law and in the internal regulations of the enterprise. Many companies have sold shares to employees at preferential prices; Set up a fair compensation and reward system for employees. This has the effect of encouraging the employees to work hard, creating conditions for them to develop and improve their lives. In addition, there is a priority to sell shares to customers, suppliers.

Fourth, the principle of publicity and transparency: The corporate governance framework must ensure timely and accurate disclosure of information on all matters of concern to the company, including its financial position, operating situation, ownership and corporate governance. This principle is specified by the OECD as follows: Information disclosure must include, but is not limited to, important information about: financial results and operations of the company; The company's goals; Ownership of majority shares and voting rights; The remuneration policy for members of the Board of Directors and senior management including the qualification, selection process, positions held in other companies and whether they are considered by the Board of Directors. independent or not; Transactions with related parties; Predictable risk factors; Issues related to workers and other stakeholders; The structure and policy of governance, namely the content of any governance rule or policy and the process of implementing it. Information must be prepared and disclosed in accordance with the high quality standards for disclosure of accounting, financial and non-financial information. Annual audits must be conducted by an independent, qualified and high quality auditor to provide independent and objective evaluation to the Board of Directors and shareholders, ensuring that The financial statements have honestly shown the financial position and performance of the company in all aspects. The independent auditor is responsible to the shareholders and is responsible for conducting a professional audit of the company. Information dissemination channels should facilitate equal, timely and cost-effective access to information for users. Corporate governance frameworks must be complemented by measures to promote the development of analytical or advisory services provided by securities analysts, brokers, credit ratings, and so on. granted. Analysis and advice related to this investor's decision must not be affected by material conflicts of interest that may affect the integrity of the analyst's opinion or advice.

In Vietnam, the issue of supplementary disclosure requirements for timely and adequate disclosure of a shareholding company has been amended in accordance with Article 171 of the Enterprise Law of 2014 to be consistent with international practices with respect to Request for publicizing the contents of the charter of the enterprise, list of members of the Board of Directors, Director / General Director, members of the Board of Supervisors, foreign shareholders and major shareholders. Current contents of Article 171 are amended as follows: (i) For financial statements, the shareholding company must submit its annual financial statements approved by the General Meeting of Shareholders to the competent State body; (ii) For publication on the website (if any), the company should disclose the following information: company charter; curriculum vitae and professional experience of members of the board of directors, supervisor, director or general director of the company; Annual financial statements approved by the General Meeting of Shareholders; Report on the annual performance of the Board of Directors and the Board of Supervisors; (iii) In respect of foreign individuals, the Law requires that a joint stock company which is not a listed company must notify the business registration office of the locality of its head office no later than three

days(03) Having information or changing information on the full name, nationality, passport number, permanent address, number of shares and type of share of the shareholder being a foreign individual; Name, business code, head office address, number of shares and types of shares and name, nationality, passport number, permanent address of authorized representative of foreign institutional shareholder. Public joint stock companies shall publicize and publicize information in accordance with the law on securities. Joint-stock companies where the State holds more than 50% of the charter capital shall announce and disclose information according to regulations on periodical disclosure in Article 108 and extraordinary disclosure under Article 109 of this Law.

Apart from the new major issues or the basic regulations as mentioned above, the Law has also amended and supplemented the regulations on capital of joint-stock companies in the direction of specific and clear regulations, and unify the concepts of equity capital; To clearly define the responsibilities of the Managing Board in requesting shareholders to fully pay the shares they have registered for purchase upon the establishment of enterprises within 90 days after being granted the enterprise registration certificates.

Fifth, the principle of responsibility of the Board of Managements (BOMs):

The corporate governance framework should ensure the strategic direction of the company, effectively supervise the management of the Board and the responsibilities of the Board for the company and its shareholders. The operational structure of BOMs in each country can be modeled on a two-tiered basis, ie, the separation of managerial functions (in which managerial staff includes the entire board of directors) and control functions (in which the supervisory board including members of the Board. The second model is the one-level management board consisting of executive and non-executive board members. It is the Board's responsibility to monitor the effectiveness of the management, to prevent conflicts of interest, to deal fairly with the interests of stakeholders; The Board of Directors plays a key role in setting the company's ethical standards, not just by its actions but by appointing and overseeing its key executives and management. Generally monitoring written systems is designed to ensure that the company always adheres to the relevant laws; The Board of Directors has the duty to operate in the best interest of the shareholders. (This Principle specifies two main elements of the Board of Trustees' mandate, namely: Responsibility of the Board requires that the Board of Directors function with integrity, diligence, and diligence. Loyalty is key because it reinforces performance, other principles in this Code); When decisions of the Board may affect different groups of shareholders in different ways, the Board of Directors should treat all shareholders equally.

The Board of Directors must perform key functions including: reviewing and strategic orientation of the company, basic operations plans, risk policies, budgets and annual business plans; set operational goals, monitor performance of company objectives and activities; overseeing major capital investment, acquiring and divesting activities; Effectively monitor corporate governance practices and make changes as necessary; Select, remunerate, monitor and replace key managers when necessary and monitor the successor selection plan; Associate the remuneration of senior management and the Board with the long-term interests of the company and its shareholders; Ensure the seriousness and transparency of the nomination process and elect the Board; Monitor and handle potential conflicts of interest between the Board of Directors, the Board of Directors and the shareholders, including misuse of company assets and misuse of related party transactions; Ensure the integrity of the company's accounting and financial reporting system, including the independent audit report, and ensure that appropriate control systems are in place, especially management systems, risk management, financial and operational control, compliance with applicable laws and standards; Monitor the process of information disclosure and communication; The Board of Directors

must be able to give independent, objective judgment on company matters; The Board of Directors must consider appointing a sufficient number of non-executive directors to give independent judgment on issues where potential conflicts of interest exist. For example, ensure the integrity of financial and non-financial statements, review third-party transactions, nominate members of the Board of Directors and key executives and remuneration to the Board; When committees of the Board of Directors are established, the authority, composition and operational procedures of the committees must be clearly defined and publicly announced by the Board; Members of the Board must commit to perform their responsibilities effectively; To fulfill their responsibilities, Board members must have access to accurate, relevant and timely information.

In Vietnam, the Law on Enterprises stipulates in detail the rights and obligations of the Board of Directors. The rules are generally in line with international practice. The regulations clearly define the responsibilities of the board of management and the board of directors. The value of the investment or liquidation of assets is determined by the board of management, and the value of the asset is determined by the board of directors (BODs). BOMs's decisions must be approved and that is a decision based on the company's common good without any shareholder group consensus. However, there is still a phenomenon of overlapping management, misconduct, a clear separation of responsibilities between the BOMs and BODs.

3. SOME COMMENTS ON CONDITIONS APPLYING THE PRINCIPLE

First, ensure the basis for an effective corporate governance framework: The corporate governance framework should promote transparency and efficiency of the market, in accordance with the law, and clearly define the responsibilities of the supervisory, regulatory and enforcement authorities. Every business is a cell of the national economy, wanting to do business effectively must first be ensured in a healthy business environment. However, in Vietnam this problem needs to be re-examined. The market of Vietnam is not really perfect, integrity. In addition, the incentive mechanisms for the development of enterprises by the framework of the business environment created for the market participants are unclear, encouraged by type of business or encouraged by the field of activity enterprise. Each country adopting this set of rules needs to be familiar with the characteristics of its own regulatory environment. In addition, the development of legal framework to help businesses operate in accordance with the standards is good, but the mechanism also needs to be renovated to suit the reality. Companies operating in a stable, stable legal environment will be an important driving force for their business to be effective and ensure a sustainable development.

Second, the unpoliticization of economic relations: economic relations let it arise naturally according to the objective process. The state should not be too tightly controlled. Chinese economists argue that the politicization of economic relations often results in bad outcomes, if not the ultimate outcome of the developmental impetus.

Third, continue to innovate to improve the business environment: The business environment includes all external conditions that affect the operation of the business. Any business that operates in a certain business environment. Consider the impact of the business environment and continue to improve it.

Fourth, promote the propaganda and education: It is necessary to strengthen the dissemination, dissemination and education of social values and status, challenges and risks for business and business. human resources, ethical standards and business culture; views and changes in the thinking of the Party and the State on the role, position, importance and objective necessity of the development of economic sectors with socialist orientation.

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MANAGING LOAN PORTFOLIO BY THE ECONOMETRIC MODELS: A THEORETICAL ANALYSIS

Phung Thu Ha*

ABSTRACT: *Loan portfolio management plays important role in risk controlling system of commercial banks. The crucial idea of this paper is to examine theoretically two econometric models which can be used for loan portfolio management. These two models are credit portfolio view model and evaluation model of a commercial bank loan portfolio. The first model, credit portfolio model, provide a method to analyse the relationship between loan portfolio management and macroeconomic factors, then explain how economic cycles can affect the result of loan portfolio management in commercial bank. Another model give us a tool to assess the loan portfolio management of a commercial bank step by step, and we can understand clearly how loan portfolio management can impact on bank's profit, liquidity and credit risk management. These models can be suggestion for Vietnamese commercial banks to improve their credit risk management effectively and build the critical strategies to assure the soundness of their loan portfolio.*

Keywords: *loan portfolio, loan portfolio management, credit risk.*

1. INTRODUCTION

The principal business activity for most commercial banks is lending. And the biggest asset of most commercial banks is also loan portfolio. Loan portfolio is the prevail source of revenue. Thence, it can be the main impact threatening the safety and soundness of a bank. Whether due to lax credit standards, poor portfolio risk management, or weakness in the economy, loan portfolio problems have historically been the major cause of bank losses and failures.

Following the Business Dictionary (2014), a loan portfolio is defined as the total of all loans belonged to a bank or a financial institution on any chosen day. IACPM (2005) affirmed loan portfolio management is the process by which the manager can manage and control the inherent risk in the credit process. Wise Geek (2014) considers credit portfolio management as the process of creating a list of investments based upon credit relationships and managing the risks involved with these investments. Therefore, loan portfolio management includes assessing the risk of each loan and then investigating the total amount of risks for all loans. The main objective of managing portfolio is to reduce the amount of loans default.

The lifeblood of each lending institution is its loan portfolio, and the success of the institution depends on how well that portfolio is managed. The quantitative modeling of the loan portfolio is rather recent in fact. Several models were created, including at the same time the applications of property developed for the internal custom by the financial institutions, and the applications intended for the sale or for the distribution (Hickman and Koyluoglu, 1999).

Loan portfolio objectives build the assessment system with detailed, clear and measurable target for the portfolio. In this paper, the author wants to introduce some effective models which can suggest Vietnamese commercial banks applying to gain some loan portfolio objectives as below:

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- To grant loans on a sound and collectible basis.
- To invest the bank's funds profitably for the benefit of shareholders and the protection of depositors.
- To serve the legitimate credit needs of their communities.

2. THE MODELS FOR LOAN PORTFOLIO MANAGEMENT

2.1. Credit Portfolio View of McKinsey

Credit Portfolio View is a model with multiple factors which is used to feign the common conditional distribution of the default probability and migration for various groups of estimation and in different industries (Crouhy et al., 2000). Loan portfolio is a part of credit portfolio and accounts for the main structure of credit portfolio, therefore, we can use this model to assess and analyze the loan portfolio of a bank or financial institution.

Wilson (1997) developed this model when he worked in McKinsey. This author brought out a hypothesis that macroeconomic factors like the level of the long-term interest rate, the GDP growth speed, the global unemployment rate, the exchange rate, the public expenditures, the savings have a connection with the probability of defect and migration.

Credit Portfolio View is built on the infrequent observation which shows that the default probability, as well as the probability of migration, relates to economic cycles. When the economic crisis happens, then the cycles of credit are also lesser. If the economy is expanding with higher GDP growth rate and lower unemployment rate then the cycles of credit become stronger. By way of explanation, the cycles of credit is impacted by the trend of economic cycles. Because the macroeconomic factors widely affect the condition of the economy, Credit Portfolio View gives us a methodology to connect these macroeconomic factors to the probability of default and migration.

Provided that the data are available, this methodology can be applied in every country, in the different sectors and in the diverse classes of borrowers of the obligors who react differently within the economic cycle. The way that a model Credit Portfolio View works is as follows (Smithson, 2003):

- Simulate the state of the economy.
- Adjust the rate of default to the state of the simulation of the economy.
- Attribute a probability of default for every debtor on the basis of the simulations of the state of the economy.
- The value of the individual transactions attributed to the debtors according to the probability of defect is determined on the basis of the simulations of the state of the economy.
- Calculate the loss of the portfolio by adding the results for all the transactions.
- Repeat all the stages quoted above certain number of times to map finally the distribution of the losses.

Following Credit Portfolio View model of McKinsey, the historic rates of default for the various industries are described according to the macroeconomic variables specified by the user of the model:

$$\text{(Probability of default} = f(\text{GDP, Unemployment rate, ... Exchange rate})$$

According to McKinsey approach, the rates of defect are directed by a sensibility in a sand of the factors of the systematic risk, or the particular factors to the company. The main characteristics of model from McKinsey are described following the unit of analysis segmented towards industries and on countries as below:

- The data by default is an empirical estimation of the rates of default according to the macroeconomic variables;
- The structure of correlation is obtained from the correlations banding the chosen macroeconomic variables and the estimated factors of sensibility;
- The engine of the risk is the adjustment of the ARMA model (Autoregressive Moving Average model) with the evolution of the macroeconomic factors. The shocks are undergone by the system determine the standard deviation of the average of the rates of defect concerning the level of the segment;

- The distribution of the rates of defect is logistic (Normal distribution);
- The horizon is the maturity of the marginal default rate year by year.

2.2. The evaluation model of a commercial bank loan portfolio

The model for evaluating the commercial bank loan portfolio is developed by Irena (2008). The goal of this model is gathering useful information on the structure of bank loan portfolio. The research indicates that the structure of bank's loan portfolio can be reflected by dividing it on three main sectors of bank's activity as corporate banking, business banking and personal banking. While analyzing and evaluating the element of loan portfolio, we need to understand that every part of banking operation has a different level of risk, profitability and influence on bank's liquidity. To assess a loan portfolio, the most purposeful way would be to divide it into three main segments or sub-portfolios, each of them could have its own groups, subgroups depending on the kind of borrower, loan purpose, collateral, currency, term and other criteria. This approach allows distinguishing the most risky areas of activity, for the evaluation of which maximum attention should be paid, also the groups of customers which are most attractive and profitable for the bank. There are three stages to make the evaluation of a commercial bank loan portfolio as following:

The first stage is classifying loans into 3 main parts – sub-portfolios: (i) large-scale projects financing sub-portfolio includes borrowings of large enterprises or groups of them, financial intermediaries, local and central government; (ii) business financing sub-portfolio includes borrowings to small and medium size enterprises and farmers; (iii) individual financing sub-portfolio includes borrowings of private person: consumer loans, mortgages, credit card overdrafts and etc.

The second stage is evaluating individual loans and sub-portfolios based on criteria of credit risk, profitability and liquidity. The measurement to assess the individual loan depends on the sub-portfolio of the loan. With the loans in large-scale projects financing sub-portfolio, the evaluation of them is made in great deal, with much attention towards the assessment of credit risk, liquidity and profitability. The evaluation of loans in business financing sub-portfolio is slightly simplified and it is made automatically by evaluation system requiring less attendance of experts. For loans in private person financing sub-portfolio, the evaluation of them is only focused on the credit risk, excluding the mortgage loans which will be assessed by the liquidity.

In this stage, banks will establish rating groups. For loan rating structure, banks should choose the system with 8 ratings: acceptable (small) risk loans belong to the first three ratings; other next three ratings for average (average doubtful) risk loans and non-performing loans in the last two ratings. In valuation of separate aspects of the loans for both legal and private persons, every factor is assigned to one of 8 groups (ratings), and the final score depends on the weight of the factors. Risk rating 1 indicates that the risk is minimal, and, correspondingly, risk rating 8 indicates the maximal credit risk. Next, for loan liquidity rating, the following factors are used: (i) assessing the term of the loan; (ii) calculating collateral as a loan amount to collateralized property times security coefficient ratio. Then, loan profitability rating is established based on what income (fees and commission) bank earns from granting a loan and what income is received from the customer in granting other than credit banking services.

The third stage is creating final loan rating (FLR). The credit risk rating is the main factor impacting on the final loan rating and the loss regarding loan repayment can be reduced by only adequate liquidity. Loan profitability in case of default loan would not be this important as when granting loan with high interest rate, bank would get just bigger interest which the customer would pay, but in case of default it can lose the principle. Based on these principles, at first credit risk (CR) and liquidity (L) group is established, then the relation of this group with profitability (P) is used to derive the final rating of the loan based on the following formula:

$$\text{FLR} = (0.8 * ((0.7 * \text{CR}) + (0.3 * \text{L}))) + (0.2 * \text{P})$$

Regarding to these assessment principles, when at first credit risk and liquidity are two fundamental aspects of assessment distinguished, after that the adequate assessment of factors is carried out by evaluating the influence of profitability. Then more detailed information is derived.

The fourth stage is comparing loan portfolio indicators with the overall country banking system tendencies. Assessment of correlation with country’s economic indicators helps to determine if bank’s loan portfolio growth and changes in certain indicators correspond with the rates and tendencies of development of the economy in the country. Final structure of the evaluation model of loan portfolio of a commercial bank is presented in Figure below:

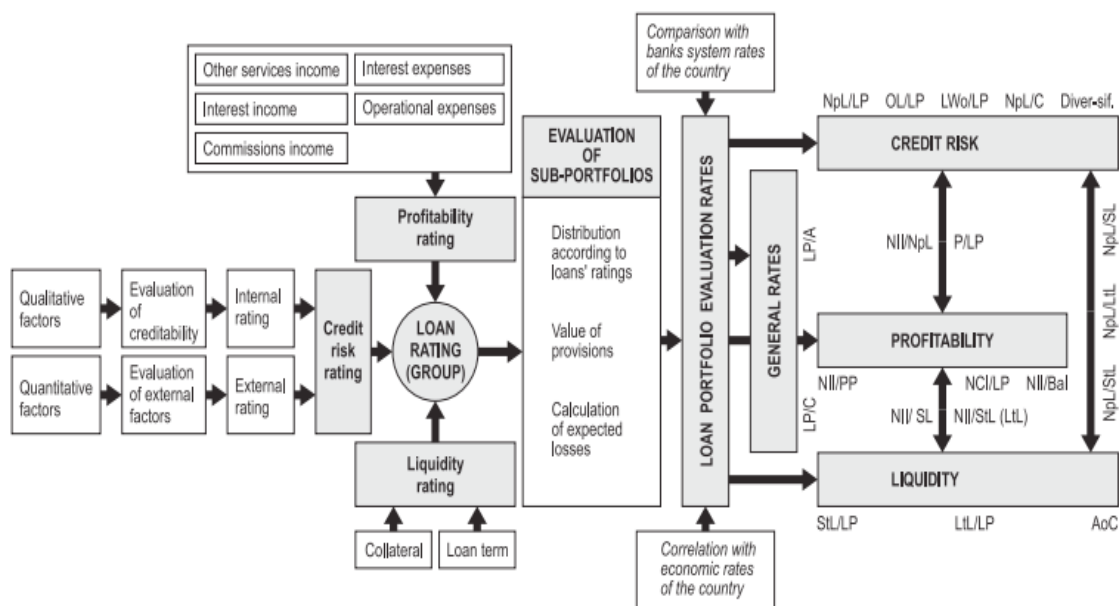


Figure: the structure of the evaluation model of a commercial bank loan portfolio

Source: Irena (2008)

The final stage is showing the current status of loan portfolio after evaluating and conducting suggestions towards the loan portfolio management or improving the evaluation system of loan portfolio. Besides, banks need to build common databases or improve their own databases with longer period of time and in accordance with the expansion of their operation and the growth of loan portfolio. More detailed loan evaluation models could be used.

3. CONCLUSION

This paper presents a theoretical approach’s concerning the model of management of loan portfolio by the Credit Portfolio View model and the evaluation model of a commercial bank loan portfolio.

With the Credit Portfolio View model proposes a methodology which links macroeconomics factors to default and migration probabilities. The calibration of this model necessitates reliable default data for each country, and possibly for each industry sector within each country. The probability of failure depends in this model of macroeconomic factors such as unemployment, the rate of increase GDP, the interest rate long-term.

For the evaluation model of a commercial bank loan portfolio, with the purpose of getting more comprehensive results of loan portfolio evaluation, loans that form a loan portfolio should be distributed into sub-portfolios according to activity segments of a bank: large-scale projects, corporate and private clients. Such approach to loan portfolio enables banks not just properly distribute resources with a purpose to get a maximum profit, but also designate appropriate consideration while evaluating risk of individual loans or sub-portfolios. The attention was paid to credit risk evaluation of loan or loan portfolio mostly in research studies. The following methods and models of individual loan credit risk evaluation are established: actuary, scoring, credit margin, option, credit equivalent position and

repayment level models and heuristic, empirical – statistical and causative models. It has been identified that the banks of transition economy countries are able to use only actuary and scoring models and will not be able to embrace the advantages of other models due to lack of available data.

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SOME CONSIDERATIONS INTO VIETNAM ON THE ROAD TO SUSTAINABLE DEVELOPMENT

Nguyen Ho Phi Ha* - Vu Thi Phuong**

ABSTRACT: Sustainable development is the target that mankind is trying to achieve. It is also a concern worldwide and it has also become a strategic aim to realize of our Party and government. There is a fact that when economy grows, it reveals some bad effects. For example, natural resources and unrecyclable natural resources are scarcer, more damaged natural environment gets more damaged, ecosystem balance is damaged. As a result, there are a lot of natural disasters. Economic growth is not in pace with social development. When economy grows, there is still no advancement in culture, morality. Economic development causes bigger gap between the rich and the poor, which leads to social unrest. The question is how to grow sustainably to settle 3 major factors: economy, society and environment. In this research, authors focus on the situation of resource allocation, industry structure, industry relationship, and effects on production, income and gas disposals in Vietnam. Besides, some recommendations for future sustainable development are given in this research.

Key Words: structure, resource allocation, growth, sustainable development.

SOME FACTS OF ECONOMIC GROWTH IN VIETNAM RECENTLY

Vietnam has got higher GDP than other countries in ASEAN for many years, on average about 6.1% in the period 2005- 2016.



(Source: National Statistics Department)

Moreover, there has been a significant change in economic structure over for recent years, labor in agriculture decreased from 55% to 44% (on average 1.3% each year)

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| Criteria | Unit | 2005 | 2010 | 2015 | 2017 |
|---------------------------------|----------|------------|------------|------------|------------|
| GDP by sectors | % | 100 | 100 | 100 | 100 |
| Agriculture | % | 19,3 | 21 | 18,9 | 17 |
| Industry- Construction | % | 38,1 | 36,7 | 37 | 37,1 |
| Service | % | 42,6 | 42,2 | 44,2 | 45,8 |
| GDP by business entities | % | 100 | 100 | 100 | 100 |
| Private owned | % | 47,2 | 49,1 | 48 | 46,4 |
| Corporate | % | 6,6 | 4,6 | 4,5 | 4,2 |
| Private business | % | 8,5 | 7,9 | 8,8 | 9,6 |
| Individuals | % | 32,1 | 36,7 | 34,8 | 32,6 |
| State owned | % | 37,6 | 33,6 | 31,9 | 31,8 |
| FDI companies | % | 15,2 | 17,3 | 20,1 | 21,8 |

Since 2008, with GDP per capita approximately 1.050 USD, Vietnam has been grouped as medium low- income developing country, no longer in low- income developing countries group. Today, GDP per capita of Vietnam is 2.385 USD.

Results of sustainable development:

-Thanks to sustainable development, Vietnam has reached relatively high economic growth, social well- being has improved and social equality is boosted.

Sustainability index is higher and higher in 2017, Vietnam ranked 68th out of 157 countries (much higher than other countries in ASEAN) in terms of sustainable development. Economic growth has maintained relatively high (the year after is higher than the previous year) For example, GDP growth rate in 2012, 2013, 2014, 2015, 2017 was 5.3%, 5.4%, 6.0%, 6.7%, 6.8% respectively. Only in 2016 it decreased to 6.2%. Sustainable development also ensures the economic development together with social equality and environmental protection.

-Fast and sustainable economic growth has brought some achievements ahead to depth and breadth, especially the depth, which is a big contribution to improve effectiveness and competitiveness.

Growth rates in many fields are increasing, so is the labor force productivity with 4.01% per year in the period 2006 to 2016 and it has tended to increase higher and higher. The contribution of capital and labor to GDP has decreased but contribution of synthesized factors such as Technology, management or labor quality to GDP has increased. Economic sector structure has positively changed, percentage of industry and service in GDP has gone up. FDI business has become more important in development and investment, economic growth, government revenue, export, and job creation.

-Infrastructure investment is put emphasis on, a lot of important infrastructure works are being in use. This has painted a new image of the country and helped to promote economy and society, helped Vietnam join international business and ensured national security and defense.

Focus on developing transportation systems, especially road systems, high way, airport, sea port etc has stimulated commerce, investment and relationship between regions as well as improved competitiveness of the country. Electricity systems have been paid more attention to meet the increasing demand for the electricity of the industry. A lot of electricity stations are being built or completed. Urban structures are also developed, for example, Hanoi, Ho Chi Minh city, to make urban picture more modern and civilized.

- Social advancement and equality has reached important results and has been paid more attention in each step and each policy.

People have enjoyed more equality and have been more accessible to resources, utilizers and development chances. Gap in Income Index just increased to 0.016% from 2006 to 2016. On the other hand, activities of eradicating hunger and alleviating poverty has got positive results. Mental and material

life of people are more improved. Conditions of food, accommodation were upgraded. Poor household rate decreased from 15,5% in 2006 to 5.8% in 2016. Unemployment rate maintained under 3%. Social welfare systems were broadened comprehensively and diversified, which is more suitable with economic growth and resource exploitation and equalization. This also ensures basic demand for services of the people.

-Resource management and environmental protection and adaptation to climate changes are more focused and reveal positive results.

Social awareness has been raised of resource management and efficient exploitation as well as environmental protection, prevention from natural disasters and adaptation to climate changes. There have been many measures to protect environment, punish businesses causing pollution. More and more unrecyclable wastes are collected. Many programs to increase environmental quality are given to reduce environment pollution, especially land and water pollution. Many activities are aimed to protect nature, biology diversification, and forest development. Forest coverage increased to 41% in 2016. Management, exploitation and usage of land, water, and mineral resources are more effective and more suitable with market mechanism. There is a significant decrease in ask- give mechanism in land and resource management. Natural disaster ability is improved.

Shortcomings:

However, macro limitations exist such as high rate of deficit, public debt, thereby having a lot of risks.

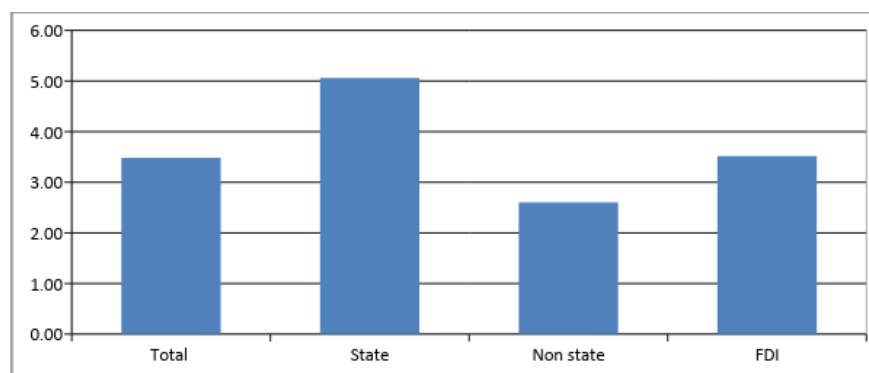
-Economy doesn't grow as fast and stably as its potential, aims and other developing countries. Quality, growth efficiency and low competitiveness lead to a drop of the economy.

Economic model is based heavily on capital, unskilled worker, resource exploitation. The model has not transferred into the model basing on management, technology, innovation, and creativeness. Capital and labor contributed 70% to GDP, other factors only 30%.

Investment efficiency is low and has no signal of big changes. From capital efficiency by ICOR by 3 sectors from 2010 to 2016, State sector has least efficient capital exploitation, 5.1 dong in investment for 1 dong value added. Next is FDI sector with 3.5 dong investment for 1 dong value added, most effectively is Private sector with 2.6 dongs for 1 dong value added. Efficiency for state sector is the least but it gets highest capital invested (over 39%). Therefore, it makes ICOR low(3.5%)

The weakest point is management model, especially in resource allocation. Although state companies are least effective, they get generous programs of investments. Whereas, private businesses get less capital. Among private businesses, household business comprises 30% in GDP, co-operative society 7%, private business 8%. Therefore, low ICOR also shows that this private size is too small, even households which do not need much capital can give value added.

Table 2: ICOR by economic sectors



- Low stable and sustainable macro economy

Many factors cause unrest in macro economy such as savings unbalance, lengthy investment, trade deficit, high inflation, government deficit, increasing public debt. In many times, it is due to unstable money market, high interest rate, changes in exchange rate, irregular ups and downs of securities and real estate market, stagnant production, increase in the number of dissolution businesses.

Economic restructuring has not carried out crucially and in a synchronized way, which has not created a big change to stimulate sustainable economic growth.

Sector structure has changed slowly to industry and service. From 2010 to 2016, percentage of agriculture and forestry, sea food industry in GDP decreased from 18.38% to 16.32%, higher than some countries in the areas and the world on average.

Investment restructuring, especially public investment exists lots of limitations and low efficiency. Proportion of social investment has decreased slowly and until now still high (31%- 33% GDP). Proportion of investment in state sector has also remained the same situation (about 38%), proportion of investment in private sector increased only under 1% from 38.1% to 39% during the period 2006- 2016.

-Low and slowly improved productivity of labor has weakened efficiency of input factors and growth quality, competitiveness of the economy.

Labor productivity of Vietnamese human force is low and worse than other countries in the area. Therefore, keeping pace with development of others in the area as well as becoming a high- income country is becoming more and more difficult.

Labor productivity in 2016, basing on current price, was estimated 84,5mil/ labor (about 3.853USD/ labor), much lower than other countries in the area. According to price comparison in 2010, labor productivity in Vietnam increased on average 4.01%/ year during period from 2010- 2016, lower than GDP growth rate. According to International Labor Association, rate of increase in labor productivity in Vietnam was 4.3%/ year during the period 2010- 2016 and estimated to be 5.31%/ year during the period 2017- 2021. This is a relatively high figure but still lower than China (7.59%/ year and 6.07%/ year), medium- high income countries in Asian Pacific community (6.68%/year and 5.72%/year). This rate shows an absolute gap on labor productivity between Vietnam and other countries. As a result, it is necessary to have a breakthrough on labor productivity to reduce the gap with other countries.

-Social inequality and rich and poor gap tend to increase, social classification and wealth polarization take place in many regions, parts, urban and countryside, social classes. Poverty alleviation is not sustainable, poverty rate in the multi-approach is still high, welfare systems are not completed, comprehensive enough to ensure safety, stability of the people, citizens' quality is low.

Economic growth recently has not been comprehensive enough, has not reduced inequality, gap between the rich and the poor. A proportion of population are left behind the development and the poor's income rate is lower than the rest. Difference in income leads to inequality of well-being and consumption as well as education, healthcare etc.

Many social programs, especially social welfare programs, have not placed to social aids and have not covered all people. Many subsidized programs are given unsuitably, which makes people reliant on the government. This causes negative effects. Moreover, population quality is not high. Human development index is still low in comparison with the world (115/ 188)

-Natural resources are running out, ecosystem environment is polluting and effects of climate changes are becoming more and more serious. Energy security is not ensured.

Fast economic growth as the first priority puts a pressure on natural resources degradation and air, land and water environment. Environment quality has decreased, waste disposal, environmental pollution and food hygiene are big concerns everywhere. This can threaten life safety now and in the future.

On the whole, despite the relatively high economic growth, growth quality is not really good. Environment factors are missed. Sector and inter sector structure is giving disadvantages to sustainable development, causing unrest to macro economy and environmental pollution.

Recommendations:

1. Suitable policies for sustainable development

+ uniformly policies not only for different political system sectors such as State business, FDI business, non-state business and households but also for business in the same political systems.

+ suitable allocation policy of capital, high- quality labor for agriculture, forestry, seafood to ahead to green agriculture.

+ identify the aim clearly, sustainable development or development at all cost.

2. Labor force development, especially high-quality labor force

In the times of 4.0, it is vital to develop labor force, especially high- quality labor force.

(i) carry out uniformed ways to stimulate labor training, focus on skilled labor, especially in IT field.

(ii) motivate international cooperation in high quality labor training,

(iii) develop labor market. Complete labor laws and measures to settle labor matters, enable for laborer to transfer between regions.

3. Social sustainable development, ensure social security and advancement as well as social equality.

Continue stimulating sustainable poverty alleviation, focus on poverty in groups: ethnic groups, disabled, women, and children. Improve livelihood for the poor and give good conditions for the poor, poor households, women, ethnic people etc. Reduce inequality and motivate socialization.

4. Continue economic restructuring, improve labor productivity, economic effectiveness, fast and sustainable development in economic sectors.

Economic growth needs combination between renewal, technological modernization, skill improvement and effective use of labor force. Besides, it is necessary to push economic restructuring, from the low value added to high value added sectors.

Diversifying channels of raising capital for the economy, especially investment for infrastructure development. Motivate attraction of capital in private sector in and out of the country. However, it should be careful to choose the correct source to improve the investment quality, especially from foreign investment.

5. Be aware of environment protection, manage, exploit and use effectively natural resources, be ready to fight natural disasters and climate changes.

Try to reduce environmental pollution, air pollution, land, water in urban area, living area, trade village, industrial zones. Make a plan of management, exploitation, suitable and sustainable use of natural resources. Control and restrict exports of raw materials. Ensure national security of energy. Meet the demand for social development, diversifying energy sources. Encourage green production and consumption.

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GLOSSORY

Table 01: GDP and value added by basic price by economic sectors (2010)

Unit: billion VND

| Year | GDP/VA | | | | |
|------|-------------|-----------|-------------|-----------|---------|
| | Total | State | Non- state | FDI | Tax |
| 2010 | 2,157,828.0 | 633,187.0 | 926,928.0 | 326,967.0 | 270,746 |
| 2011 | 2,292,483.0 | 663,530.0 | 1,000,475.0 | 352,123.0 | 276,355 |
| 2012 | 2,412,778.0 | 702,017.0 | 1,060,587.0 | 378,236.0 | 271,938 |
| 2013 | 2,543,596.0 | 735,442.0 | 1,110,769.0 | 407,976.0 | 289,409 |
| 2014 | 2,695,796.0 | 765,247.0 | 1,175,739.0 | 442,441.0 | 312,369 |
| 2015 | 2,875,856.0 | 806,361.0 | 1,250,005.0 | 489,817.0 | 329,673 |
| 2016 | 3,054,470.0 | 848,292.0 | 1,318,877.0 | 536,595.0 | 350,706 |

Source : TCTK <http://www.gso.gov.vn/default.aspx?tabid=715>

Table 02: GDP and value added by price by economic sectors and tax allocation (2016)

Unit: billion VND

| Year | Total | State | Non- state | FDI |
|------|-------------|-------------|-------------|-----------|
| 2010 | 3,180,952.9 | 1,074,232.6 | 1,457,220.8 | 649,499.5 |
| 2011 | 3,379,453.7 | 1,124,370.6 | 1,575,191.3 | 679,891.8 |
| 2012 | 3,556,785.9 | 1,165,586.5 | 1,686,301.6 | 704,897.8 |
| 2013 | 3,749,630.5 | 1,210,035.0 | 1,815,227.1 | 724,368.4 |
| 2014 | 3,973,994.7 | 1,269,277.3 | 1,914,518.5 | 790,198.9 |
| 2015 | 4,239,429.9 | 1,351,749.5 | 2,036,333.3 | 851,347.1 |
| 2016 | 4,502,732.9 | 1,442,106.2 | 2,130,088.6 | 930,538.1 |

Table 03: Capital by economic sectors (2016)

Unit: billion VND

| year | Total | State | Non- state | FDI |
|------|-------------|-------------|-------------|-------------|
| 2010 | 3,966,531.0 | 1,511,248.0 | 1,431,918.0 | 1,023,365.0 |
| 2011 | 4,592,946.0 | 1,699,390.0 | 1,768,284.0 | 1,125,272.0 |

| | | | | |
|------|-------------|-------------|-------------|-------------|
| 2012 | 5,223,522.0 | 1,705,079.0 | 2,390,162.0 | 1,128,281.0 |
| 2013 | 6,278,079.0 | 2,574,744.0 | 2,416,036.0 | 1,287,299.0 |
| 2014 | 6,986,130.0 | 2,827,866.0 | 2,729,074.0 | 1,429,190.0 |
| 2015 | 7,745,205.0 | 2,991,178.0 | 3,042,594.0 | 1,711,433.0 |
| 2016 | 8,568,029.0 | 3,371,179.0 | 3,185,531.0 | 2,011,319.0 |

Table 04: Labor by industry

| Unit: person | | Total | | |
|--------------|--|-------------------|-------------------|-------------------|
| | | Total | Skilled | Unskilled |
| 0 | Total | 53,302,809 | 10,924,606 | 42,378,203 |
| 1 | Agriculture, forestry, seafood industry | 22,315,108 | 914,919 | 21,400,189 |
| 2 | Mining | 236,109 | 118,999 | 117,110 |
| 3 | Food production, drinks, cigarette | 867,597 | 115,413 | 752,184 |
| 4 | Garment, clothes, leather production | 3,902,686 | 788,498 | 3,114,188 |
| 5 | Oil and gas production | 8,561 | 2,147 | 6,414 |
| 6 | Chemical production | 240,060 | 49,358 | 190,702 |
| 7 | Non metal products production | 422,679 | 63,334 | 359,345 |
| 8 | Metal processing | 1,765,796 | 376,961 | 1,388,835 |
| 9 | Machinery production | 313,139 | 68,119 | 245,020 |
| 10 | Others | 1,346,082 | 195,016 | 1,151,066 |
| 11 | Producing and distributing electricity, hot water, air conditioner | 158,701 | 124,898 | 33,803 |
| 12 | Supplying water, management and processing waste | 137,506 | 59,678 | 77,828 |
| 13 | Construction | 3,800,106 | 532,015 | 3,268,091 |
| 14 | Warehouse, logistics | 1,614,310 | 891,099 | 723,211 |
| 15 | Wholesale and retail: hotel and restaurant | 9,218,115 | 2,108,561 | 7,109,554 |
| 16 | Communication | 342,703 | 276,904 | 65,799 |
| 17 | Financial, banking, insurance | 376,309 | 312,713 | 63,596 |
| 18 | Research science and technology | 252,309 | 205,632 | 46,677 |
| 19 | Education and training | 1,901,700 | 1,753,367 | 148,333 |
| 20 | Medicare and social aids | 568,600 | 500,368 | 68,232 |
| 21 | Other services | 3,514,632 | 1,466,606 | 2,048,026 |

(source: Statistics Department)

COST ACCOUNTING – AN IMPORTANT TOOL IN RISK MANAGEMENT AND SUSTAINABLE DEVELOPMENT FOR ENTERPRISES

Tran Thi Ngoc Han - Nguyen Tuan Anh*

ABSTRACT: *Vietnamese economy has been constantly integrating into the world economy. The integration process has created opportunities but also poses many difficulties and challenges. To survive and develop, Vietnamese enterprises need to improve and innovate their thinking and management methods in order to make efficient use of economic resources, maximize value for customers, increasing competitiveness. Enterprises also need to exploit effective management tools for risk management and sustainable development. One of the key management tools is cost management accounting. How does cost management accounting play a role in risk management and promoting sustainable development for enterprises? This article presents the role and relationship between cost management accounting with risk management and corporate sustainability.*

Keywords: *Cost management accounting, risk management, sustainable development*

Globalization with the development of knowledge economy is an inevitable trend. This trend has a strong impact on the business of all enterprises: the broader market, the more intense competitive pressure, especially more frequent and complex risks. This not only forces enterprises to shift from traditional management and business thinking to a new one in a new business environment but also requires them to exploit effective management tools for risk management and sustainable development. One of the key management tools is cost management accounting. How does cost management accounting play a role in risk management and promoting sustainable development for enterprises?

Cost Management Accounting is an administrative or cost accounting department that collects, processes and provides cost information for internal management purposes. It plays an important supporting role in the planning, controlling and decision-making of executives.

The object of cost management accounting is cost and its movement according to occurred space and time in activities, departments, also called the cost flow.

The goal of cost management accounting is:

- Providing accurate, flexible, timely and detailed information on cost, cost of goods sold, selling price and profit of the charged object to the internal administration requirements.
- Contributing to enhance the efficiency of resource use and cost control, improve the efficiency of operations including governance.
- Providing cost information, which is the basis for enterprises to plan and control their plans and strategies, as well as to improve the effectiveness of their decisions.

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- Maximizing the benefits to customers, shareholders, owners and related parties, which is an important premise for sustainable economic development of enterprises

1. COST MANAGEMENT ACCOUNTING HELPS ENTERPRISES MANAGE RISK

Indeed, business risk is most commonly understood as the occurrence of adverse events, making it difficult for enterprises in the process of achieving business goals that causes them to suffer losses, to cost more for resources in the course of their development.

Business risk always exists in enterprises' life and they must always find ways to manage risk. The purpose of risk management is to help enterprises utilizing their resources as well as organizing their operations more securely, safely and effectively. It also helps executives make the right decisions and helps enterprises achieve their goals, missions and business strategies.

Risks are objective and subjective but are often the result of management decisions. On the other hand, the basic characteristic of risk is to cause losses or damage to the enterprise in the form of costs. Therefore, the role and requirement of using tools to support managerial cost-related decisions becomes essential in the enterprise risk management process.

Business risk management processes include:

- Risk identification: Identify the list of risks that may occur in the operation of the enterprise to sort and classify risks.
- Risk analysis and measurement: Analyze the risks, assess the extent of the damage caused by the risk as well as the probability of occurrence of the risk to find a way to deal with or find solutions to prevent, eliminate, limit, mitigation losses, costs.
- Risk control: Activities that involve avoiding, preventing, mitigating the severity of costs.
- Risk financing: The activity that provides the means to compensate for losses, damages, costs, or establish funds for various programs to reduce losses.

Risk management undertaken by the manager during the implementation of the management functions for the unit's activities. Three main the management functions are planning function; controlling function (including organizational performance and evaluation) and decision making function.

There are two main types of activities that the manager must affect and manage risk. First, the activities in the value chain, the supply chain of the enterprise. Second, the administrative activities of the administrator. Thus cost management accounting will help the manager to control risk, improve the efficiency of both types of activities.

First, cost management accounting plays an important role in risk management, enhancing the efficiency of activities or parts of the value chain and supply chain.

A value chain is all the activities a company performs when it creates a product from its inception, until it is sold in the market as well as after-sales services referring to that product. Activities in the value chain include: R & D activities; Design activities; Purchasing activities (supply); Production activities; Marketing; Distribution activities and Customer service.

Supply chain is seen as a complement to, or extension of, the value chain. Supply Chain is a collection of methods used in an integrated and efficient way for suppliers, manufacturers, transport companies, warehouses and stores to distribute manufactured goods to the local area at the right time and with the right quality, with the aim of minimizing system overhead while satisfying customer requirements.

Value chain and supply chain all involve an enterprise and its activities. When considering the business from a value creation perspective, one refers to the value chain of the business, and when it comes to satisfying customer needs, it is called the supply chain. Value chains are designed to create value in the production of products and supply chains to create value in distribution. Value chain and supply chain are closely related. Because it is a dialectical relationship that coexists and develops in parallel between production and distribution, between corporate interests, partner interests, and customer interests. Value chains focus on internal issues within an organization in value creation while supply chains focus on the organization's relationship to the external environment in the supply chain. At the organizational unit level, the value chain is wider than the supply chain as the value chain includes both supply and distribution. At the level of suppliers and customers, the supply chain as an extension of the value chain (called value chain extension) as it relates to the operation of a group of enterprises cooperate with each other (business conglomerate model) through customers and suppliers. At this point, the business is only a key link between suppliers and customers.

Value chain and supply chain management must take into account all elements of the chain, its impacts on costs and its role in the production and distribution of products in line with customer needs. , from the supplier to the manufacturing facilities, warehouses and distribution centers to retailers and stores. The goal of value chain and supply chain management is to achieve system-wide performance based on the value the customer receives. The total cost of the entire system from research, design, transportation, production, distribution, inventory to materials, inventories in production and finished products should be minimized. In other words, the goal of every value chain and supply chain is to minimize costs, maximize the value generated for the whole system, not just at one stage or another. On the other hand, the cost or value created does not only relate to the responsibility of a CEO but also at various levels from strategy, tactics to performance.

The researching object of cost management accounting is information about costs, which existence and movement in space and time are always associated with each stage, each part of the value chain, the supply chain of the enterprise. The purpose of the research and reflect the cost associated with the value chain and supply chain of enterprises is to understand the causes of cost, understand the cost structure, the process of advocacy (cost flow) as well as the responsibility of the manager in the cost control process. From that research, cost management accounting can help managers identify, analyze, and measure risks and errors that may arise in each stage, component or step causing cost damage to the business. This helps enterprises find effective ways to save costs, increase value for each stage of the chain, for the product, for the customer as well as to eliminate the activities, stages, parts do not add value, causing risk to the business.

Second, cost management accounting plays an important role in risk management, enhancing managerial efficiency of management.

Administrative activity is a special activity that is carried out simultaneously with all other activities within the unit. However, the effectiveness of the activities, the internal cause of the risk to the enterprise, has a great deal of governance.

The management of the manager creates the development orientation for the organization on the basis of setting common goals and directing all efforts of individuals and resources to achieve that common goal. Management activities help organizations adapt to changing environmental conditions, capture and make better use of opportunities, and reduce the negative impact of risk, create added value, ensure sustainable development for the organization.

In a unit, managers control the risk and cost. Cost management has helped managers in managing risk and cost associated with implementing each management function for value chain and supply chain operations

Cost management accounting helps manage risk in the planning of operations

Planning is the process of identifying objectives, tasks as well as solutions and resources that an organization can use to achieve its goals.

The planning process includes five stages:

Stage 1: Environmental Analysis;

Stage 2: Define goals;

Stage 3: Develop options;

Stage 4: Evaluate and select the best options;

Stage 5: Decide the plan.

Whether it is a strategic, tactical or operational plan, the first stage of planning is to analyze the internal and external environment to assess opportunities and risks, from which it is possible to identify the target accurately, feasibly as well as the appropriate solutions to achieve the target. In the process of environmental analysis, the business must take into account the risks and interest in risk management in each activity, department, step, as well as associate the risk management with the responsibilities of administrative level. Thus, through the first stage of the planning process, the manager has actively responded to the uncertainty or change, i.e. responding to the risks. The more easily the environment changes, the higher the role of planning. Planning helps enterprises orienting, linking and unifying all activities, all parts of the system to achieve management objectives, business strategies set as well as create basis for allocation and use available resources in the best way and to achieve the purpose of risk management. Environmental analysis is the primary responsibility of the manager and related departments, but cost management must fully understand the environment in terms of both opportunity and risk, to be a precaution for the next stage of the planning process. In addition, in analyzing the effects of factors, cost management accounting is responsible for providing information that assesses the effect of these factors in the past and future that affect the activities and objectives of the business in terms of economic and financial aspects by identifying the types of costs that may have arisen as well as forecasting the nature and extent to which these factors influence the cost. Particularly, factors can quantify financial risks such as the economic environment and the constituents of interest rates, inflation, taxation, monetary policy and exchange rates or factor of customers, suppliers, competitors, all resources, functional parts in the enterprise.

In the second stage of the planning process, cost management accounting helps to establish long-term, short-term financial goals for the organization and for each department and activity. These are the indicators of cost, cost of production, selling price, planned and standard profit. To set up these indicators, cost management accounting must analyze past cost information, future cost estimates and opportunity costs. In the process of establishing such targets, the enterprise must take into account the response to uncertainties, changes in the internal or external environment, and establish the basis for the inspection and adjustment of practical activities in a flexible and timely manner. This process also serves as a basis for preventing, controlling and remedying risks arising later in the course of organizing the implementation of activities.

In the third stage of the planning process, cost management accounting helps businesses to develop cost plans, profitability of each business plan, plan to provide resources for each option, based on which the organization can exploit and use its resources proactively and effectively. This is the basis for unification and coordination between departments and the basis for the unit to organize activities in a safe and stable manner in order to minimize risks arising in the course of operation.

In the fourth and fifth stages of the planning process, cost management accounting provides the relevant cost information for evaluating and selecting the best business alternative that have the greatest impact on the target, to the efficient use of resources. In the process of analyzing relevant information, the accountant not only has in fact selected the most valuable, accurate, relevant and timely information on the decision request, but also restricts and removes information that is related to the costs of misrepresentation or misrepresentation, which results in the risk for the decision of the administrator.

The final result of the planning is that the manager must the budgets including the master budget and the detailed budgets for each department, activity, product. The budgets should use cost information that includes the cost or provision funds to finance for any risks arising unexpectedly out of plan or standard cost. If there is no cost information, there is no budget, unable to allocate for development plan as well as no tool available for the evaluation of the result, the level of the strategic target completion, evaluation of the administrator's responsibility. Therefore, if there is no cost information, it is unable to evaluate the efficiency of risk management

Cost management accounting helps manage risk in the organization of the implementation of activities

Implementation is the coordination of activities, best links the organizational factors, human factors and resources to implement the plans and targets set. When executing a plan, managers need cost information on a regular, ongoing basis to capture the effectiveness of using resources for departmental activities. From this, the level of implementation of the plan will be evaluated, which is the basis for the subsequent examination and evaluation. Information about operating expenses allows them to assess the shortcomings of different parts, periods and situations, assessing the extent of the damage caused by the risk as well as the possibility of risk as the basis for timely remedies to select and redistribute resources in an optimal way, seeking modern technological solutions or more closely align internal and external units, enabling businesses to stop, eliminate, limit or minimize the risk of losses. In addition, managers need information about the cost of performance of each department, individual to assess the responsibility of the administrator in the process of controlling costs and risks in detail and clarity, which is the basis for the evaluation of emulation and reward to encourage and motivate labourers to work with high efficiency and minimize risks caused by labourers.

Cost management accounting helps manage risk in controlling

Control is the process of monitoring, measuring, evaluating and adjusting activities to ensure the implementation of the plan and objectives set. Control is a tool for managers to detect errors, risks, find causes, and take corrective measures to make operations more efficient, reduce errors, or risks that can arise, helping to achieve better goals, and increasing the responsibility of executives. So controlling the value chain or supply chain and controlling risk is always done simultaneously and for the same purpose, not just at certain stages but a continuous process of time, space and at every stage of the management cycle.

Cost management accounting helps to manage the risk in the control before the operation and control in the stage of implementation. The information provided by the cost accounting manager will help the

manager know which activity, which part is the risk factor, the cost (source of risk), the risk structure, risk-affected subject (finance, human resources, productivity, branding), risk exposure, cost and maximum acceptable level of exposure to achieve the goal. It also helps administrators evaluate the effectiveness of current operating procedures as well as provide operational improvement options to prevent the resulting risks that affect performance. On the other hand, because risks and costs both lead to the consumptions of input resources, the cost information about each detailed activity or department of the product, helps the manager evaluate the economy and effectiveness of the product in the process of mobilizing and utilizing resources and introducing design improvement measures to prevent risks that may result in waste of resources. Departments (where resources are consumed) are the places where risks and costs arise, so the cost information of the departments will help the manager assess the performance and responsibilities of such departments in the process of using resources as well as proposing risk control measures for each resource and activity. In these stages, if there are risks to be financed, the management should take timely risk financing measures to prevent and overcome the consequences and damage caused by the risks.

Control is both a feedback system on the results of the activities of the risks and also a predictive feedback system. The resultant feedback system is setting standards, measuring performance, measuring risk and adjusting deviations and risks in the process. In order to make the adjustment, managers must put in place a program for correcting and implementing this program to reach the desired goal. The predictive feedback system will monitor the input of the system and the implementation process to confirm whether those inputs and processes ensure that the system is performing the right plan and goal or not? Are there any risks? This system allows the feedback to regulate the operation and control of the risk is made before the output or the result of the system is affected. To maximize efficient use of resources and prevent the risk of giving rise to costs, risks need to be controlled by both control the final outcome and control forecast in all phases of the implementation of activities in the value chain and supply chain and at all levels of governance and in the enterprise.

The risk management in the implementation process depends very much on the management model and cost management accounting model of the enterprise. Each different management model and cost management model will have different risk and cost management features and methods. This will affect the efficiency of resource utilization, cost control, profit measurement, and competitiveness of the business.

Cost management accounting helps manage risk in decision making

In the process of doing business, managers often face changes from the environment on both sides of the opportunities created for the unit but also contains many hidden risks. So managers need to be careful to make the right business decisions. Decisions can vary in terms of time, content, scope, but they all have common characteristics that they go through all stages of the corporate governance cycle and are all related to costs. Costs are partly due to the company's failure to control the risk of loss, waste that affects the effectiveness of the decision. Therefore, to make the right decisions, limit the risks, managers must definitely consider and evaluate the information on the cost involved in the decision. In particular, managers must regularly review the decisions made and make the necessary adjustments in accordance with the change of environment. Hence, in order to prevent risks in the decision making process, managers must design an effective cost management accounting information system to ensure that information is provided regularly, continuously, accurately, in detail, fully, flexibly and promptly, and in accordance with management situations and decisions. Cost management accounting with the

object, content and methodology it uses will serve as a cost information provider, resulting in meeting the above requirements of the administrator through the system of management reports. In order to make the right decision in the budget planning process, cost management accounting will provide budgeted reports on production, sales, budgeted reports on cost such as direct materials, direct labors, overhead, selling and administrative expenses, inventories, contribution margin report using the C-V-P analysis... These reports are intended to provide prospective information for the selection of managerial alternatives, decisions, strategies ... On the other hand, cost management accounting information helps the manager make strategic decisions by answering questions like: Who is our most important customer, and how can we compete and bring value to them? Are we providing good quality products and services at low cost by managing costs? Are there alternative products on the market, and how are they different from ours in terms of price and quality? Since resources are not infinite, what is our most important ability? Technology, production or marketing? How can we leverage these resources for new strategic initiatives? Do we have funds to implement the strategy, or must we mobilize from support? What resources do we need to implement the strategy? What is the source of your competitive advantage - for example, cost, productivity, or product features? The cost accounting accounting process supporting information for making strategic business decisions also helps managers to identify risks, analyze and measure risks as well as to find out the measures to control the risks.

The cost management reports on the assessment of the implementation of the plan such as reports on costs, sales, profits of each type of product, service, department, area; Report on the volume and cost of goods purchased and sold in the period according to customers; The detailed report on the volume of products finished and sold; Report on the situation of labor use and labor productivity; The report analyzes the factors influencing the implementation of production and financial plans in the period... These reports are intended to provide information (past information) to the manager to assess the actual performance of the planned budgets from which the manager proposes decides to improve the activities, helps to achieve the objectives set and limits the risks arising during the implementation.

Cost reporting is always important information for executives' optimal decision making in business production planning, resource control, cost control, accurately assess the responsibilities of the management units, prevent risks, timely correct errors, risks before, during and after the process of production and business activities, help enterprises meet the strategic objectives set out.

On the other hand, one of the risks of the business comes from competitors. Competitive information is as meaningful as a sign and alerting the managers about the changes of risks in the market. So in order to win the competition the business must find an advantage in which the management and cost savings have to be more effective for products and services with more and better quality, differentiated products, especially, having a competitive price in accordance with customers is a way to create competitive advantage and reduce risk in the most active way for the business.

Thus, cost management accounting is very important for minimizing risk, improving the efficiency of management activities. In contrast, effective management will reduce the cost of operating activities, increase profitability, help save costs on resources, minimize waste, risk, and help businesses achieve their goals. Cost management accounting is a mirror that helps managers re-evaluate their own perceptions, attitudes, responsibilities, and managerial skills, and they are very important factors that affecting the quality of risk management from the internal perspective of the business.

2. COST MANAGEMENT ACCOUNTING CONTRIBUTES TO PROMOTING THE SUSTAINABLE DEVELOPMENT OF ENTERPRISES

Nowadays, sustainable development is the path of exclusivity, and the life and soul of enterprises in the socio-economic development in the new period. To sustainably grow businesses in the pursuit of profit, must be environmentally friendly and socially responsible.

Sustainable development is the current development but does not affect future generations. In order to achieve this, in the implementation of business strategies, enterprises must consider this as their objective and concretize it into specific plans and targets suitable to their business conditions as well as achieving them to the global standard. Thus, the introduction of management accounting in general and cost management in particular becomes an effective tool for corporate executives in the process of sustainable development is essential for the following reasons:

Cost management accounting contributes to the maximization of the benefits to customers, shareholders, owners and other stakeholders involved in the value chain and supply chain of the business. In the process, cost management has helped businesses demonstrate their social responsibility to create a common prosperity for the whole society.

Indeed, the purpose of managing an organization is to balance the interests of the individual, the business and the community. Modern management theories on the sustainable development of today's business point out that every management tool of the enterprise aimed at maximizing value for customers is the most important goal. The customer is the one who decides the existence and development of an organization, must maximize value for them to maximize value for shareholders and other stakeholders. A company can only succeed if it creates a reason for customers to choose it rather than its competitors. Value for the customer is the focus of management strategies, of sustainable development. The values that are offered to customers tend to fall into three broad categories: *Customer friendliness* means understanding and responding to customer needs better than others or *Excellence in Performance*: the reason customers choose the company is because the company offers products and services faster, more convenient and at a lower cost than other competitors or *Product Leader*: the reason customers choose the company is because the company offers higher quality products than other competitors. But regardless of the business strategy to provide value to customers through the process of providing products and services to customers. Cost management accounting therefore plays an important role in decisions about products offered to customers, such as form, quality and structure, cost, cost of finished products and cost of goods sold of all kinds of products. For example, the tastes of customers influence the cost of product design; The form and quality of products affect the production costs of products; Time, delivery processes affect the costs associated with sales and after-sales services. A good cost accounting system must track the costs associated with a range of activities that are important to the client and advise management on solutions that address the highest satisfaction of their needs, creating added value for them. From there, on the one hand it creates added value for the organization, its members as well as its stakeholders, for the whole society. On the other hand, it helps enterprises to cope with the risks that may arise in the fields and activities related to customers and help them improve themselves, win the competition and that is the premise to develop sustainably.

Cost management accounting helps businesses to grow sustainably by finding solutions to efficiently use resources, increasing profits for businesses but not wasting resources and compromising the environment. Because resources are always limited, improving the efficiency of resources use and not affecting the resources of the next generation has become an important goal of the enterprise in the

process of sustainable development. Cost management accounting information helps managers achieve this goal. Indeed, the costs incurred are due to the use of resources. Cost management always monitors, reflects, controls costs associated with the process of mobilizing and utilizing resources for stages, departments engaging in the operation of the value chain and supply chain of the business, thereby helping businesses evaluate the economy, efficiency, effectiveness of mobilizing resources, as well as evaluation of the efficiency of responsibilities of the governance system in this process. Cost management accounting helps businesses minimize the cost of mobilizing resources to achieve their goals while still ensuring the quality of output. Resources are exploited, mobilized, distributed and used in a thrifty manner, bought at the correct price, in a timely manner, in right quality and quantity, in line with the plan and budgets. Cost management accounting through the application of modern cost management accounting models helps businesses maximize the benefits of using resources by reducing costs or improving productivity, helps businesses maximize profits, achieve goals at the lowest cost. The process of using resources efficiently so as not to waste social resources is also the process of finding solutions to technology innovation and management innovation to constantly improve themselves, improve the stature of the business, to protect and environmentally friendly and ensure the responsibility of business to society.

Currently, interest in sustainability tends to increase. Government regulations in many countries require companies to develop and report on their sustainable development initiatives. So managers often use cost management accounting as a tool, leverage business, help businesses maximize the benefits of customers, shareholders and other objects, help businesses win in the competition and sustainable development. Cost management accounting not only looks at cost information, results in the present but also reflects the future hidden value that will be generated by the business in a long and harmonious way in all finance, social, and environmental aspects.

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POLICIES TO PROMOTE LOGISTICS IN MARINE ECONOMIC DEVELOPMENT OF QUANG NINH PROVINCE

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ABSTRACT: *Quang Ninh is a province in the northeast of Vietnam. This province has many advantages to develop marine economy. Over the past few years, the Party and State as well as Quang Ninh Province have taken many measures to promote socio-economic development of Quang Ninh, in which measures to promote the logistics industry have contributed to significantly increase marine economy of Quang Ninh Province in the economy of the province. The policies of the central government and Quang Ninh Province in recent years have contributed to make the logistics of Quang Ninh ranked in the leading group in the country. The competitiveness index of Quang Ninh Province has been increasingly improved, in the top cities and provinces of the country in recent years. The growth of logistics industry in the province has been improved; the quality of logistics services has gradually met the demands of the economy, the logistics increases its ratio in service sectors of the province. However, beside the achievements, the logistics industry of Quang Ninh Province has not brought its potentials into full play in maritime economic development. One of the reasons for this situation is that the policies for the logistics service sector are still inadequate; they could not to promote the logistics industry to flourish. In the coming time, besides the general policies of Quang Ninh Province, it is necessary to have appropriate and synchronous policies to promote the growth of logistics industry and to boost the marine economy of Quang Ninh Province, contributing to the implementation of the national marine economic targets.*

Key words: logistics, marine economy, Quang Ninh, policies, national targets...

Quang Ninh is located in the northeast of Vietnam. With a strategic economic and political position, with national borders and territorial waters are bordered by China, bordered by the Tonkin Gulf and the provinces of Bac Giang, Hai Duong, Lang Son and Hai Phong, Quang Ninh Province thus becomes a service center for economic development of the North, linking the economic centers of Southeast Asia and Asia-Pacific.

With a land area of over 6,000 km², 9/14 district-level administrative units have the sea (the highest in the country), population of 1.9 million with 22 ethnic groups, over 250 km of coastal roads, more than two thousand small islands, four thousand hectares of tidal flats, twenty thousand hectares of ponds and bays, two island districts. Quang Ninh is the center of the country's coal resources, rich in minerals. The system of seaports, airports, waterfronts, canals and rivers facilitates the development of sea transport.

Being a province with favorable natural conditions, socio-economic conditions in industrialization and modernization, socio-economic development in general and marine economy in particular, especially the

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service sector for the development of marine economy, Quang Ninh has experienced a high growth rate over the whole country. The economic structure in the province is moving towards progress, the value added of all economic sectors increased. Particularly, economic sectors and fields that promote the advantages of coastal areas such as seaports, sea tourism, shipbuilding, fishing and aquaculture have made remarkable progress. The port system has been developed quite reasonably, upgraded towards industrialization and modernization; increasingly meets the requirements of international integration. Sea tourism has made important progress, initially forming and connecting tourist centers in the province of different forms such as ecotourism island sea tourism, spiritual tourism and historical sites, tourism sports border tourism for shopping goods and services... tourism quality has been improved. The potentials of tourism, the natural wonders of the world Halong Bay are exploited strongly with higher effectiveness. The transport infrastructure has been improved; many key projects have been put into operation, facilitating the trade of goods and services, enhancing the competitiveness of the province. Shipbuilding industry in recent years has made significant progress. The brand name of the shipbuilding industry is affirmed not only domestically but also regionally and internationally. The shipbuilding establishments are expanding, from small transport ships, so far the Quang Ninh shipbuilding industry has built large vessels of high tonnage and high quality meeting international standards. The fishing and aquaculture outputs are constantly increasing. The seafood export market is increasingly expanding with increasing quality standards, in line with new international standards. Annual coal output is high, with annual average of over 4 million tons. The output of oil and gas has increased in recent years.

However, besides the achievements, logistics in the development of marine economy in Quang Ninh has many limitations. The efficiency of production and business has not reached the optimal results in scale and quality of exploitation. Competitiveness of marine economic sectors and fields is low. The policies of attracting investment in marine economic sectors are limited. The level of exploitation technologies is backward, state management over the exploitation and use of marine resources reveals weaknesses, causing loss and waste of logistics resources for marine economic development. The cooperation with other localities and international integration are limited, the advantages of the province in the development of marine economy have not been exploited.

The course of international integration brings to Vietnam (including Quang Ninh) many opportunities and challenges in logistics development to develop the marine economy. The issue is how to promote advantages, seize the favorable international integration conditions of Quang Ninh to develop strong marine economic services to make Quang Ninh Province the center of logistics services of the whole country, contributing to achieve the goal of turning Vietnam into a “rich-from-the-sea” and a “strong-sea” nation, successfully implementing the renovation, industrialization and modernization of the country.

In the past time, the Party and State have adopted policies to develop the economy - society in general, develop the logistics industry in particular. The document of the 12th National Congress of the Communist Party of Vietnam has clearly stated: “Speeding up the development of service industries, striving to reach the average speed of 6.6 - 7.1% per year ... Increasing the connection between modes of transport, encouraging the development of multimodal transport and logistics” Document of the 12th National Congress, p.286, 287

Commercial Law, 2005 defines logistic services as follows “Logistics are commercial activities whereby a trader organizes one or more tasks including receiving, transporting, warehousing, storing, customs clearance, other paperwork, customer consultation, packing, marking, delivery or other services related to the goods as agreed with customers for remuneration. Logistics service is transcribed in Vietnamese as lô-gi-stíc.” - Article 233, Commercial Law, 2005

The Customs Law amends the provisions on the State management over customs of goods exported, imported, in transit and transport means on exit, entry or in transit of organizations and individuals in the country and abroad within customs territory; on the organization and operation of Customs. For example, Article 41 of the Customs Law stipulates the responsibilities of enterprises dealing in ports, warehouses and storing yards in customs supervision as follows:

1. To arrange locations for installation of technical means and equipment Customs for inspection at the request of the customs office.

2. To connect the enterprise's goods management information system with the e-customs clearance system of the customs office to manage the goods being subject to customs supervision, putting them into stores and take them out of the port areas, warehouses and storing yards.

3. To fully observe the regime of management, statistics and keeping of documents, books and data of goods put into stores, taken out of port areas, warehouses and storing yards according to the provisions of law and present, provide to the customs office upon request.

4. To supply information and coordinate with the customs office in monitoring, inspecting and supervising goods in and out of the port areas, warehouses and storing yards.

5. To preserve, rearrange and preserve the status quo of goods in port areas, warehouses and storing yards according to the supervision and management requirements of the customs office.

6. It is allowed to transport goods out of and into port areas, warehouses and storing yards upon documents of the customs office.

7. To perform the decisions of the competent agencies on handling of infringing goods.

Civil Law 2005: Article 518 through Article 526 stipulates the service contracts, which clearly stipulates the rights and obligations of the parties to the service contracts. For the service provider, Article 522 of the Civil Law defines the obligations of the service provider as follows: "The service provider has the following obligations:

1. To perform the right tasks, quantity, duration, location and other agreements.

2. Not to assign another person to perform the tasks without the consent of the service hirer.

3. To preserve and hand over to the service hirer the documents and means assigned after the completion of the tasks.

4. To promptly notify the service hirer of incomplete information, documents and/or poor- quality means to complete the tasks.

5. To keep secret information obtained during the performance of the tasks if so agreed upon or provided for by law.

6. To compensate for damage to the service hirer if damaging, losing documents, means or disclosing confidential information."

Decree No. 160/2016/ND-CP, dated 29/11/2016 on conditions for sea transport business, shipping agency services and towage services; This Decree will come into force on July 01, 2017 and will replace Decree No. 30/2014/ND-CP dated April 14, 2014 of the Government on conditions for sea transport service business and sea transport supporting services.

Regarding the shipping business conditions, the Decree clearly stipulates the conditions on organizational structure, human resources, finance, ships and crew members for Vietnamese enterprises engaged in international shipping business and domestic transportation business, conditions for foreign organizations participating in domestic transportation by vessels flying the Vietnamese flag. This Decree stipulates the conditions for foreign

organizations to participate in domestic transportation by boats flying the Vietnamese flag, which is a new point. Foreign organizations engaged in domestic transport (cabotage) by Vietnam-flagged vessels must set up joint-venture enterprises according to regulations, of which the foreign investors' capital contribution ratio does not exceed 49% of the charter capital of the enterprises. Foreign crew members working on board must not exceed one third of the crew, the captain or vice captain must be a Vietnamese citizen...

Regarding the conditions for dealing in ship agency services, The Decree still prescribes that if foreign-invested enterprises providing ship agency services, capital percentage of foreign investors must not exceed 49% of the charter capital of the enterprises. The decree stipulates that employees of the ship agency must be Vietnamese and that competent authorities should issue professional certificates of ship agency.

Regarding the conditions for towage service business in Vietnam, In the case of foreign invested enterprises providing towage service, capital percentage of foreign investors must not exceed 49% of the charter capital of the enterprises. The enterprises must have at least one towing ship and crew members must be Vietnamese. This Decree specifies the conditions permitting foreign organizations to use foreign-flagged vessels for seagoing vessel towage services in Vietnam when towing ships bearing Vietnamese nationality fail to meet conditions as prescribed. The Decree also regulates the conditions for maritime safety and security and environmental protection. Crew members must have professional certificates, must sign a towage contract and a foreign organization must have an authorized branch or representative office or a Vietnamese towing enterprise in Vietnam.

Conditions of business, investment in logistics services are the basis for the relevant state management agencies to manage more effectively in the industry. Logistics services - the sector managed by many state agencies; this will create more favorable conditions for the development of the important services, bringing more value to the economy in general and commerce in particular.

Decision No. 175/QĐ-TTg dated January 27, 2011 by the Prime Minister on "Approving the overall strategy for development of service sector in Vietnam up to 2020", orientations and targets of development for the sector in the coming period are defined as: Service sector growth is higher than growth rate of production and GDP growth rate; Focusing resources, promoting the development of service areas with potentials and advantages; Improving the quality of products and services and the competitiveness of service enterprises; Promoting the exploitation of the potentials and advantages of each service sector, strengthening the cooperation between the service sectors... Decision No. 175 considered the logistics service as a service sector of potentials and advantages that needs to develop strongly, the "infrastructure" service sector needs to focus on key development. Logistics services are considered as a key factor promoting the development of the production, distribution systems in other service sectors and the circulation of goods in the country and import and export. Orient to form a 3PL package; develop electronic logistics (e-logistics) along with efficient and friendly e-commerce and supply chain management. In line with the definition of service sector development targets, specific development targets are also identified. The growth rate of the service sector in the period 2011-2015 will be 7.8-8.5%/year, with the scale of 41-42% of GDP of the whole economy; In the period 2016-2020, the service sector growth rate will reach 8.0-8.5%/year with the scale of about 42-43% of GDP of the whole economy. In which the growth rate of logistics market reached 20-25% per year. The total value of the logistics services market is forecast to account for 10% of GDP by 2020. The outsourcing rate for logistics is 40% by 2020.

Decision No. 448/QĐ-TTg dated March 25, 2011 on the approval of the Customs Development Strategy until 2020. Among the strategic contents of Decision 448 are summarized as follows: Firstly, regarding

institutional structure, Decision 448 is divided into 3 phases; a) From now to 2012: To review and evaluate the implementation of the provisions of law on Customs procedures, inspection and supervision as well as tax on export and import goods in the past time b) From 2013 to 2015: To review and evaluate the implementation of the Customs Law in the past time and other relevant laws; c) From 2016 to 2020: To review and adjust the system of legal documents on customs and other relevant law in line with international commitments to which Vietnam is a party. Secondly, the customs profession is composed of: customs procedures, customs inspection and supervision; Tax Administration; Customs control. Thirdly, organizational structure and human resources, Decision 448 sets out the organizational structure and human resource development. Fourthly, regarding facilities, technical equipment; Information technology and customs statistics: Facilities, technical equipment: information technology and customs statistics; To implement the statistics on new import and export goods in the national statistical indicator system. Fifthly, regarding other issues: To promote the information and propaganda for officials and employees in the customs sector, organizations, individuals and the business community on policies, laws, procedures customs; programs and plans on customs reform and modernization; to take advantage of the coordination and support of organizations and individuals in customs law enforcement. To develop and implement consistent quality management system models. To research, develop and implement the Customs - Enterprise partnership program. To promote bilateral and multilateral cooperation, effectively implement the financial management mechanism.

Decision No. 2190/QĐ-TTg dated December 24, 2009 approving the planning on Vietnam's seaport system up to 2020, with orientations to 2030 with a view to developing a comprehensive seaport system to develop rationally and synchronously between seaports, aiming to quickly integrate our country and to be competitive in seaport activities with other countries in the region and in the world. The content of the planning is expressed in many aspects: According to the territory, according to the size of functions and tasks, according to the function and scale of development of each port group, according to the direction of improving the flow... Decision 2190 also estimated the demand for port development investment capital by 2020 at 360-440 trillion dong, of which funds for port public infrastructure is about 70-100 trillion dong; The charge for the sea port infrastructure is about 290-340 trillion dong. Decision No. 2190/QĐ-TTg dated December 24, 2009 approving the master plan of Vietnam's seaport system up to 2020, with orientation to 2030, Hon Gai port - Quang Ninh is planned in port group of the North (Group 1). Being a national general port, regional focal point (Type I), including Cai Lan - the major wharf area, mainly for general cargo, containers for ships of 50,000 DWT or 3,000 TEU; Specialized wharves are satellites for major ports such as Hon Gai passenger wharf, cement wharves, coal wharves and specialized wharves for economic zones and industrial parks. Prime Minister's Decision No. 2190 has created legal basis on scale, capital and infrastructure for seaport operations in particular and logistics services in general to develop strongly in the country and Quang Ninh Province.

Decision No. 35/2009/QĐ-TTg dated March 3, 2009 by the Prime Minister, approving the readjustment of the transport development strategy till 2020 with a vision to 2030. With a view: "To develop modern and high-quality transport with reasonable and safe costs, limit environmental pollution and save energy; To apply advanced transportation technology, especially multi-modal transportation and logistics. "Decision 35 by the Prime Minister has set the direction of transport development to 2020 with a diverse system of roads, railways, domestic waterways, sea, air, rural transportation, shipbuilding industry, automobile industry, construction motorcycles, railway industry and aviation industry. Vision to 2030: "The port system satisfies the demand for imported and exported goods and the domestic market, in which, Van Phong international

transshipment port has entered the effective exploitation period, the port is the international gateway in the key economic areas associated with the system of goods distribution centers and interconnected traffic systems shall ensure the formation of a modern and efficient logistics infrastructure network on a par with the countries in the region". In order to realize the above-mentioned orientations, the Prime Minister's Decision 35 sets forth solutions for implementation, including solutions and policies on transport. Logistic services are mentioned as follows: "Develop diversified types of transport and transportation supporting services; ensure quality, fast, safe, convenient requirements while saving social costs. Develop multimodal transportation and logistics services in goods transportation."

Notice No. 108-TB/TW dated 01/10/2012 regarding the Project of socio-economic development in a fast and sustainable manner and firmly maintaining national defense and security as well as piloting two special economic administrative units Van Don, Mong Cai. Van Don Special Economic-Administrative Zone Project identifies key occupations in sectors (tourism-service, industry and agriculture) and is stratified according to each stage of development. Phase 1 (2018-2022) focuses on the following areas: casinos for entertainment, seaport service, aviation; international trade centers; innovative technology, start-up center. Phase 2 (2023-2026) includes: theme parks; fishery, seafood processing, logistic services; education and training; Financial services; health, healthcare.... Phase 3 (2027-2030) will focus on: biotechnology, green technology, high-tech agriculture.

Conclusion by the Prime Minister on December 22, 2016 at the meeting with Quang Ninh Province: "To promote the link for development, Quang Ninh should strive to become a logistics center, service center to effectively serve economic development of the whole region." Conclusion by the Prime Minister agreed to deploy investment in the construction of high-grade service and tourism complexes in the province to achieve the goal of turning Quang Ninh Province into a service economy in the next time. The Prime Minister agreed on the policy of adjusting Van Don airport to become an international airport. The Ministry of Transport and the People's Committee of Quang Ninh Province will be assigned to accelerate the investment and soon put Van Don Airport into operation and use. The Prime Minister suggested Quang Ninh to continue to exploit and make the most of the advantages of border gate and border economy, trade with China both in terms of quota and non-quota categories; To fully exploit the existing cooperation mechanisms for socio-economic development.

Decision No. 1012/QĐ-TTg dated July 3, 2015 by the Prime Minister promulgating the approval of the planning on development of the national logistics center system up to 2020 with orientations to 2030 "With the aim to: Develop a network of logistics centers to meet the needs of domestic production and circulation and import and export. To effectively exploit the logistics market of Vietnam, focus on outsourced logistics services, integrated and synchronous logistics, organization and operation under the 3rd party logistics model (3PL). To promote the production and business development through minimizing costs and adding value to the goods and services of businesses. Step by step to deploy the 4th party logistics (4PL) and 5th party logistics (5PL) models on the basis of developing e-commerce and supply chain management in modern, effective and professional manner. By 2020, the growth rate of logistics services will be around 24% -25%/year, the contribution to GDP of the whole economy will be 10%, the ratio of outsourced logistics will be about 40%, minimizing the logistics cost of the whole economy over GDP of about 20%. By 2030, these indicators are 34% - 35%/year, 15%, 65%/year and 15% - 17%/year, respectively. Planning options in all three economic corridors, Quang Ninh are in the option of logistics development network: Hanoi - Lang Son economic corridor connected to shallow ports, seaports (Hai Phong, Hon Gai, Cai Lan; The economic

corridor of Hanoi - Lao Cai connected to shallow ports, seaports (Hai Phong, Hon Gai, Cai Lan), airports, railway stations, industrial parks and border gates (in Lao Cai, Ha Giang); Northwestern economic corridor connected to shallow ports, seaports (Hai Phong, Hon Gai, Cai Lan), airports, railway stations, bus stations, industrial parks, border gates (in Son La, Dien Bien, Lai Chau).

In the planning of logistics centers in the whole country until 2020, the orientation to 2030 is the Logistics Centers on the East-Northeastern coastal economic corridor with the area of 20 ha (Phase 1) and increased to 40 ha (Phase 2).

Decision No. 200/QĐ-TTg dated 14/02/2017 by the Prime Minister approving the action plan to improve competitiveness and develop logistics services by 2025. From the government's perspective, Logistics is an important service sector in the overall economy of the country, playing the role of supporting, linking and promoting the socio-economic development of the country as well as of the localities; Developing logistic services into a high added value service sector; Developing a healthy logistics market; Maximizing the advantages of strategic geographic location, making Vietnam become a major logistics hub in the region; Focusing on enhancing the competitiveness of logistics service providers; The State has the role of supporting and creating favorable environment for enhancing competitiveness and developing logistics services in Vietnam. The goal is to contribute 8% - 10% of total GDP of the whole country in 2025, service growth rate of 15% -20%, Logistic outsourcing rate is 50-60%, logistics costs are reduced to 16% -20% of GDP, ranked by the National Logistics Performance Index (LPI) reached 50th upwards. In order to achieve the above targets, Resolution 200 sets out 6 main tasks: Improving legal policies on logistics; Improving logistics infrastructure; Improving business capacity and service quality; Developing logistics services market; Training, raising awareness and quality of human resources; Other duties.

Official Letter No. 10414/VPCP-KTTH dated October 02, 2017 by the Prime Minister on solutions to develop logistics services. In Official Letter 10414, the Prime Minister assigned the Ministry of Industry and Trade to focus on urging and implementing the tasks and solutions to develop logistics services approved in the Action Plan for Enhancing Competitiveness and Development Vietnam logistics services up to 2025 promulgated together with Decision No. 200/QĐ-TTg dated February 14, 2017 by the Prime Minister.

Decision No. 2072/QĐ-TTg dated December 22, 2017 on "Approving the adjusted master plan on development of the shallow port system in Vietnam up to 2020 and orientations to 2030". With the target: "To step by step form and develop the shallow port system in order to meet the demand for transportation of exported and imported goods and increase the clearance capacity goods of seaports; To organize the transportation of containers in a reasonable way to reduce transport costs and goods store time at the seaports, ensure goods safety; It contributes to the reduction of traffic jams, especially in big cities and areas with large seaports. To develop the port system shall become the focal point for the organization of transport, transshipment and distribution of goods, combined with the provision of logistics services."

Planning contents with coastal economic zone: To develop shallow ports mainly serving goods of Hai Phong, Quang Ninh, Thai Binh, Nam Dinh, Ha Nam and Ninh Binh. The location is able to favorably connect to domestic waterway transport, river transport in the sea, railway transport with Hai Phong and Quang Ninh seaports; By 2020, the total area will be 50 - 70 hectares and the clearance capacity is of about 80,000 - 200,000 TEUs/year. By 2030, the total area is of 80-100 hectares, the clearance capacity is of about 500,000 - 850,000 TEU/year. Hanoi - Lao Cai Economic Corridor: Priority is given to locations that can be easily connected with domestic rail transport, waterway transport to Hai Phong and Quang Ninh seaports; By 2020, the total area will be 30-40 hectares and the clearance capacity of about 120,000 - 300,000 TEUs/

year; By 2030, the total area is 60 - 70 hectares, clearance capacity is around 500,000 - 830,000 TEU/year. Hanoi - Lang Son Economic Corridor: Priority is given to locations that can be easily connected with domestic railway and waterway transportation to Hai Phong and Quang Ninh seaports, locations linked to land border gates, international railway; By 2020, the total area will be 30-40 hectares and capacity of about 100,000 - 270,000 TEUs/year; By 2030, the total area of 60-70 hectares; clearance capacity will be around 400,000 - 720,000 TEU/year.

Decree No. 140/2007/ND-CP dated September 5, 2007, detailing the conditions for running business in logistics services and limiting the liability of traders providing logistics services. Accordingly, traders providing logistic services under the provisions of Clause 1, Article 4 of Decree No. 140/2007/ND-CP must satisfy the following conditions: lawful business in accordance with Vietnamese law; Having sufficient means, equipment and tools to ensure safety and technical standards and having staffs to meet the requirements. Decree No. 140/2007/ND-CP also stipulates that foreign traders engaged in logistic services and business conditions for traders dealing in logistic services related to transport, business conditions for traders involved in other related logistics services. Decree 140 also deals with regulations on business transportation services for traders, the responsibility of traders in logistics services.

Decision No. 2622/QĐ-TTg by the Prime Minister dated December 31, 2013 approving the master plan for socio-economic development of Quang Ninh Province up to 2020 with a vision to 2030. By 2020, Quang Ninh will become a modern service and industrial province. By 2030, services will account for 51% of the province's economic structure. Decision 2622 by the Prime Minister has created favorable conditions for the logistics industry in Quang Ninh Province with the opportunity to develop, with the orientation to develop infrastructure and transport infrastructure of Quang Ninh as follows: Road construction investment of arterial roads: the road connecting Ha Long to Hanoi - Hai Phong Expressway (also known as Ha Long - Hai Phong Road); Ha Long - Van Don - Mong Cai Expressway; upgrading National Highway 18; building Noi Bai - Ha Long Expressway; upgrading National Highway 4B, building Van Tien bridge linking Van Don with Tien Yen, Lang Son, Cao Bang and Yunnan - China. Railways: In the period up to 2020, priority should be given to investing in Hanoi - Cai Lan railway route, preparing conditions for the construction of Ha Long - Mong Cai, Uong Bi - Lach Huyen and Lang Son - Mui Chua routes up to 2030. Ports: To step up the development of seaport services in Cai Lan port, to transform Cam Pha port into a general port and develop deep water ports in Hon Net and Con Ong areas; To develop Tien Phong port to effectively connect to Lach Huyen - Hai Phong port, to develop Hon Gai port into an international tourist port. To invest in Van Don airport in the coming time as planned and to extend by 2030.

Resolution No. 02-NQ/TU, dated February 05, 2016 by the Provincial Party Executive Committee "On developing services in Quang Ninh Province in the period 2016-2020, orientation to 2030". Accordingly, "to strive to 2020, Quang Ninh Province has service – industry economic structure; Service becomes the most important economic sector, accounting for the largest share of the province's GRDP structure." To achieve the above target, Resolution 02 sets out many key tasks and solutions, which identify potential service sectors that need to be strongly developed. Resolution No. 02 states "To develop transport services, focusing on sea port services: To develop Quang Ninh into a service center for seaports, sea transport and modern logistic services." To develop the service into a leading economic area, including the modern logistics industry, Quang Ninh provincial Party Committee set up the Steering Committee led by the Secretary of the Provincial Party Committee; steering committees of districts, towns and cities in the province, the chairman of each committee is responsible for implementation of the Resolution. This

shows that the Party committees and authorities at all levels in Quang Ninh Province are very drastic in directing and implementing the service development targets in general, developing the logistics industry in the province in particular.

Decision No. 1588/QĐ-UBND of the People's Committee of Quang Ninh Province on "Approving the construction planning of Quang Ninh Province up to 2030, vision to 2050 and beyond 2050". By 2030, Quang Ninh will become a modern industrial and service province, including logistics services. Vision to 2050, Quang Ninh will become the center of tourism - international services. As such, Decision 1588 sets a target for service sector in general, logistics industry in particular of Quang Ninh province clearly; logistics will be one of the services to make Quang Ninh become a service center of the world in the coming time. Decision 1588 also mentions the spatial development direction of the sub-regions, whereby Ha Long is considered as the development center of the region; The service sector (including logistics) is one of the sectors considered the focus of development.

Resolution No 32/2016/NQ-HĐND dated November 17, 2016 of Quang Ninh Provincial People's Council approving the development plan of commerce sector of Quang Ninh Province by 2025 with a vision to 2030. With the view of developing the commerce sector to become an important economic sector of the province, providing significant support for production and consumption, especially for the tourism and services sectors. Resolution No. 32/2016/NQ-HĐND dated November 17, 2016 of the People's Council of Quang Ninh Province outlines plans for the development of commercial infrastructure systems, including warehouses, yards, logistics centers, duty-free shops. For logistics centers, ICD shallow ports, Resolution 32 states: "To efficiently exploit logistics centers in Cai Lan (Ha Long) and in Mong Cai; to maintain and expand the operation of ICD Km3 + 4 Mong Cai port; To form new logistics centers in industrial parks, economic zones, seaports and airports in service of the transshipment of imported and exported goods and industrial production". Particularly for the 2 priority investment projects: warehouse system, logistics center, commerce and service centers in Bac Luan 2 bridge area, Hai Hoa Ward (Mong Cai) with the capital of 10,000 billion dong and the warehouse system, logistics center in the area of Hoanh Mo, Dong Van (Binh Lieu) border gate with the capital of 500 billion dong.

Plan No. 14/KH-UBND dated July 28, 2017 by the People's Committee of Quang Ninh Province, on improving the competitiveness and development of logistics services in the province up to 2025 for the purposes of: Defining Logistics as an important service sector in the overall structure of socio-economic development, playing a supporting role, linking and promoting socio-economic development, contributing to enhancing the competitiveness of the provincial; Developing logistics services in the province into a service sector with high added value, linking logistics services with the development of goods production, import and export and domestic commerce together with developing transportation and information technology infrastructure; 2. Developing the logistics service market in the province, creating equal opportunities for enterprises of all economic sectors, encouraging domestic and foreign investment capital in accordance with Vietnamese law and treaties to which Vietnam is a party; suitable with outstanding potentials, competitive advantages of the province, ensuring the target of fast and sustainable economic development; 3. Promoting to the advantages of the strategic geographic position of the province: Mong Cai international border gate (Mong Cai city) and two national border gates, namely Hoanh Mo (Binh Lieu District) and Bac Phong Sinh (Hai Ha District) in the border area, adjacent to a market with a large population, dynamic economic development of Guangxi (China). In particular, Quang Ninh is at the heart of two economic corridors Kunming - Lao Cai - Hanoi - Hai Phong - Quang Ninh; Nanning - Pingxiang -

Lang Son - Hanoi - Hai Phong - Quang Ninh and the Tonkin Gulf economic belt to Quang Ninh to become a logistics center, service center for the economic development of the whole region; 4. Concentrating on raising the competitiveness of logistics service providers and developing logistics service providers in terms of quantity, scale and qualifications of human resources and high competitiveness in domestic and international markets; 5. Implementing the State's policies and laws on logistics services in the province to ensure the level of development of logistics services in the course of international economic integration.

The plan also sets the development goals for 2020, with the contributing proportion of logistics services to the service sector of the province is 16-18%, reaching 6.0-7.0% of the province's GRDP; By 2025, the contributing proportion of the logistics industry will be from 18-20% in the service sector of the province is from 8.0-10% of the province's GRDP; At the same time, forming logistics centers in the province with the standard of providing 3PL, 4PL and 5PL services in Ha Long City, Van Don, Cam Pha, Quang Yen Town, Mong Cai international border gate, Bac Phong Sinh border gate (Hai Ha District), Hoanh Mo border gate (Binh Lieu District).

The socio-economic policy of the Party and State has set the target that Quang Ninh Province will become a service-industrial economy, a service center of the whole country; the service center of the region and the world. This is because of the long-term and macro-economic goals, which help Quang Ninh develop strong service sectors, including logistics services. The general policies in the socio-economic development of the country has contributed to the institutionalization of logistics development policy across the country, thereby creating conditions for the logistics industry in the marine economy in Quang Ninh Province. Especially there are breakthrough policies to promote the development of logistics services. Legal environment and competitive environment for logistics service providers to thrive. The Government has specific regulations on the conditions for trading in logistics services, so that enterprises operating and using logistics services have clear legal basis. The policies have set the goal of developing a logistics service center in the whole country. For Quang Ninh Province, the central and provincial decisions have set the goal of building logistic centers, shallow ports and airports until 2020 with the orientation of 2030. The policy of building logistics infrastructure has facilitated the development of logistics industry. The investment cost for infrastructure construction has been increased, especially for transportation and communications infrastructure, and to enhance connectivity between Quang Ninh and northern provinces, cities, and business centers of the country. The targets of logistics growth are to increase the proportion of logistics in GDP in the whole country as well as Quang Ninh Province, encouraging businesses to provide logistics services to improve the quality of services to meet the needs of the business and production enterprises. The policy mechanism has put forward general solutions to develop the service sector in general and logistics in particular. Solutions focus on improving the quality of logistics services, infrastructure and system development.

However, the system of legal documents regulating the business of logistics services is still limited. There are no strategic, synchronous and inter-sectoral plans to develop logistics services nationwide in general and in Quang Ninh Province in particular. Logistic activities involve many different sectors, but there are no specific regulations on the authority of each agency. This, on the one hand, leads to overlapping conflicts between competent authorities and on the other hand increases costs for businesses. The law governing logistics remains inadequate. Commercial Law stipulates that logistics activities are commercial activities, the main task is to provide services for goods transportation and organization of transportation, but when transporting, the law on transportation must be complied with. However, at present, the law does

not specify regulations on NVOCC (NVOCC - Non-Vessel Operating Common Carrier). The licensing for local government to private companies is carried out extensively without considering the financial capacity and facilities of the applicants for permission to operate. The regulations on fast-forwarding services are now considered as postal services, not considered as a kind of logistics service and also subject to regulations and circulars on post and telecommunication. This is very unreasonable. The legal regulations on import-export procedures remain inadequate with too many administrative procedures, making it difficult for logistics service providers to carry out their activities.

Main causes

Awareness of Logistic in Vietnam in general, Quang Ninh Province in particular is still limited. The counseling of the specialized agencies in charge of logistics for the Party and State has not promoted optimal efficiency. Management capacity of logistics agencies is limited. The staff managing, planning policies for the development of logistics services have not met the requirements. The management agencies of the logistics industry have not been established in a separate way, and logistics is considered in transport or import and export, so macroeconomic management is lacking a focal point to connect and build the logistics sector in the initial phase. Provisions of law have not promoted active participation in the development of domestic logistics services from logistics enterprises with foreign elements. (According to current regulations, foreign-invested logistics service enterprises are only associate members, not official members).

The main solution enhances the role of logistics in marine economic development in Quang Ninh Province

The awareness of the state management agencies, the logistics policy-making agencies, enterprises and laborers about the role of logistics in socio-economic development in general and marine economy in particular should be advanced. Since then, solutions to promote the role of logistics in the development of marine economy in Quang Ninh Province should be well implemented. The role of government and party consultancy agencies on logistics development policies at both the macro and micro level needs to be strengthened. The quality of consultancy on the role of logistics in the development of marine economy needs to be improved. The training of managers, logistics policy planning in the long term should meet the requirements of practice. Central and local logistics management agencies should be established to unify the management of logistics. Mechanisms and policies should be adopted to encourage the cooperation between domestic enterprises and foreign enterprises on the development of logistics services.

CONCLUSION

Quang Ninh is a province in the economic development triangle of the Northern Delta, with many advantages for economic development in general and marine economy in particular. In order to promote the marine economy in Quang Ninh Province to develop more strongly, in the coming time, Quang Ninh Province should have synchronous solutions to strongly promote logistics services in the province, in which, create breakthrough mechanisms and policies to promote the development of logistics and contribute to the development of the marine economy of Quang Ninh Province, thus turning Quang Ninh into a service center of the country and then becoming an international service center.

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GDP GROWTH AND SUSTAINABLE DEVELOPMENT IN LESS-DEVELOPED COUNTRIES

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Abstract: *The GDP growth target set in less-developed countries has a major impact on the exploitation and allocation of national resources (often referred to as public resources). Over the last several decades, natural resources exploitation and FDI have been an important way to achieve high GDP growth rates of governments in less-developed. Each time GDP growth slows, governments immediately think of ways to push it higher. GDP growth has long been used as the single most important economic indicator of a country's overall development performance. However, its limitations are rarely addressed in detail. This article re-discusses the economic nature of the GDP indicator and the implications of pursuing GDP-based growth policies look from the side of less-developed countries.*

1. GDP IS AS RELIABLE AS WE USUALLY THINK?

At the World Economic Forum (WEF) in Davos in January 2016, Joseph Stiglitz, the owner of the 2001 Nobel economics, stressed the importance of finding a new measure to measure the achievements of nations instead of GDP.

In fact, the world's leading experts have long pointed out that GDP is a bad indicator, reflecting incorrectly, even misleading the performance of an economy in terms of prosperity and progress.

An OECD report (2004-2005) pointed out that “[if] ever there was a controversial icon from the statistics world, GDP is it. It measures income, but not equality, it measures growth, but not destruction, and it ignores values like social cohesion and the environment. Yet, governments, businesses and probably most people swear by it” (OECD Observer 2004-2005)¹.

Similarly, The Economics (4/2016) argues that GDP is increasingly becoming a bad instrument for measuring prosperity and is no longer a reliable measure of productivity. Unfortunately this fact has not been noticed by governments for many reasons. Adequate recognition of the limitations of GDP growth, however, is necessary.

There are at least five dimensions where GDP shows helplessness and misleading to sustainable development:

- *First*, GDP only reflects the value of goods and services that are monetized (traded on the market) but not reflecting non-monetary economic activities.

There is a lot of real economic activity going on but it is not measured and reflected in GDP. These are non-monetary, non-market economy activities such as housework, self-sufficiency in remote and isolated

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¹ As cited from Lorenzo Fioramonti (2015), We Can't Eat GDP: Global Trends on Alternative Indicators, syndicated from global-trends.info, Aug 22, 2015

areas and other economic activities occurring in the “informal” economy. The greater the proportion of people living on the available natural resources, the greater the economic value omitted from the GDP. Thus, low per capita GDP does not necessarily mean poverty as a whole. This explanation for the rapid growth rate of GDP in newly developing countries in the early stage when the self-sufficient activities and natural resources are increasingly marketed and employed in the economy. The roads, beaches, scenic spots etc. previously used for free now being privatized and doing business make GDP increase. If a natural habitat is exploited to do business, it also makes GDP increase. Thus, the growth of GDP in these cases reflects only the fact that a certain source of wealth that has not previously been measured in GDP is now included.

Second, GDP does not recognize many modern-high-tech achievements of the economy. In some cases, the progress of technology has been reflected as the negative effects.

GDP came into being in the 30s of the last century when most economies consisted of only farms, production lines and mass markets. However, social production has fundamentally changed from a manufacturing to a servicing economy and is now a knowledge-based economy. People are no longer focused on the production of material goods but instead are more spirit, culture, knowledge based products and services.

The advancement of knowledge and technology has brought about a more qualified and comfortable life as new technologies replace traditional industries and products. GDP has been unable to reflect this progress of society.

Face book, Zalo, Viber or other similar software have brought tremendous benefit because people can use it for free to make global calls. This progress has reduced the international telephone sales of telecom operators by nearly zero. In this case, GDP has fallen in number while progress, prosperity, and well-beings have increased.

Similarly, the development of technological advances such as Uber, Craft, digital music, YouTube ... and other internet based-products has reduced rather than increased GDP by way of current measurement. GDP is not only helpless but also misleading the development of society.

Third, GDP measures everything that is produced without distinguishing good or bad, costs or benefits, productive or destructive activities, and sustainable or unsustainable ones. As a result, GDP grows faster if there are more undesirable activities.

GDP is calculated on the basis of the aggregation of everything produced by an economy over a given period of time, regardless of whether it is positive or negative for society. That implies dangerous distortions if GDP growth is considered a single indicator of progress and quality. It is possible to cite cases in which the GDP indicator fails:

- *Corruption can make GDP increase*. Imagine a construction project finalized with a value of 10 \$million of which one \$million were embezzled. The illegal money then used to buy houses, land, goods... of some people. Without the corruption, the value used to calculate GDP is only 10 \$million. With the corruption, it would be 11 \$million. GDP has grown artificially by the corruption.

- *Wasteful spending also contribute to GDP growth undesirably*: Unnecessary projects will contribute to GDP growth in the years it conducted. It bubbles growth achievement in the short run but left a long consequence for many generations as resources have been withdrawn elsewhere in the economy or borrowed from future ineffectively.

The rise of “ghost towns” with thousand of expensive villas but left unused for decades is a extremely waste of resources but contributes to GDP growth during the construction period. It’s virtually undesirable growth.

- *Fraud, low efficiency, poor quality can increase GDP*: A road worth \$millions is built in accordance with quality requirements can be used for 10 years. However, because of poor quality, it only existed for 5 years and then have to constructed again. Thus, in 10 years, the value that counts in GDP of roads has doubled.

An unstable water supply system will entail millions of households building reservoirs, installing pumps, etc. That will also increase GDP unexpectedly.

- *Destroying the environment, exploiting exhaustedly resources result in increase of GDP*: One of the common characteristics of less-developing countries is that the environment is ruined and polluted, natural resources are exhausted. Ironically, in terms of GDP, it is an achievement.

As analyzed, when resources are in their original state, they are not reflected in GDP and are generally not reflected in the national account. However, when exploited, it also contributes to GDP growth. Increasing GDP by exploiting natural resources can be as much as like an increase in income by the sale of property of a business. It makes current income increase but reduces future capitals and erodes long-term benefits. In many cases, it will leave unpredictable consequences for future generations in term of environment. In overall, the loss may out weightthe gain.

Indonesia gives a good example of a paid forover natural resource extractions. In the 70s of last century, Indonesia achieved a spectacular growth rate of over 7% annually thanks to the exploitation of rare mineral resources and primary forest. As a result, agricultural production is severely affected by soil erosion, floods and ecological pollutions. Many scholars believe that it is the rob of the future to finance the present generation. Taking into account the costs, it was realized that real rate was less than half the nominal growth rate.

One of the consequences of environmental pollution is the spread out of disease. Both public and private hospitals are required more; drugs and medical equipment production and imports increase etc.. As a result, revenue and income of the health service and related industries increase but not necessary go in line with the improvements of healthcare in overall.

If the GDP of the health service sector increases derived from the requirement of upgrading the quality of health care services, it is a good indicator. But if it raises to solve the environmental pollutions arising from massive economic development, it is a negative indicator. Environmental damage is added to GDP once, then the remediation of the damage is added to GDP again. This is a paradox because it must be other whilesubtracted from real growth.

- *Moral hazards, family relationship break, social valuedeteriorations can also increase GDP*.

The immediate consequence of this phenomenon is the rise of the prison systems, re-education camps, security forces accompanywith huge expenses. All will be included in GDP. The breakdown of family relationships and social value that leads to illegal actions, disputes, divorces, outlaws, etc., In turn, it requires a lot of relatedactivities such as legal supports, judicial services, property trading etc.. All are included in GDP as normal activities. However, they are not merits of society.

Fourth, GDP is a short-term indicator, sometimes achieved by sacrificing long-term benefits, which is not a sustainable growth target.

GDP measures the value of goods and services produced during the current period, including the borrowings of the future. The principle of borrowing is:the investmenthas to generate money sufficient to cover both capital and interest paid. Unfortunately, not all loans guarantee this. Most of the current loans are used to repay old debts or used to finance low efficient projects. Debt seems to be an easy one to satisfy GDP growth target for the current year but leave more and more debt to the nation and future generations.

Excessive credit growth is essentially an increase in borrowings, including the borrowing of both current and future generations. In a normal economy, if other conditions do not change, credit growth can only be sustainable if it is equal to economic growth. Higher credit growth can only be achieved by increasing domestic or foreign borrowings or by issuing money. Both measures can lead to negative long-term consequences.

The exhaustion of non-renewable resources is another example that has been analyzed above to increase the current GDP. However, it is an unsustainable development because either it impinges on preserved values or obtain by sacrificed future generations.

- *Fifth*: GDP conceals resources for developed countries but exaggerates benefits for less developed countries.

Unlike the GNP, gross domestic product (GDP) is the value of goods and services produced domestically (even by foreign firms) but does not include the income generated by domestic firms in other countries.

Developed countries are often capital-exporting ones - net investments or loans to less developed countries. So they produce more in other countries than other countries produce in them. GNP of developed countries is larger than GDP reported. The real GDP growth rate conceals part of the economic strength of the developed world. While in the less developing countries, the picture is contrast. They are net recipients of investment or debt financings. The value of the products and services that other countries produced in their country is much larger than that of their productions in other countries (even zero). Given that situation, the GDP of under developing countries seems to have included in what actually does not belong to them. They achieved spectacular growth rate or GDP but unrealistic prosperity. In almost cases, benefits of FDI or ODA financing belong to investment countries but not much to the receiving ones. This is especially true in the context of global integration as today. Making money by exploiting natural resources, cheap labor... in the less developed part of the world and spending in developed paradise is a common trend of the major economies.

The World Bank recently announced that the 10 fastest-growing countries in the world are backward, underdeveloped, or primitive economies. Four of which in the Southeast Asia are: Laos, Cambodia, Myanmar and Philippines. However, growing faster does not mean higher quality of life in that countries. If GNP is used to measure instead of GDP, the picture of growth in that countries may be very different.

2. WHAT INDICATORS CAN REPLACE GDP TO BETTER REFLECT THE GROWTH PICTURE?

Kuznets, the Russian-born economist and father of GDP indicator, tried to warn about the limitations of the GDP: "The welfare of a nation," can "scarcely be inferred from a measurement of national income as defined"¹. In 1962, writing on *The New Republic*, he argued that accountants should pay attention to the distinction between quantity and quality of growth, between cost and return, between short and long term. Refers to growth, it must be specific growth what and what is the goal.

Clearly, the birth of the GDP index well understood the incompleteness of this indicator and has warned the world. It is very users that have not been understood or ignored its weaknesses for a variety of reasons (including political issues).

However, academics and policymakers have different directions in finding alternative or complementary indicators that better reflect growth associated with social progress and quality of life.

¹ Quoted from Clifford Cobb, Ted Halstead, and Jonathan Rowe (1995).

Pioneering in this area is the attempt by James Tobin and William Nordhaus in the 1970s to propose the use of an alternative measure of economic welfare. This is defined by taking GDP plus non-monetary contributions from individuals or households and subtracting unwanted costs such as security and defense etc.. However, this is quite a simple adjustment. A more complex indicator was proposed by academics in the early 1990s and more widely accepted as the Genuine Progress Indicator (GPI). The GPI encompasses a wide range of factors, both positive and negative, such as the value of leisure, public services, non-monetary contributions (parental care, housewife...); the economic impact of inequalities, crime, insecurity (accidents, unemployment, theft...); the breakdown of the family background, the economic loss due to exhaustion of natural resources, pollution and long-term environmental disasters; expenses for national security and defense... After calculating the GPI, it was found that from the 1950s to 1970s, real GDP growth was close to real growth (GPI). However, since the late 1970s, the world's GDP has grown at the expense of the loss of social, economic and ecological welfare. Real growth (GPI) is not as great as nominal growth (GDP) and it is increasingly trending away from nominal growth. The GPI shows a more realistic picture of growth of the world. Regarding the identification of the GPI, the most difficult part is to identify factors related to natural resources, environment and society. So, the need for the valuation of natural resources came into being. One of the indicators proposed by the World Bank is the Adjusted Net Savings (ANS). This index refers to the value of non-renewable resources that have been exploited, damages caused by pollutions, net to human capital (such as training & education) and the amount of capital that has not been consumed for the current period. The results show that, over the last 50 years, natural environmental damage has virtually eliminated all of the gains achieved.

Other indicators similar to the GPI are also proposed by some countries such as the ISEW (Index of Sustainable Economic Welfare), SNBI (Sustainable Net Benefit Index). These indicators are based on the notion that add in anything not yet reflected in GDP and subtract unwanted damages or values such as activities causing negative impacts on the environment, community life and society. They can be controversial, but at least they reflect more faithfully the picture of socio-economic development than the picture expressed by GDP.

3. IMPLICATIONS FOR LESS-DEVELOPED COUNTRIES

GDP has become a very popular indicator for decades in almost every country in the world. For many countries, it is almost universally recognized as a synthetic indicator that accurately reflects the desired economic growth without a doubt of its credibility. However, GDP is not reliable as thought not only because its inherent defects in reflecting well beings of a society but also it exaggerate benefits of less-developing countries.

As early as 1991, when the United States moved from the GNP system to GDP, scholars of the United States themselves said: With the old system (GNP), the earnings of multinational companies belong to the owner countries. With the new system (GDP), this value is assigned to the host countries - where factories or mines located - although it does not belong to them. This change in national accounting has led to the growth of poorer countries and has also contributed to the explosive growth of the world. It conceals the fact that northern hemispheres are taking away most of the natural resources of the southern states but still claim that the fruits belong to the southern.

For decades, less-developing countries such as Vietnam, Laos, Cambodia... have grown at impressive rate in term of GDP. Contribution to the rate is the boom of foreign investment from developed countries.

However, it must be acknowledged that much of the achievements of the foreign investment sector are largely not belong to the hosts. There is also no doubt about the consequences of the depletion of natural resources, ecological environment disasters, water and air pollutions and other negative value originated from the massive growth of economy. In addition, increase of public debt and foreign debts leading to the risk of losing control; unsustainable credit growth leading to bad debts widely are common phenomena of the less-developing countries. Clearly, the price of GDP growth is not small. Taking account fully negative factors, it is unlikely they have actually grown at all. Thus, some recommendations may be useful:

Firstly, taking GDP growth rate as a guideline for economic activities, be aware fully the nature with advantages and disadvantages of GDP in planning, designing, evaluating and analyzing economic goals. Do not try to achieve GDP growth at all costs.

Secondly, instead of using only GDP as the sole indicator, annual and periodic GNP should be calculated. With above analyzes, GNP is the indicator that reflects more accurately for less-developing countries. GNP itself is not perfect but at least it removes artificial factors that come from other than domestic resources.

Thirdly, in the long run, it is necessary to calculate the negative components of GDP, analyzing and evaluating these factors as a basis for calculating the GPI or equivalent indicators to reflect the real picture of growth. It will be a new national accounting measure for analysis, planning and evaluation for sustainable development.

The transition will certainly not be easy, and may even be subject to strong opposition from local institutions. However, if not change, a single GDP growth rate indicator may mislead many of countries in pursuing sustainable development goals.

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FACTOR AFFECTING THE DEVELOPMENT OF THE SCIENCE AND TECHNOLOGY MARKET

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ABSTRACT: *Effective public finance management is one of the most importance requirements of any government for socio-economic development. Especially, in the context of increasing difficulty on budget collection, growing needs on budget spending, recurrent budget overspending, etc., the restructuring public finance to ensure the socio-economic objectives funded by public finance, and then to have the impact on the entire state management activities and public services delivery is an urgent requirement of the country's finance. The overview of experience in managing and using budget in some countries will give some lessons learned that are applicable in accordance with the current situation in Vietnam.*

Keywords: *Public finance restructuring, lessons learned from other countries*

1. PUBLIC FINANCE RESTRUCTURING:

“Public finance is a field associated with the collection and spending activities of the State, reflecting economic relations in the form of value in the process of establishing and using State monetary funds to serve the implementation of inherent functions of the State for society (not for profit purpose)”.

The public finance management entities include:

- **Firstly, general finance of the State:** The management entity is the State. .

The general finance comprises: State budget, State credit, State reserve.

All parts of general finance operate in association with the State, the establishment and use of monetary funds of the State. The State budget plays the most important stage in the operation of public finance.

+ In terms of legislation, the State Budget is highly legally in association with the political power of the State, and when passed by the National Assembly, it is considered as an effective legal document.

+ In terms of planning, the State budget is the major and basic finance plan of the Government.

+ In terms of tool, the State budget is a financial tool of the State that has a powerful impact on the macro economy. The State budget is structured by two parts: collection and spending.

+ The main collection of the State budget is tax. This collection is compulsory and generates financial resource in large scale for the State. The main spending of the State budget shall be allocated to development investment and recurrent expenditures. The State budget must keep balance in order to achieve high efficiency in the operation of public finance and the sustainable development of the national economy.

The State credit is a form of credit used by the State to mobilize capital for the State budget to deal with the requirements of balancing the State budget and development investment. The State credit is carried out by the State in two aspects: on the one hand, it is to mobilize and attract financial resources

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domestically and internationally through the issuance of valuable papers of the State and borrowing; on the other hand, the State uses mobilized financial resources for lending and investing in economic development according to policies, programs and projects that have already planned. All credit relations of the State shall be based on the principle of repayment, definite term and profitable; voluntary and compulsory, in which the voluntary nature is major.

The State reserve is formed from the financial resources of the State budget. The State reserve demonstrates an amount of money in the reserve for use in cases where the economy and the market have fluctuations or risks that affect the development of the whole economy or for the reserve of recurrent expenditures in the fiscal year that the State is unable to foreseen.

- **Secondly, Finance of the State administrative units:** the management entities are the State administrative units.

Based on legal regulations, the administrative system of Vietnam includes: the system of legislative bodies, the system of executive bodies and the system of judicial bodies, operating from central to local and grassroots levels. These are budgeting units that their expenditures are covered by the State budget.

On the basis of the estimates of the State administrative units approved by the competent agencies, the State budget shall allocate funds according to the approved estimates to maintain the operation and development of the State administrative apparatus.

- **Thirdly, Finance of the public non-business units.** The management entities are public non-business units.

The public non-business units operate in many socio-cultural-economic fields and provide public services for public and private sectors. In the market economy, the requirement on the quality of public services and effectiveness of the public non-business units are an objectively indispensable matter. Therefore, in addition to the State budget expenditures for public non-business units, these units also generate income from providing public services. The income from public services contributes to reduce the non-business expenditures of the State budget.

The public non-business units include: based on the level self-financing for investment and recurrent spending, the public non-business units are divided into 4 types: (i) public non-business units totally self-financing for recurrent spending and investment; (ii) public non-business units totally self-financing for recurrent spending; (iii) public non-business units partially self-financing for recurrent spending; (iv) public non-business units financed by the State for recurrent spending.

On a broad scale, public finance restructuring is a reform of the State collection and spending, so all State management activities and public services delivery are affected.

Therefore, public finance restructuring can be understood as the organization of management, renovation, supplementation on the State collection-spending, and control of policy for income generation; strengthening the management and effective use of investment funds originating from the State budget to ensure the fulfillment of socio-economic objectives financed by the public finance, thereby affecting the whole State management activities and public services delivery in all fields.

The trend in recent years have shown that many countries, including Vietnam, are facing certain fiscal risks, especially from the medium and long-term perspective. This is a prolonged budget deficit and a continuously increase in public debt. The experience of many countries around the world has show that the delay in fiscal consolidation and restructuring the State budget can cause many negative consequences for the economy.

Therefore, to successfully restructure the State budget, many countries have made comprehensive and timely solutions to synchronously resolve all issues related to the public finance.

2. PUBLIC FINANCE RESTRUCTURING IN OTHER COUNTRIES:

2.1. Experience about restructuring the State finance:

2.1.1. Management of State budget spending by outputs.

With this method, the construction and allocation of budget estimates must have a close link between the budget estimates that are expected to be allocated and the implementation of objectives, thereby achieving an output. This management method requires the changes in legal framework, institutional, the way to construct and administer the budget plan as well as the management culture towards ensuring accountability for the performance. The typical examples are:

(1) Experience of French Republic:

The Law on State Budget dated 01/08/2001 (LOF - Loi Organique Relative aux Lois de Finances) has been taken effect from 2006, is considered to be an important milestone in the history of France as it results in profound changes in the whole public finance structure as well as the operation of the State system from political institutions to administrative management. The Law on State Budget introduces new regulations on building and complying with the State budget that move from the management method by inputs to budget management by outputs.

Before 2006, the State budget of France was built basing mainly on the level of collection and spending but did not answer the question: what are expected outputs/results that the allocated budget aim to achieve? Whether the outputs/results are achieved or not?

The new Law on State budget stipulates that budget estimates shall focus on expected objectives, relation between budget collection and spending, and the effectiveness of Government policies. The basic contents related to management and administration of the State budget are reflected in the law as follows:

- Regarding management method: moving from input-based budget management to output-based management, defining responsibilities and ensuring proactivity in operation of the State units at all levels.
- Regarding information: ensuring transparency of budget information by enhancing and standardizing the Parliament's rights to monitor and evaluate, as well as improving information quality of the Court of Auditors, assigning the right to verify and certify the budget settlement to the Court of Auditors.
- Regarding management tools: improving the tools of management and provision of information through revising the State budget appendix, reforming accounting, issuing public accounting standards.
- Regarding structure of budget spending: instead of focusing on listing and describing the State budget expenditures according to the nature of expenditures (spending items), it lists by the purposes of expenditures and will allocate in package – budget by program.
- Regarding budgeting: instead of focusing on listing and describing the State budget expenditures by the natures as in the input-based budget management, the budgeting in the output-based budget management prioritizes to review strategies, objectives, outputs of using budget along with indicators serving the measurement and evaluation.

The strategies, objectives, indicators and expected results will be identified for each program and presented in the commitment for Project Annual Performance (PAP – Project Annuel de Performance), built

for each program, including following contents: (i) describe the implementation strategy of the program; (ii) introduce objectives; (iii) introduce indicators for measurement and evaluation of results; (iv) explain the basis, purpose of use of each allocated amount. The commitment is a mandatory explanation document attached to the annual estimate.

Next, identifying the right prioritized objectives is seen as an important step to improve the effectiveness of budget use, so without it, the budget will be spread out in use with the lack of consistency and clarity, leading to difficulty in achieving expected results.

The prioritized objectives must be evaluated by specific indicators, which clearly indicate expected results of program activities by using the budget. Indicators should be consistent with the selected objectives, useful, sustainable and verifiable.

When budgeting, the strategies, prioritized objectives and indicators are identified by the Ministers with the assistance of person who is responsible for the program. Within the scope of each ministry and sector, the role of coordinating the process of budgeting is assigned to the Director General of the Department of Finance. At the Government level, this role is undertaken by the Minister of Finance under the direction of the Prime Minister. Finally, strategies, objectives and indicators are approved by the Parliament. With this process, the Government and Parliaments can clearly select strategic objectives and expected results. The selection of objectives and expected results is based on studying and analyzing results of the previous year as reflected in the Annual Budget Report.

(2) Experience of New Zealand:

In 1988, the Government of New Zealand began implementing a financial management reform program aiming at improving efficiency and accountability of public sector. To implement this reform program, New Zealand enacted the 1988 State Sector Act and 1989 Public Finance Act.

The State Sector Act stipulates the framework for new relationships between Chief Executive Officers and their Ministers, gives CEOs some new powers such as: hiring or firing employees, deciding salary level according to the labour productivity.

The basic content of the Public Finance Act is the budget management must be based on goods and services provided by ministries and sectors, but not on the resources that the Government allocates to them. Accordingly, ministries and sectors sign contracts with the Government (or with certain third party) about providing goods and services, and they will receive a budget from the Government. Ministries and sectors are free in using the allocated budget to fulfill the contracts that they have signed.

The process of output-based budgeting includes the following steps: (1) Drafting the budget of ministries and sectors that identifies and prioritize outputs; (2) Guiding on procedures and limits the macro budget ceiling; (3) making budget estimates for units that are in line with the budget ceiling limit; (4) synthesizing budget for each ministry and sector by bottom-up method; (5) budget approval.

When guiding the procedures for budgeting, the Government should thoroughly study and analyze the following points: expected outputs are reflected in the draft of the ministries, sectors, and the appropriateness of the outputs; the costs that are needed to achieve the expected outputs must be estimated. When estimating costs, it should refer to the operation reports of previous year which are considered as a reference but not a basis for determining the next year's budget.

Policy orientation of the State:

- Budgeting in spending units: budgeting is started from spending units at the lowest after having the procedure guidance and budget ceiling limit. Units make budget estimates for both recurrent and investment

expenditures. After that, the budget estimates will be aggregated bottom-up by each ministry and sector. When budgeting, the spending units are based on following factors:

+ Demand of people: the expected outputs for planning year may not be based on the outputs of reporting year, but they must meet the needs of people and aim to achieve expected outcomes. Choosing the right outputs is the responsibility of the ministers.

+ Estimation of fixed and variable costs: when developing budget estimates, fixed and variable costs must be identified. In which, fixed costs (office rent, general management costs, etc.) are unlikely to change according to expected outputs, while variable costs (salaries, operating costs) are closely related to the outputs.

+ Inputs: units commit to provide expected outputs at a defined cost, this does not mean that they are required to use the same inputs. They are free to choose the most effective inputs, for example, they will decide a certain proportion between spending for purchasing assets and wage payment, or they will decide the change between these two items by themselves.

Spending units shall set performance goals such as: cost savings, they can maintain outputs in terms of quantity and quality with the requirement of reducing delivery time and unchanged costs.

(3) Experience of Korea:

Since 1998, the Korea Government has stepped up the process of reforming the public sector, establishing more market-oriented institutions and management strategies to improve the efficiency and transparency. The core issue is to implement the results-based budget spending management mechanism. The purpose of this mechanism is not to manage input costs, but to manage the outputs of budget spending. The most prominent point is to build the apparatus and mechanism for assessing the effectiveness of budget spending, performance of the Government bodies.

Regarding the operation plan: The State units should concretize their tasks, powers on the basis of establishing strategic objectives in medium term; it is necessary to concretize strategic objectives into specific results each year, accompanied by indicators for assessing outcomes and measures as well as method of measuring results.

Regarding performance evaluation:

The system of monitoring, analyzing and evaluating the situation of spending, performance results of the Government bodies are strengthened.

The State Audit and Inspectorate are strengthened and enhanced their responsibility not only to ensure the transparency and honesty in financial reports, but also to more actively participate in the evaluation of performance, spending and particularly achieved results of the Government body before, during and after each activity ends.

The Center for Public Investment Management coordinates with the Korea Development Institute to perform the evaluation of programs, projects under the mechanism:

- Selecting programs and projects that implement the output-based budget management mechanism, classifying into certain groups.

- Setting up groups for monitoring, managing and analyzing, evaluating the implementation of programs and projects. These groups are responsible for monitoring, analyzing and evaluating the programs, project; making analytical reports to submit to the Ministry of Planning and Budget for inclusion in the budget report to the National Assembly. The working mechanism of these groups is as follows:

+ Studying and defining the basic issues of programs, projects: objectives, expected results, economic and technical issues, implementation time, implementation schedule, reporting regime, etc. Discussing with the National Assembly, the Audit Committee and the State Inspectorate on these matters.

+ Posting the budget estimates and operation programs of agencies on the internet, receiving comments of experts and citizens on goods and services to be provided. The Department of Budget Management and the groups will discuss and include in the budget estimates submitting to the National Assembly for approval.

2.1.2. Budget management according to spending plan in medium term

This is a tool to link policies, plans and budget in a medium term (3-5 years) at the central level.

This tool aims to 6 specific objectives such as: to strengthen financial discipline by estimating more substantial balance for macroeconomic; to integrate policies with different priorities into the budget to ensure the relevance; to allocate resources between different sectors and between units in the same sector; to make budget estimates in longer term for each sector by making the vision of 3-5 years; to promote the effectiveness of performance and to increase the quality along with decline of cost; to emphasize the accountability for public expenditures.

- Typically, Norway has set up a budget management model based on the performance results that aims to a serious implementation and high financial discipline related to the macroeconomic model. Based on the organizational structure of the Government bodies, Norway has adopted a performance-based budget management model and a budget management model for medium-term spending plan into the process of State budget management, and reflected in the accounting system of the public sector with 6 main tasks.

Establishing objectives for public organizations that are measurable; using the top down budgeting process; decentralizing the implementation of budget of each unit; decentralizing the human resource management and management policy of human resource's quantity and quality, etc.

2.2. Experience about financial restructuring of the public non-business units:

Experience of China on the implementation of financial autonomy in public non-business sector

China has been moved from the traditional planning economy to the market economy, so the public non-business sector in China also has some characteristics and establishment, development process that are same with Vietnam. The lesson learned from China in the process of renewing financial policies in this sector has many similarities with Vietnam needed to study, sum-up and apply.

Regarding identifying the scope of public finance and public spending:

China has identified: along with the economic growth, the need on public finance also increases to cover social public costs representing the general welfare in long term of the society such as: technical science, education, health, social insurance, etc., but it should change the traditional method of "financing by government". In general, these social public costs should take public finance (State budget) as a key channel, and also be based on the principle of "benefit recipients will be responsible".

The operation scope of the Government finance (State finance) includes areas that the State participates through financial distribution to meet public requirements of the society; while non-public matters should be coordinated and provided by the market. The public needs are defined by three things:

- Jobs that is only done by the organization and implementation of the Government.

- Jobs that private sector and companies do not want to do but are essential for the survival and development of society.

- Jobs that only the Government is able to harmonize effectively the benefits of stakeholders.

Determining the scope of fund for public non-business units:

Non-business units such as culture, education, scientific research, health, etc., are all for meeting public needs and are divided into groups:

- Units for public interests: for example: basic education, basic scientific research, library, birth plan, public toilets, etc., are services to meet public needs. The State finance should ensure operational funds for these units.

- Units for semi-public interests: for example: college education, professional education, broadcasting, healthcare, etc., provide service for both public needs and personal needs. The operational funds of these units are from public expenditures of the Government but the recipients of services should bear a share of costs, so public finance can support a part of costs.

- Units for profits: for example: scientific development research, specialized sports, artistic performance team, theater, etc. Services provided by these units are not the public needs so they should follow the market mechanism.

Allocating fund in package for public non-business units:

During the process of renewing financial management of public non-business units, China implements the mechanism of allocating annual budget in package for administrative agencies and public non-business units. Based on the nature, tasks and financial condition of administrative and public non-business units to divide into 4 categories:

- Full budget in package: identify total budget allocated to public non-business units, not subsidize in case of overspending, keep surplus to use

- Budget in package by items: only give budget in package for one or a number of items.

- Budget in package by quota: identify budget of the year, identify the spending level for one or a number of items, give budget in package according to identified quota, not subsidize for overspending, keep surplus to use.

- Budget in package to offset difference: identify the amount of collection, spending to identify the level of subsidy, or the amount to send to higher level before providing budget to units; not subsidize in case of overspending (or deficient collection), keep surplus to use.

Evaluating the efficiency of public spending:

The evaluation of the efficiency of public spending is applied by 3 methods:

- Analysis of price – efficiency: is a method that analyzes and compares the price with expected efficiency of different options to choose an optimal option for public spending. This method is suitable for evaluating expenditures that bring tangible economic results that can be measured in monetary terms.

- The method of selecting the lowest cost: this method takes the amount of costs required to achieve certain socio-economic efficiency as a standard for evaluating the efficiency of public spending. With the same results, the lower cost the higher efficiency and vice versa. This method applies to public expenditures that can not be evaluated by the monetary term as socio-economic measurement, but only calculate price (operation cost) as standard for the selection.

- The financial analysis method for evaluating public spending often applies two contents:

+ Comparative analysis method: is to compare between two or more indicators to identify the difference, e.g. compare actual spending with estimates of the same period, compare the data of this period with previous period. When applying this method to assess the efficiency of spending, it must ensure the comparable consistency in terms of contents, calculation methods, measurement units, statistical methods of comparison index.

+Ratio analysis method: is to conduct analysis of relevant data among financial indicators (spending structure, spending speed, etc.), by analyzing the ratio change between relevant financial indicators and combining correlative factors (products, performance, etc.) affecting the ratio change to analyze the spending efficiency of units. This method can be used in conjunction with the comparison method (this period with previous period, this unit with the same other units, etc.) to evaluate the performance of the unit.

3. LESSONS LEARNED FOR VIETNAM:

3.1. Lessons learned about restructuring General finance of the State:

The management methods of some countries indicate that:

Output-based budget management and budget management by spending plan in medium term are new management methods that are being applied by many countries, including developed countries with rich budget and developing countries. This comes from the fact that each country's development requirements are always higher than budget resources so it requires budget must be used efficiently, transparently and publicly.

Output-based budget management is to address above requirements, by quantifying the efficiency of budget use through specific outputs that all citizens can assess.

Budget management by spending plan in medium term is a mechanism that allocates public resources between sectors and activities of a sector within a budget ceiling limit.

In other words, budget management by spending plan in medium term allocates limited public finance to be appropriate with policies and strategic priorities in a multi-year fiscal space, taking into account opportunity cost of decisions. The advantage of this tool is that the plan is always supplemented and updated annually, making the plan lively and more feasible.

For Vietnam, these are new methods. In order to measure the management efficiency of budget by outputs, according to experts, in the coming time, Vietnam needs a completed legal framework with information technology infrastructure, qualified management staff to access new methods. In the context that Vietnam is familiar with the application of traditional budget management method based on input, the budget is limited but is still used in spread and inefficient way.

In the immediate future, it is necessary to promote the budget allocation in package and the empowerment of autonomy and self-responsibility for payroll, costs and products, services for units using the State budget; to seriously review and evaluate implementation results; to gradually study the pilot application of output-based budget management in some ministries and sectors when eligible.

The combination use of above methods allows to address the relationship between limited budget and high requirements on outputs, expressing by programs, projects and within the medium-term framework to increase the efficiency in the State budget spending management.

Based on the above remarks, the author proposes a number of solutions to restructure the general finance of the State that should be implemented in the coming time as follows:

Firstly, strengthening the management of budget cycle. Better management of budget cycle to help agencies, units in linking operation plan with financial plan, thereby, they will have timely and enough financial resources to actively implement their tasks. There is a need of renewing activities in budgeting, complying and settling budget to be scientific and more appropriate with actual situation. In particular, it is necessary to continue to renew the bases and procedures for budgeting, completing procedures and mechanism of budget compliance as well as to renew the budget settlement method. Especially, it should change the input-based budget allocation to output-based budget allocation.

Secondly, completing regimes and norms of spending. Reasonable norms help agencies, units to calculate more accurately the necessary financial resources as well as to have scientific basis for spending and saving. It is necessary to continue to improve specific spending norms – especially in the administrative field, on the basis of objectivity and more closely with practice, towards giving the activeness for agencies, units and encouraging saving.

Thirdly, strengthening the financial autonomy of administrative and non-business units by linking spending with the improvement of management mechanisms in these units. Giving payrolls and administrative costs in package to administrative agencies and the financial autonomy to public non-business units should be completed and scaled up in the future.

Fourthly, expanding and completing the budget audit, contributing to improve the discipline of public finance, to detect and prevent wastefulness and corruption. Strengthening both internal audit and State audit agencies, making auditing become a regular activity in agencies and units using state budget. Auditing activities must contribute to evaluate the economic efficiency in the use of State financial resources, to promptly detect and prevent wastefulness, corruption, thereby to improve the financial discipline in agencies, units.

Fifthly, strengthening the effective use of budget, and spending a sufficient amount for salary payment on the basis of wage reform in association with performance results. The most important requirement in wage reform is to develop a payroll system and reasonable mechanism for increasing salary that encourages employees.

Well implementing above reforms in the field of public finance will have direct impact to the operation of the State administrative apparatus, increasing the autonomy of units in finance; creating financial regimes to encourage the effective spending, aiming to outputs and budget saving, thereby to increase income of employees. These are incentives for the State bodies/units to renew their organization, operational method and improve capacity of human resources contributing to the more effective performance of the State apparatus.

3.2. Lessons learned about financial restructuring in public non-business units:

By studying the implementation of financial autonomy in public non-business units in other countries, there are a number of lessons learned for public non-business units in Vietnam in completing the financial autonomy mechanism in the coming time:

Firstly, the autonomy must synchronously consist of factors having organic relation with the operation of the unit. If the autonomy is not assigned, it leads to that these factors limit each other and do no work well.

The empowerment of autonomy in implementing task must be in associated with the autonomy in personnel administration, and in accordance with the financial autonomy of units under the principles:

- Ensuring efficiency: this is the most important principle in implementing the financial autonomy. Efficiency is reflected in two fields including economic and social efficiency. When making a decision or

policy, it should consider these two contents at the same time.

- Ensuring consistency: the consistency in management by law is a principle that can not be ignored in public finance management. This principle ensures the fairness, equality, efficiency, limiting negatives, especially subjective negatives when making decisions on spending.

Secondly, developing criteria for assessing the performance of each unit, criteria on completing tasks of social services delivery in terms of quality and satisfaction of citizens; and paying additional incomes to officers, civil servants, public employees and employees on the basis of properly assessing the contribution of each person and each division. Developing the performance-based evaluation system is a requirement in all public non-business units.

Thirdly, completing regimes and norms of spending. Reasonable and practical norms of spending help agencies, units to calculate more accurately the necessary financial resources as well as to have scientific basis in using funds in a thrifty and reasonable way, creating the activeness for them, encouraging saving.

Fourthly, step by step moving from the assignment of budget estimates to public non-business units to the method of order, assigning the task of public services delivery on the basis of economic-technical norms and quality standards of each service. Clarifying joint venture activities of public non-business units, addressing the situation of public-private confusion.

Fifthly, strengthening inspection, monitoring of units that are autonomy to evaluate the economy and efficiency in the use of the State financial resources. Promptly detecting and preventing wasteful acts, corruption to improve financial discipline in units.

In the context of integration and globalization, the renewal and perfection of the socialist-oriented market economy institution is important. With this requirement, the objective of renewing the public finance is one of the six major contents in the overall program of national administrative reform in 2011-2020. The above experiences and lessons learned are not only applicable but also can be used as references for other localities in perfecting the financial autonomy mechanism in public non-business units, meeting the objective requirements of the economic development process.

4. CONCLUSION:

In summary, public finance restructuring is a prerequisite to improve the efficiency of State budget spending in a comprehensive plan, gradually reducing the size of recurrent expenditures, reducing budget deficits with a strong commitment; reforming the tax policy system to establish a tax system with an appropriate and sustainable structure. In addition to learn from experience of other countries, it is necessary to understand the current socio-economic situation, the current social needs to reasonably apply solutions to get the highest results.

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THE IMPACT OF FACTORS ON PUBLIC HEALTHCARE ENTITIES'S REVENUE IN BAC GIANG PROVINCE VIA PANEL DATA REGRESSION

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ABSTRACT: *The process of autonomy has become increasingly demanding that public non – business units in general and public healthcare units in particular need to change their mode of operation in order to take initiative in the sources, gradually separated from the state budget. In order to have appropriate modalities that increase the revenues of health care, the research and analysis of the impact of endogenous & exogenous factors is essential. The paper presents a theoretical framework for performance characteristics, the structure of public healthcare units' revenue sources, and the factors affecting on revenue sources in public healthcare units. In addition, by the survey data in the experimental research of 15 hospitals in Bac Giang province from 2010 to 2016 to assess the impact of factors, this paper introduces the regression models used in this field. The results of the study show that the bed occupancy, the number of visits, the number of doctors, the number of nurses, and the per capita income were 85.1% the fluctuations in the total revenue of public healthcare entities in Bac Giang province. The process of model estimation and testing is also summarized for best effect in using the model. The implementation process will be a useful guide in the data processing and planning of financial resources mobilization to meet the financial autonomy requirements of public healthcare units in Bac Giang province.*

Keywords: *financial autonomy, public healthcare units, Bac Giang province*

1. INTRODUCTION

Autonomy of public non – business units in Vietnam has been a main issue. It has had a great impact on more than 30,000 public non – business units in all sectors and nearly 4,000 Public healthcare units in Vietnam. Most recently, the Central Resolution No. 19 dated 25 October 2017 has once again emphasized the reform of the organizational and management system, the improvement of the quality and effectiveness of these public non – business units.

Otherwise, state budget expenditure for these entities has been decreasing, along with the renewal of the mode of allocation – instead of allocating directly to the public non – business units, the State gives directly to the public service users. It has created many opportunities but also a big challenge came along the way for these units -- leading them to change their operation in order to take initiative in financial resources, and to maintain and develop revenue sources.

Particularly, in the healthcare sector in Bac Giang, there are more than 32 public healthcare units, 10 of which are district health centers which are fully funded by the State budget, the rest (2/3 out of total) are self-funded units that cover part of regular operating expenses. Among the units that self-funded are part of

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their regular activities, the trend of 17 hospitals's revenue structure is rapidly reducing the sources of State budget and increasing the sources of Public healthcare services. Specifically:

- When the wage cost is not yet included in the price of medical examination and treatment services, the revenue structure shall include:

+ The state budget allocated for regular expenditures accounts for 18.72%.

+ Healthcare revenue accounted for 81.28%.

- When the price of medical examination and treatment is based on the wage cost (applicable to health insurance card holders from May 2017), the revenue structure shall include:

+The State budget allocated to recurrent expenditure decreased to 2.9%.

+ Healthcare revenue accounted for 97.1%.

From this situation, it can be seen that healthcare revenue at the public healthcare units in Bac Giang province in particular, and in Vietnam in general is the main financial source of units. Revenues from health care more or less reflect the level of effectiveness in operation and success in implementing the financial autonomy mechanism of Public healthcare units. However, these sources can not be mobilized effectively, because it depends on many factors. Thus, the study of the impact of internal and external factors on the healthcare revenue of Public healthcare units is important in planning the development policies, especially in the context of a strong financial autonomy. The assessment of the direction and magnitude of the impact of factors on public healthcare units' revenues are the basis for enabling units to take advantage of positive factors, for the ultimate goal is to ensure financial resources of these units, and to control activities to improve the quality of Public healthcare services as well as improve operational efficiency.

To assess objectively and positively the impacts of factors on Public healthcare units' revenue in Vietnam -- in Bac Giang province specifically, the authors present the basic framework and data analysis through regression models based on sample data of 15 public hospitals in Bac Giang province from year 2010 to 2016.

2. OVERVIEW OF RESEARCH ISSUES

When referring to previous studies, the authors have studied many articles, research topics, revolve around finance in the field of Public healthcare's financial. Each study aimed to improve the efficiency and quality of Public healthcare services. For the purposes of this article, the authors propose some case studies which are most closely related to these contents, namely:

Jay PAN , Gordon G. LIU , Chen GAO [4]. This paper evaluates the effect of regulatory reform separating the operational control and regulatory oversight of public hospitals in China. Using city-level data and a Difference in Differences (DID) model, this paper estimates the changes in healthcare supply in response to the regulatory reform. Based on the DID estimates, in Weifang between 2006 and 2008, the reform led to a 39.3% increase in the number of doctors per 10,000 residents and 40.1% increase in the number of health workers per 10,000 residents. Similarly, in Suzhou between 2005 and 2008 the reform led to increases of 60.5%, 30.8% and 36.6% for hospital beds, doctors and health workers per 10,000 people, respectively. Moreover, the magnitude of this impact appears to increase over time. Furthermore, the effect of the reform is consistent regardless of whether the separation reform takes place inside or outside the government. These findings led us to conclude that the government should focus only on the regulation of healthcare markets, while leaving hospital operation to the free market.

Zhang Xing, Tatsuo Oyama [5]. Local Public Hospitals (LPH) in Japan were established to secure equal accessibility and to improve quality for the health care system by providing policy-based medical services.

Difficulties faced by the LPHs challenged the equal accessibility of the health care system and the improvement of their financial situation. We tried to investigate the impact of LPH burden on the health care system and attempted to repair the problems confronting LPHs in order to attain the higher health care quality based upon the technology innovation. Panel data regression is used to analyze the effect of proportion of LPH beds and an indicator of LPH burden on hospital personnel numbers and also on estimated national medical expenditure (ENME) using the data from 2005 to 2010 for 47 prefectures in Japan. Hospital personnel, a major supply-side indicator, increased more in prefectures shouldering smaller burden of LPH beds. Prefectural ENME, an important demand-side indicator composing of medical expenditure based on the location of medical facilities, tends to decrease with increasing prefectural LPH burden. The results indicate that patients in the prefectures carrying more LPH burden tend to seek health care in the prefectures bearing less LPH burden during the research period. These imbalances substantially increase after the LPH reform.

PhD. Nguyen Truong Giang [9]. This subject has been a relatively comprehensive study of state budget expenditure management in the field of healthcare, achieved the following outstanding results: Research and clarification of the nature of public goods of the medical activities; Assess the characteristics and specific conditions of medical activities in the market economy. It clarifies the nature of the problem why the State should have policies to manage and intervene, and not float to the market. At the same time, the dissertation has also studied the health insurance fund, which is an intermediary financial institution - a very important tool for the State to intervene in the field of health financing with aim to mobilize all resources for development of medical care, ensuring the requirements of raising the quality of preventive medicine, medical examination and treatment for the people.

Ministry of Health [10]. A comprehensive approach to research, including the reform of the operational mechanism and financial mechanism for public healthcare units. In the renovation of the financial mechanism, the project focused on analyzing the financial autonomy mechanism linked to wages and prices of health services.

Than Thi Thu Hien [11]. The thesis presents theoretical and practical basis for some financial management models including: (i) private hospital model, (ii) fully autonomous hospital model finance; (iii) partially autonomous public finance model; (iii) public hospital model fully funded by the State budget. The thesis has clarified that the increase in financial autonomy to nearly 100% over the two years (2012-2014) is from healthcare revenue sources, of which the highest increase in hospital fees (58, 5% for 2 years). In terms of solutions, the thesis has raised a group of solutions to increase revenue: tight control to ensure accuracy and science from the stage of estimation of revenue and expenditure; expanding the scale of medical examination and treatment; applying information technology in medical examination and treatment; reforming administrative procedures in medical examination and treatment; and well implemented regulations transparent publicity, especially in the development of internal expenditure regulations.

3. THEORETICAL BASIS

3.1. Activities and revenues in public healthcare units

In public healthcare units, activities in these units are divided into two main areas of activity:

- First, according to their assigned functions and tasks, activities are the provision of public non-business services using the State budget; services and products ordered by competent state agencies from the State budget; and medical examination and treatment activities for medical insurance card holders according to the provisions of law on medical insurance.

- Secondly, the required business and service activities are social services and non-state services. Including:

- + Medical examination and treatment services such as medical examination on request (including medical examination and treatment for medical insurance card holders on holidays); room service on request; High quality medical services and techniques to meet the diverse needs of the people.

- + Other public services in the field of healthcare due to the request of organizations and individuals.

- + Other auxiliary services associated with activities of public non-business units such as pharmacy, laundry, food, drink, room service for family members, patient transportation and related services and the like.

Based on the above mentioned, the revenue of public healthcare units includes:

- Revenues from the provision of public services, including state budget orders, assigned to provide public services at full cost,

- Sources of fees in accordance with the law on charges and fees that may be left for regular expenditures in service of the collection of charges and fees according to regulations;

- Income from other activities (if any), including: dividends from joint ventures; interest on bank deposits; and other revenue sources as prescribed by law.

For these three groups of revenues, revenues from the provision of public healthcare services are significant, and this is most likely to be influenced by internal and external factors.

3.2. The impact of factors on public healthcare units's revenue

There are many factors influencing the revenue of public healthcare units, such as the policy of the State for healthcare development, the prestige of public healthcare units, the level of socio-economic development and income of the people; the scale and diversification of health care, the relationship of public healthcare units to economic establishments, hospitals and international organizations. However, in order to quantify the effect of these factors on the health care revenue of these units, the authors analyzed in terms the two groups of basic factors:

- *Endogenous factors, which include: operational scale, quantity & quality of human resources in public healthcare units*

First, the operation scale of a Public healthcare unit is one of the major factors affecting the unit's revenue. By taking advantage of the scale, it is easy to see that maintaining the same rates for medical services, increasing the capacity of hospital beds and increasing the number of medical appointments would increase the financial resources of the unit. However, the increase in the scale of operations is limited by the existing facilities of public healthcare units.

Secondly, if the operation scale of the unit is a direct and easy-to-see factor for the rapid growth of revenue, the quantity and quality of human resources are factors that influence the sustainable development of revenues in the unit and all activities of the unit. A large number of physicians and nurses with a high quality and level of expertise will be the root element to attract patients who are using healthcare services. Thus, it indirectly increase the healthcare revenue for the unit.

- *Group of exogenous factors: socio-economic conditions and people's income in the area where public healthcare units are operating*

The level of socio-economic development affects the mobilization of financial resources for investment in healthcare. Economic development such as the increasing in production, economic restructuring, job creation, reduction of poverty rate and increasing of income and increasing of people's living standards

... are some of the major influencing factors what carried out the policy “The entire society to care for the cause of healthcare” as well as the implementation of socialization of healthcare.

With the developed economy, people with high income and low rate of poor households will create a good premise to mobilize the whole society to contribute resources for healthcare development, thereby increasing healthcare revenue for the units. In contrast, the underdeveloped economy with low income people and the high rate of poor households, the mobilization of investment in health is limited.

4. REGRESSION MODEL ANALYSES FOR HEALTHCARE REVENUE

4.1. Data

The data used in this study were collected and processed from survey questionnaires, financial reports and other materials from 15 public hospitals in Bac Giang province from 2010 to 2016. The data is a *panel data of 105 observations*.

4.2. Research models

Based on the economic theory of public finance and the results of previous empirical research, as well as the characteristics of Public healthcare units in Bac Giang province, the variables used in the model are as follows:

- Dependent variable is the healthcare revenue of a public healthcare unit.
- Group of internal factors including:

Indicators showing the operation scale of public healthcare units. This study used the capacity of using beds (denoted as X2) and the number of medical examinations (denoted by X3) what representing on the operation scale of public healthcare units.

Indicators on human resources and quality of human resources: research on the number of doctors (denoted as X4) and number of nurses (denoted as X5). It is the largest human resource in the public hospital which indicated for human resources.

- Group of external factors: The average quarterly income of the population is used as the external factor (denoted as X6). With units which located in areas with high population, the higher the average income of population in the area, the total revenue of the units will tend to increase. In addition, if there is a large percentage of poor households, it will be a huge challenge to implement autonomy mechanism in this area.

A theoretical econometric model can be characterized as follows:

$$Y_{it} = \beta_1 + \beta_2 X2_{it} + \dots + \beta_k Xk_{it} + u_{it} \quad (t = 1, 2, \dots, T; i = 1, 2, \dots, N)$$

where

Y_{it} Y_{it} is the dependent variable represents the healthcare revenue of the i th at time t .

Xk_{it} Xk_{it} is the k th explanatory variable of the i th at time t .

u_{it} u_{it} is the random error of the model for the i th at time t .

β_k β_k is the regression coefficient of the k th explanatory variable in the model.

Because the data is collected and processed in the form of an equilibrium table, it is possible to choose from the table data model. Commonly used methods are: (1) Pooled OLS model; (2) Fixed-effects regression model (FEM); (3) Random-effects regression model (REM). [1-3]

4.3. Experimental results

In order to ensure the corresponding value and maintain the relationship between the variables in the model, the study applies the logarithm function to the variables. The descriptive statistics are shown in Table 1. The variability coefficients of the variables in the study pattern are small, showing no significant variation in the elements of Public healthcare units. Statistics describing research variables also provide information that includes mean, maximum, minimum, and standard deviation of variables in the model.

Table 1: Results of descriptive statistics of metric variables

| variable | N | mean | sd | min | max | cv |
|----------|-----|----------|----------|----------|----------|----------|
| lnY | 105 | 23.84651 | .7904781 | 22.18652 | 26.22058 | .0331486 |
| lnX2 | 105 | 4.705114 | .1619468 | 4.10759 | 5.116196 | .0344193 |
| lnX3 | 105 | 11.44052 | .8298974 | 9.182558 | 12.45851 | .0725402 |
| lnX4 | 105 | 3.642674 | .5637484 | 2.70805 | 5.298317 | .1547622 |
| lnX5 | 105 | 4.038994 | .5420977 | 3.295837 | 5.768321 | .134216 |
| lnX6 | 105 | 15.54591 | .3572031 | 14.95093 | 16.04811 | .0229773 |

Source: By the authors calculated on STATA 14 software

To avoid spurious regression in the regression model, all variables considered in the model must stationary variables. The Levin-Lin-Chu (LLC, 2002) and Harris-Tzavalis (1999)'s standards are used in research to test the stationary of the variables in the model to the data panel. Test results of both methods with a significance level of 5%, all the data series in the sample were stationary.

Inspection on the phenomenon of multicollinearity in the model, we tested the variance inflation factor of the independent variables in the model. The coefficients of VIF were low (mean value 2.99), the model does not have multicollinearity.

The research examines the FEM, REM, and Pooled OLS models to find which is the most suitable. The Hausman test was used to select between REM and FEM models. The test with p-value = 0.0111 is less than the significance level of 0.05, giving the conclusion that FEM is more appropriate.

Carrying out the heteroscedasticity and contemporaneous correlation with the FEM model, the result was a study model with both of these defects.

To overcome the defect of the FEM model, this study uses the generalized least square estimation method for panel-data models by using GLS. The model regression results using the modified variance parameter variance were shown in column (1) of Table 2. The study using the corrected Driscoll-Kraay estimation number (Driscoll and Kraay-1998). The regression results of the model by this method are shown in column (2) of table 4. The third method applied is the error correcting method for multi-unit table data but the time is small Panel-corrected standard error (PCSE). The regression results for this model are shown in column (3) of table 2.

Table 2: Estimated results of the model

| VARIABLES | (1) lnY | (2) lnY | (3) lnY |
|------------------|----------------------|----------------------|----------------------|
| lnX2 | 0.429** (0.207) | 0.435* (0.222) | 0.435** (0.193) |
| lnX3 | 0.332*** (0.0372) | 0.279*** (0.0239) | 0.279*** (0.0317) |
| lnX4 | 0.394*** (0.0986) | 0.580*** (0.0603) | 0.580*** (0.116) |
| lnX5 | 0.494*** (0.102) | 0.297*** (0.0231) | 0.297*** (0.103) |
| lnX6 | 0.792*** (0.0765) | 0.684*** (0.145) | 0.684*** (0.155) |
| Constant | 2.268 (1.507) | 4.663 (2.860) | 4.663* (2.785) |
| Observations | 105 | 105 | 105 |
| R-squared | | 0.851 | 0.851 |
| Number of id | 15 | | 15 |
| Number of groups | | 15 | |

Standard errors in parentheses

*** $p < 0.01$, ** $p < 0.05$, * $p < 0.1$

Source: By the authors calculated on STATA 14 software

Results of the model estimation had a p-value = 0 which was significantly smaller than the 5% significance level, so the model was statistically significant with the sample. Three methodologies used to conclude that the regression model is consistent and the multiple coefficient of determination is 0.851. This shows that about 85.1 percent of the variation in the total revenue of public healthcare units in Bac Giang province is explained by the bed occupancy, the number of visits, the number of doctors, the number of nurses and the average per capita income of the population.

All factors in the regression model were statistically significant at either 1% or 5% significance level in all three methods. The value of these coefficients is also almost no difference. The sign of regression coefficients is positive showing the same fluctuations of internal and external factors for total revenues of public healthcare units in Bac Giang province.

5. CONCLUSION

By analyzing the internal and external factors affecting the revenues of Public healthcare units in Bac Giang province, it is possible to draw some necessary and sufficient conditions to increase the financial resources for Public healthcare units. Specifically:

- Regarding the necessary conditions:

Public healthcare units need to invest in the development of human resources, professional qualifications and facilities so as to improve the quality of health services, increase the number of patients to medical examination and treatment, thereby increasing the capacity of using beds.

- On the sufficient condition:

Public healthcare units should take advantage of the geographical location and make use of their prestige and trademark to attract patients, especially in the areas where the socio-economic development to increase competitiveness and maximize revenue.

This is also one of the key solutions for Public healthcare units to successfully implement the process of autonomy and self-management because of the important content of this process, namely the financial autonomy process.

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SOCIAL RESPONSIBILITY ACCOUNTING – ESSENTIAL DEVELOPMENT IN VIETNAMESE ACCOUNTING FIELD TO ACHIEVE TO ACHIEVE SUSTAINABLE DEVELOPMENT

Ngo Thi Thu Hong* - Le Thi Yen Oanh**

ABSTRACT: *Social responsibility accounting is a part of corporate accounting. It processes to collect, measure, analyze and provide accounting information related to social responsibility activities of the entities. This information is used by both internal and external users to make their own decisions. Furthermore, social responsibility accounting is an important factor effecting the achievement on sustainable development. It maintains the good relationship between entities and the society, thus improving the results of social activities. Therefore, social accounting should be applied in Vietnamese entities.*

Keywords: *Social responsibility accounting; sustainable development.*

1. INTRODUCTION

Currently, the development of social responsibility accounting mainly focuses on management purposes. It provides necessary information resource for executives to make decisions and achieve sustainable development. The content of social responsibility accounting includes environmental accounting, social cost management accounting and social income management accounting. In addition, how to apply balanced scorecard to assess social responsibility of the corporate and report it are also basic contents of social accounting. Normally, researchers, managers and consultants use indicators that reflect the combined effectiveness and connection of economic, environmental and social aspects of the entities to assess their social responsibility.

There are opinions that it is impossible to identify these indicators by using current knowledge and experience. In fact, many enterprises and international organizations such as GRI and ISO provided indicators reflecting the separate effectiveness of each aspect of the business. They also proposed orientation to build an indicator system that can reflect the connected effectiveness of all aspect depending on the actual conditions of the entities. Regarding the application of balanced scorecard in corporate social responsibility assessments, the extension and adjustment of the scorecard are proposed by some researchers, in order to manage and monitor the implementation of the corporate social responsibility strategy. This is called the Sustainability Balanced Scorecard. There are two basic ways to use the balanced scorecard in order to plan vision, targets and strategy for corporate social responsibility as follows:

- Adding objectives, measurements, social and environmental criteria in four aspects including finance, customer, internal business and researches, experience and development. They should be added in a relationship that is relevant to the vision and strategy for sustainable development of organizations.

- Creating the social and environmental aspects as the fifth aspect associated with the above four ones: Finance; customer; internal business; researches, experience and development (Capron and Quairel, 2006).

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Currently, the International Financial Reporting Standards is applied in many nations. This is the framework for preparing and presenting financial statements. According to the Conceptual Framework for Financial Reporting, primary users of financial statements are existing and potential investors, lenders and other creditors. Other parties, such as regulators and the public, are also users of the financial reports. The Framework, at the same time, describes the objectives of the financial statement is to provide financial information about the reporting entity. This includes financial position, business operation and changes in financial situation of the business. The useful information provided to users, in a broad interpretation, can refer to the involvement of social and environmental aspect. This change in the framework would lead to the discussion of responsibilities of executives, including the protection of the entity's economic resources from negative effects such as changes in price, technology and the community behavior.

However, it has been suggested that accountants should not engage in reporting corporate social responsibility or environmental issues (Milne, 2007) and the involvement of accounting professionals is considered as "antithetical to any long run solutions to such crises" (Mauders, 1996, p.1). At the same time, however, IFAC has expressed that "For professional accountants in business, sustainability is an issue which has a far-reaching effect on business behavior" (IFAC, 2006a, page 5). Thus, it is clear that business experts and accounting professionals are engaged in innovative approaches related to sustainable development and corporate social responsibility.

The organization of social accounting in entities would definitely create favorable conditions and advantages for them. These conditions may be the competitive improvement, brand awareness enhancement in the market. Social accounting also provides documentation and data on the costs that should be included in the product and socially responsibly business processes. If the enterprise has a good attitude and behavior towards the society, the enterprise position in the domestic market and global market will increase significantly, thus hastening the international intergration processes of the enterprise. Therefore, the business can access to global market easily. The good organization of social accounting in the corporate will satisfy and strengthen stakeholders' trust.

2. DEFINITION OF SOCIAL RESPONSIBILITY ACCOUNTING, SOCIAL RESPONSIBILITY

Recently, social responsibility has been a considerable issue worldwide. The corporate responsibility towards social and environmental issues have been considered and analyzed. Then, accounting has to change in relevant with corporate social responsibility. Accounting, at the moment, is not only the process of recording then reporting financial information, but also the management tool towards social and environmental issues in the enterprise. Therefore, social responsibility accounting is extremely essential for entities to fulfill the information demand on social responsibility in business operation.

So far, social responsibility accounting has appeared in many nations. This new research area appeared around the late 1960s and early 1970s. Then the development of social accounting has contributed not only to the development of general accounting, but also to the solutions for social issues. In recent years, researching on social and environmental issues has become popular. Thus, social responsibility accounting in businesses is an increasingly interesting area for parties. The social role of accounting in improving social justice and contributing to the economy, the society and the environment is widely recognized in many countries around the world.

Then, social responsibility accounting have emerged since the early 20th century, but it is now popular in many developed countries such as the United States, Japan, Germany, South Korea, Australia, Singapore, etc. In Vietnam, this is still a new subject.

There are many definitions of social responsibility accounting. They are approached in different views, some definitions which are generally accepted as follows:

According to Mathews (1993, p. 64), social and environmental accounting has been defined as “voluntary disclosures of information, both qualitative and quantitative made by organizations to inform or influence a range of audiences. The quantitative disclosures may be in financial or non-financial terms”. He also noted that social accounting is concerned with the organization’s interaction with community, environment, employees and customers. All these issues would be reflected in social accounting reports.

Social accounting has been defined by Gray et al. (1987, p. ix) as “the process of communicating the social and environmental effects of organizations’ economic actions to particular interest groups within society and to society at large. As such it involves extending the accountability of organizations (particularly companies), beyond the traditional role of providing a financial account to the owners of capital, in particular, shareholders. Such an extension is predicated upon the assumption that companies do have wider responsibilities than simply to make money for their shareholders”

Anderson (1977) considered social accounting as a management tool supporting to set up social targets by fully consideration on business’s needs and the community’s needs.

Rob Gray and his partners examined UK company annual reports over a period from 1979 to 1991, their data showed “a rise in both the proportions of companies disclosing and the range of that disclosure” related to corporate social responsibilities. However, the authors also pointed out that the number of pages in annual social reports was still smaller in comparison with other reports before making conclusion that “social and environmental performance is still a relatively low priority for companies.” (Rob Gray, Reza Kouhy and Simon Lavers, 1995).

According to O’Dwyer (2006, p. 233), social accounting likes a group of individuals with “commitment to stakeholder accountability and democracy”. This is “a mechanism aimed at enhancing corporate accountability and transparency to a wide range of external stakeholders, addressing the social, environmental and ethical concerns and values of individuals upon whom a business has a non-economic impact” (O’Dwyer, 2006, p. 220). Therefore, social accounting is an important element of social responsibility.

To sum up, social responsibility accounting is the science of observing, measuring, calculating, recording, processing and analyzing information about corporate social responsibility, such as: environmental protection, community contribution, responsibility to ensure the interests of shareholders and employees in the enterprise. Social responsibility accounting is a supporting tool for executives to set social targets and organizational goals because executives can fully consider the business needs by using social related information.

The term “Social responsibility accounting” derived from the fact that an enterprise must carry out its social responsibility with respect to the protection of the environment and the employment of its employees.

Also, the term “corporate social responsibility” was mentioned in H.R. Bowen’s book named “Social Responsibility of the Businessman” (1953). The author wrote this book to propagandize and call on managers not to impact negatively the rights and interests of others.

The term “social responsibility” has been defined in a number of different ways. There is an opinion that “social responsibility implies bringing corporate behavior up to a level where it is congruent with the prevailing social norms, values, and expectations of performance” (Prakash Sethi, 1975). According to this

opinion, the enterprise takes responsible to not only its shareholders and employees, but also the society by paying taxes.

In addition, there is other perspective about corporate social responsibility that “it must embody the economic, legal, ethical, and discretionary categories of business performance” (Archie B Carrol, 1979). The author illustrated that enterprises use social resources, exploit natural resources for their operation. And during their operational processes, they cause negative effects on the natural environment. Therefore, businesses must have social responsibility for the surrounded environment, communities, workers, etc.

Recently, in Vietnam, the most popular definition of corporate social responsibility has been used as follows: “Corporate Social Responsibility is the commitment of businesses to contribute to sustainable economic development, through activities to improve the living standard of workers and their family members, the community and the whole society. In a way, this benefits both the business as well as the society.”

The above perspectives about social responsibility accounting may not be exactly the same. Most of the opinions emphasize the main function of the business to the society, this is the connection between financial efficiency and social effectiveness, social responsibility. Social accounting is concerned with corporate social responsibility, the environment, the community, employees, and the need for a social accounting accounting system.

It is clear that social accounting is a part of corporate accounting. It relates to social and environmental information about business activities within the enterprise for. Social responsibility accountants collect, process, analyze and provide these social information for internal and external users to make their own decisions.

Social accounting is a part of corporate accounting and it connects to others accounting sectors. Unlike traditional accounting, social accounting is concerned with the social impact of corporate activities. Social accounting has two basic functions. They are internal management and external reporting. Thus, social accounting has a significant influence on the decision of the external users of information such as customers, investors, regulators, local people, etc.

Social accounting generates many benefits for both organizations and the society. Its huge contribution to environmental protection and human rights would lead to the achievement of sustainable economic development.

3. FUNCTIONS OF SOCIAL RESPONSIBILITY RESPONSIBILITY ACCOUNTING.

Benefits to the corporate itself:

Firstly, social responsibility accounting can fulfill the incompleteness of traditional accounting. With the economic growth, traditional accounting experiences limitations, especially environmental issues. Traditional accounting does not clearly distinguish environmental factors and provides information about environmental damage of the enterprise. In addition, information about environmental costs is often hidden in general cost accounts. Therefore, managers cannot fully understand information on environmental costs. Moreover, the use of general cost accounts to record environmental costs often leads to confusion because these costs are allocated back to the production costs. This allocation can lead to inaccurate allocate amount of some environmental costs. When implementing social accounting, it will help businesses overcome these incompleteness.

Secondly, business competitiveness can be improved. By applying social responsibility accounting, executives will be able to approach fully accurately information, thus improving business performance.

As a result, executives can create trust with stakeholders and avoid risks, such as penalties, compensation. Moreover, if social responsibility accounting is well organized in the corporate, managers can efficiently use of input resources to avoid wastage. For example, the wastage in using raw materials, energy and labor. Consequently, the business competitiveness will improve thank to the deduction of the production cost. Useful social accounting information would definitely support managers in making business decisions, such as reducing production costs, increasing productivity, investing in machinery and equipment for clean production. This will give the company a competitive advantage in terms of higher sales, improve brand awareness, strengthen the relationships between the business and the community, reduce legal issues and improve corporate value in the market.

Benefits to stakeholders:

Stakeholders include investors, creditors, employees, regulators, the surrounded community, etc.

Good attitude and behavior towards the society and the environment will then create great benefits for the development of enterprise. Hence, the enterprise position in the domestic market and global market will increase significantly, thus hastening the international intergration processes of the enterprise. The good organization of social accounting in the corporate will satisfy and strengthen stakeholders' trust.

Implementing social accounting will contribute to the decrease in the unemployment rate. The reason for this positive impact is that enterprises generate jobs, ensure living standard for citizens and take part in solving social issues. Charities, fundings for community improvement purposes contribute to eliminate poverty and narrow the gap between social classes.

Social accounting records assets and liabilities related to the environment, and society.

4. ACTUAL FACT OF SOCIAL RESPONSIBILITY AND SOCIAL RESPONSIBILITY ACCOUNTING ACCOUNTING IN VIETNAM.

To achieve the sustainable development in Vietnam, the Vietnamese government has introduced many policies related to all fields including economy, society and environment. The government also issued policies to regulate the implementation of international commitments on sustainable development that Vietnam signed as a party. In these policies, the government clarified the viewpoint of sustainable development. The social economic development strategy for the period 2011-2020 emphasize "rapid development must associate with sustainable development. Sustainability is a mandatory requirement of the strategy throughout the period". It is clear that sustainable development has now become the key point of view of the Communist Party and the Vietnamese government recently.

The Vietnamese government has recently signed international conventions related to sustainable development, such as the Montreal Protocol on ozone depleting substances, the Vienna Convention on the Protection of the Ozone Layer, the United Nations Convention on the Law of the Sea; the United Nations Framework Convention on Climate Change, the Convention on Biological Diversity (1994), and so on.

Solutions to cope up with social issues such as poverty, overpopulation, poor health care, low education and unemployment have showed positive results. Social welfare focuses on ensuring the basic living standard needs, and supporting the production process of farmers, especially in the situation of high inflation and frequent natural disasters. The goal of universal primary education following national standard was achieved in 2000. In addition, the poverty rate dropped sharply. Furthermore, the gap between genders in Vietnam is small in comparison with other countries that have the same level of development and national income.

Vietnamese government, at the same time, cares about the combination of economic growth and social development. In particular, politicians have focused on poverty elimination and social welfare policies. Social progress and social justice for human rights are also considered as key targets of policies. Living standards have showed positive progress years after years.

However, there are many environmental issues in Vietnam currently. Actually, there are many attributable causes leading to these issues, but the root causes is rapid economic development pressure and over-population in the situation of resource scarcity. In addition, Vietnam is in the process of industrialization and modernization. This process had great contribution to the economic growth, however, at the same time it also causes bad results on the environment, affecting human life. In fact, images and information about the environmental pollution are showed frequently on Vietnamese media channels. Normally, the economic development and environmental preservation are reversed patterns. In other words, great economic development always comes along with great exploitation of natural resources. Also, industrial waste causes a significant level of pollution which directly affects the sustainable development of the environment. Therefore, there is a desperate need of harmonization between economic development and environmental protection. Regarding pollution, things that can affect human health and damage the environment are considered to be environmentally pollution factors. Environmental pollution can be divided into categories: water pollution; air pollution; soil pollution; noise pollution; visibility pollution; light pollution and thermal pollution.

The current Vietnamese environmental pollution status is bad. The main cause of this situation is industrial waste from production activities and the low awareness of environmental protection. Pollution ratios are extremely higher than permitted standards, especially in big cities like Hanoi and Ho Chi Minh City. This pollution, then, is the main cause of climate changes which impact negatively on agricultural productivity, increases water shortage and diseases, contribute to the unbalance of biology, etc. Therefore, developing and applying environmental management solutions are really in need.

It is the matter of fact that not only small businesses, but also many big corporations in Vietnam have not yet considered the importance of environmental protection. They do not have strict policies to regulate the management and treatment towards production waste. This contributes to low assessment of international environmental organizations, thus reducing the attraction of foreign investors into Vietnamese corporations as well as poor brand and social image of the businesses worldwide.

Regarding the green economy launched by the United Nations in 2010, Vietnamese government needs to plan a new development process in order to ensure the environmentally economic growth. The government should take actions and introduce more legal regulations to limit overexploitation of natural resources and minimize environmental damage activities. Actually, in Vietnam, there are many the policies related to environmental protection. The environmental regulators, agencies, authorities have been gradually improved. Funding for environmental protection has increased each year. The government also introduced the Environmental Protection Law in 1993, and the latest revision was in 2005. In addition, there are other legal documents on environmental protection have been issued (33 documents, 22 ordinances related to environmental protection).

In fact, social responsibility accounting is a new term in Vietnam today. The Ministry of Finance and related agencies have not yet issued guidances on social accounting, environmental accounting and sustainable accounting. Similarly, there is no official data on social responsibility accounting in enterprises.

As one of the management tools, environmental accounting is a part of social accounting, which contributes to control pollution activities and ameliorate the ecological environment. So far, the Vietnamese government has not issued and given detail guidances on environmental accounting for enterprises. In this article, we would like to give an overview about Vietnamese environmental accounting. The regulations on environment accounting in Vietnam are very vague and there is a few guidances related to it. These guidances only focuses on some contents of financial accounting related to liabilities such as environmental protection tax, the provision for the cost of environmental restoration. Even if there is a provision on the liability, the recognition and measurement are not fully reviewed. Accountants only record the amount on accounts and ledgers, such as account Environmental Protection Tax (code 33381), account Other payable expenses (code 3524) for the restoration costs. Then they report it on the financial statements as in items “Taxes and liabilities to the government”; “Long-term provisions”.

In Vietnam, almost manufacturing enterprises does not implement environmental accounting, especially exploitation companies, chemical companies, construction material manufacturing companies. In fact, environmental costs are increasing and are being considered by executives, such as depreciation of waste treatment facilities, salaries of workers collecting waste, water supply and drainage costs, industrial waste costs, compensation costs, incident recovery costs, etc. However, there are no separate accounts for monitoring and recording environmental costs and environmental benefits. Many environmental costs are reflected in administrative expense account (code 627) and manufacturing overhead expense account (code 627). Due to general reflection, it is difficult for executives to detect the size and nature of environmental costs.

It is clear that social responsibility accounting is new term to Vietnamese businesses, and the application of environmental accounting in Vietnamese businesses is extremely necessary. This is due to the fact that business activities are related to the surrounding environment such as natural environment and the society. Social accounting plays an important role in the sustainable development of enterprises in particular as well as the economy in general. Applying social accounting would definitely give necessary support for managers to fully understand the business situation before setting future plans.

In conclusion, it can be seen that social responsibility accounting is an urgent need to provide social information about business operations for users. Regarding internal users, with the support of this social information, executives can be able to make the most optimal decisions. This absolutely contributes to sustainable development.

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USING SWOT MODEL TO ANALYSE STARTUP DEVELOPMENT IN THE CONTEXT OF INDUSTRY 4.0: THE CASE OF VIETNAM

Vu Van Hung* - Luong Quang Hien** - Ho Kim Huong***

ABSTRACT: Industry 4.0 has created many opportunities and challenges for startup in order to improve business efficiency, promote the start-up process strongly in Vietnam recently. The paper focuses on the strengths, weaknesses, opportunities and challenges for Vietnamese start-up in the context of Industry 4.0 by using SWOT model. As a result, it finds some important reasons to explain why Vietnam start-up is not really effective. The reasons are an unsuitable start-up ecosystem, the lack of legal system, the weakness of startup's competitiveness, the lack of capital and innovative ideas and the misuse of strengths of Industry 4.0... In that context, the government needs to build a suitable startup ecosystem, create a stable macroeconomic environment, support startups so that they can access to capital easily. And the government has mechanisms and policies to help startup enterprises to enhance innovation in the direction of developing digital technology.

Keywords: Industry 4.0, Startup, Startup enterprises (Startups)

1. INTRODUCTION

Industry 4.0 has been formed on the basis of Industry 3.0. Digital technology with computer hardware, software and network becomes more and more complex, more connective. So this transforms our society and global economy. It is a trend that combines real and virtual systems, Internet of Thing (IoT) and Internet of System (IoS). In Revolution 4.0, "smart products" are attached sensors which show tell machinery what they need to be operated. Smart devices work together over a wireless network or through the cloud based storage. Industry 4.0's characteristic is that the initial investment may not be large, but the profit is high, this will be good for startups because they usually do not have much capital. This will be one of the major advantages for startups in the future. In Vietnam, promoting start-ups is considered a main in developing economy and it is also the means to implement three strategic breakthroughs, they are: institutions, infrastructure and human resources. We have more and more programs, seminars, workshops about start-up. Many policies, laws and incentive programs have been built and issued. Promoting start-up in Vietnam is contributing to the prosperity of the economy, the progress of society. The paper will focus on evaluating the current status of Vietnamese start-up, using the SWOT analysis model to assess the strengths, weaknesses, opportunities and challenges, in order to give solutions to accelerate the growth of start-up more powerfully and effectively in the context of Industry 4.0.

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2. THEORETICAL FRAMEWORK AND METHODS

Startup is the process of creating different value on the basis of investing time and effort, assessing the social, psychological and financial risks to bring satisfaction to the individuals (Bowen và Hirisch, 1986). A startup is a young company that is just beginning to develop. Startups are usually small and initially financed and operated by a handful of founders or one individual. These companies offer a product or service that is not currently being offered elsewhere in the market, or that the founders believe is being offered in an inferior manner (Amy Fontinelle, 2017). A startup is a company working to solve a problem where the solution is not obvious and success is not guaranteed (Neil Blumenthal, 2013). And startup is early stage in the life cycle of an enterprise where the entrepreneur moves from the idea stage to securing financing, laying down the basis structure of the business, and initiating operations or trading (Businessdictionary). Over the past few years, the term “start-up” has appeared more and more in the mass media, on policy forums or academic forums. Now, when we talk about startups, they are aimed at “startups” - Enterprises are expected to develop strongly by technology or breakthrough by innovation. However, starting a business is the act of starting a career and the most common way is to set up a business in a certain field.

To assess the current status of Vietnam’s start-up in the context of Industry 4.0 and find out solutions to promote start-up in Vietnam, the paper uses the group of basic research methods as descriptive statistics method, synthetic analytical method, comparative method and SWOT analysis model:

- Descriptive statistics method are used to collect, summarize, and present data of Vietnam’s start-up in the context of Industry 4.0 and give some solutions for the development of Vietnam’s start-up. During the research process, the paper used data systems from some sources: annual statistical yearbook of the General Statistics Office, Report of ministries, papers on retail model...

- Synthetic analytical method used in theoretical research and complete this paper. Results from the collection of information are used to analyze, evaluate the advantages, limitations of the current status of Vietnam’s start-up in the context of Industry 4.0. Based on these results, the paper proposes solutions to develop Vietnam’s start-up.

- Comparative method is used to look at the advantages and disadvantages of the current status of Vietnam’s start-up in the context of Industry 4.0. This method is also used to clarify the changes in space and time, the conditions as well as the characteristics, advantages of the current status of Vietnam’s start-up in the context of Industry 4.0.

- SWOT analysis model, this method is used to synthesize elements from the inside and outside elements of the research object. The SWOT model is an useful tool which helps us analyse the current status of Vietnamese start-up, the strengths of Vietnam’s start-up, its weaknesses, the opportunities and the challenges that Vietnam has to face in the context of Industry 4.0. This will be a useful analysis to assess the current status of the start-up in Vietnam. This result is the basis for solutions to develop start-up in Vietnam in the context of the Industry 4.0

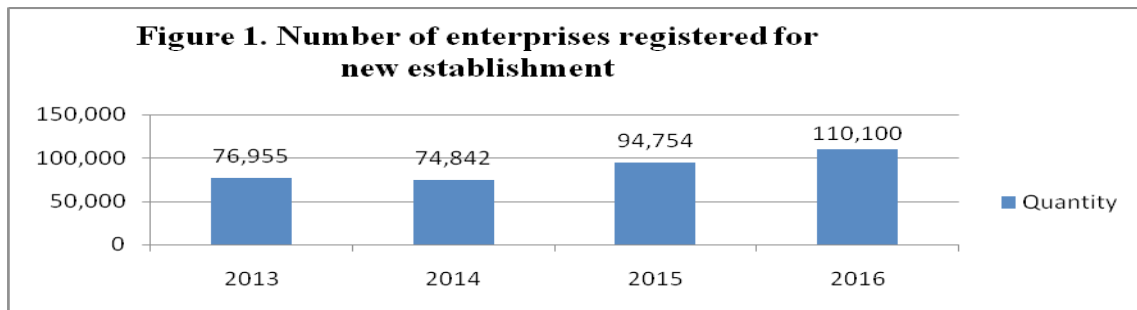
3. RESULTS AND DISCUSSION

3.1. The current status of Vietnamese startup

3.1.1. The number of startup enterprises (startups)

Since 2000, Vietnamese startups has gone through three stages. Successful startups in the first stage: Vatgia, Socbay... In the first stage, Vietnam’s startup did not attract much attention. Because startup’s

communications have not developed and leaders in the field have not proved the potential for success. At present, Vietnam’s startups is in the third stage. Many Vietnamese startups have reached out to international playgrounds and gained some success. In the 2017, report of business registration of the Ministry of Planning and Investment, there are 14,451 new startups were established with the capital 152.558 trillions VND, up 3.9% in volume and 35% in registered capital compared to the same period last year. In Vietnam, 2016 has been identified as the year for startups. Form 2017 to 2020, this period is considered the golden age for start-up with the establishment of startup enterprises. The main form is self-employed individuals (households).



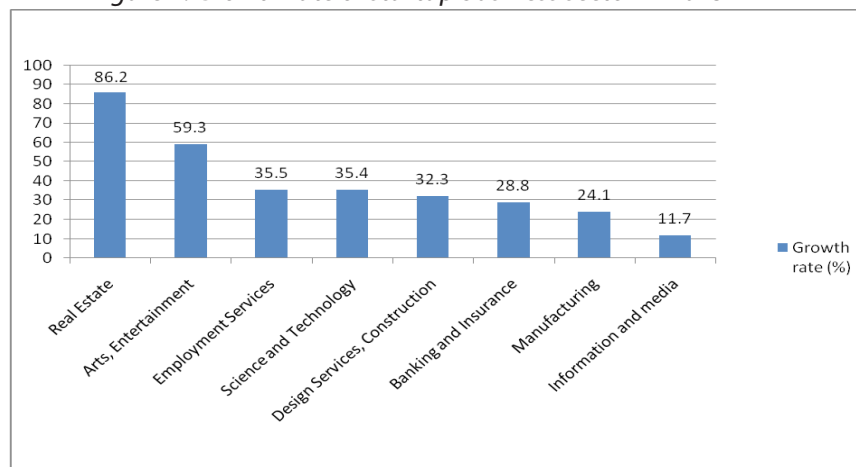
Source: Vietnam Chamber of Commerce and Industry (VCCI)

However, Vietnam’s start-up is facing a lack of unification within the development network and the connection to startup sources in and out of the community. Besides, Vietnamese startups are racing to keep up with the latest trends in the world instead of focusing on finding out and analyzing the current status of Vietnamese startups. It is difficult for the startups to find out the best development orientation.

3.1.2. Start-up Sectors

Industry 4.0 has a significant impact on the business sector of startups. Now the number of startups in technology sector is much higher than startups in other sectors. Many Vietnamese startups are also choosing to be “Tech Startup” bussiness. Because technology startups do not need too much capital if they are compared to other sectors and it’s easy to learn from previous models in the world. There is a diversification in startup sectors. Some sectors have increased dominantly: real estate (86.2%); arts, entertainment (59.3%); warehouse transportation (39.3%); employment services (35.5%) and high-tech industries are also growing as science and technology, design consultancy services (35.4%); information and communication (11.7%).

Figure 2. Growth rate of startup business sector in 2015



Source: National Business Registration Portal, 2015

3.1.3. Owner of startup enterprises

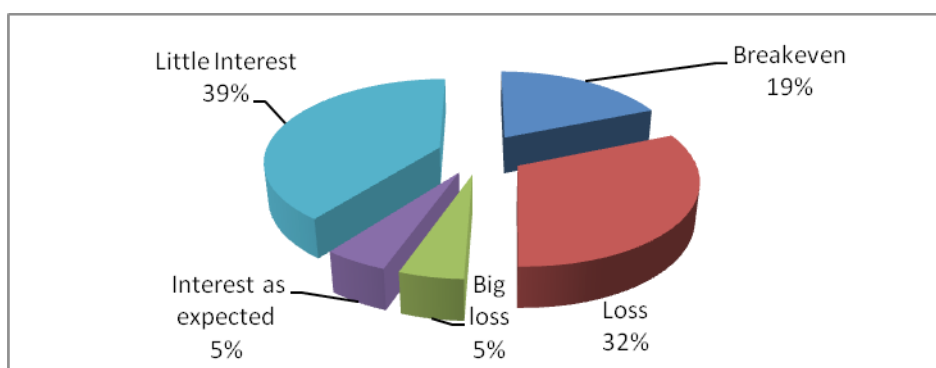
Owner of startup enterprises are often young (about 30 years old), accounting for 72% of startup enterprises. Most of them have tertiary degrees, accounting for 84%. They are private enterprises (occupied 73%). According to General Statistics Office (GSO), the number of non-agricultural private units was 4,671,339 in 2014 and 4,754,826 in 2015 (increase of 135,293 units compared to 2014). Meanwhile, the number of individual enterprises establishments, which are mainly in the Mekong Delta, Red River Delta, South East in the agricultural sector only increased 2,275 times in 2015. The purpose of starting a business is to be financial independent (59%), self-employed (41%) and passionate about new things (31%) (National Business Registration Portal, 2015).

3.1.4. Business efficiency of startups

The characteristic of startups is in the early stages of development. 86% of startups are in the beginning period, only 8% of startups are in the expansion period. About the size of the labor force in small start-up enterprises: 63% have less than 10 employees, 30% have form 10 to 49 employees, and only 7% have more than 50 employees (VCCI survey, 2016). Few of start-up businesses take part in import-export activities, most of them serve in domestic market.

In term of efficiency, the recent statistics reflect an unpleasant situation that most of Vietnamese startups were failed. Only 3% Vietnamese startups are successful, it means that one of their criteria are met: valued at \$ 10 millions or more; revenues from \$ 2 millions; has more than 100 employees; at good prices to sale (VCCI survey, 2016). According to VCCI survey results, owner of successful startups: 78% are employed or owners failed in the previous two companies, 45% of them studied or worked abroad companies before they return to home. The average startup time is 5.7 years to success and it will take longer to become a company which has hundreds of millions dollars, 100% of them are learned and localized from similar abroad models that were successful.

Figure 3. Business activities efficiency of startup enterprises in 2016



Source: Vietnam Chamber of Commerce and Industry (VCCI)

The figure shows that the number of newly established enterprises is equal to the number of dissolved enterprises in Vietnam. In 2013, the number of new enterprises increased 10.1% and the number of dissolved enterprises increased 11.9% (compared to 2012). In 2014, the number of new enterprises decreased 2.7% while the number of dissolved enterprises increased 11.7%, compared to 2013 (VCCI survey, 2016). This number is a warning about the way of operating of Vietnam Startups. Many startups are tending to copy the products, services and business models which are available in the market. This contraries completely

to the conclusions about the intimate relationship between start-up and creativity that has been confirmed by many research.

3.2. SWOT analysis of Vietnam start-up in the context of Industry 4.0

3.2.1. Strengths

Firstly, the stable macroeconomic environment has had a positive impact on the development of the entrepreneurial movement in the context of Industry 4.0. Vietnam's macroeconomic environment is considered to be stable. This will be a factor to nurture the expectations and determination to start a business for people. This helps startup enterprises secure their investment in start-up. Government is ensuring macro stability actively through the development and effective implementation of macroeconomic policies. According to the World Economic Forum in 2016, Vietnam is considered a stable macroeconomy and Vietnam's National Competitiveness Index is 4.7 (Le Duy Binh, 2017). In 2017, the legal corridor to support innovative entrepreneurship has also been improved when Congress adopts Technology Transfer Law, Small and Medium Enterprise Support Law. In this laws, there are many new regulations that support creative start-up. The number of venture capital funds and individual investors is higher.

Secondly, the start-up movement received strong support from the Government, ministries and social organizations. At present, the start-up movement is developing strongly and spreading to individuals in communities in Vietnam. At the Young Entrepreneurship Forum in 2017, Vietnam is the top position in Start up Spirit Index in the world. A survey of Startup Spirit was carried out in 45 countries with 50,861 respondents was sponsored by the Amway Group, Technische Universitat Munchen (TUM) and GfK market research firm. According to this report, Vietnam is the second about Positive startup attitude. This will be a strength for Vietnamese start-up.

Thirdly, Vietnam is being considered as a potential market for enterprises, especially technology startups. The world is witness the transformation of businesses in digitalizing enterprises. In developed countries such as Singapore, more than 60% of total payment transactions are without cash. As reported by the Ministry of Planning and Investment, in 2017, Vietnam has nearly 210 websites with operation related to e-commerce. E-commerce turnover in 2017 reached about 2.08 billions USD with 20% growth rate per year. The revenue of Vietnam's online advertising market in 2017 is about 76 millions USD, 36% of the total online advertising revenue were made through mobile phones. Specially, Vietnam has a very high rate of using smart phones, it is at over 80% in big cities and over 60% in rural areas. This is the initial basis for enterprises to take advantages and give solutions to encourage people increasing the demand for products. These figures show that digital consumption is driving business to transform digital models. This is a great opportunity for startups if they know how to fill the market gap for development in the context of Industry 4.0.

3.2.2. Weakness

Firstly, the legal system and administrative barriers. Government Resolution No.19 and Government Resolution No.35 are stepping up reforms in Vietnam's business environment. Reforms in many sectors continue to take place. However, the moves are slow and do not meet the startup's expectations. There are still many buracratic administrative procedures, hidden fees in the regulations, complicated procedures that make business environment unfavorable for startups. In addition, there are still many barriers in terms of business conditions, licenses, withdrawing capital... This makes investors reluctant to invest in Vietnam. According to statistics in 2016, the total investment in startups in Southeast Asia is about 1.5 billions USD. However, this figure in Vietnam is less than 100 million USD. 80% of the money is invested in Indonesia

and Singapore because of their supporting startup policies and attracting capital policies (Luu Gia Binh, 2017). In the next time, it is necessary to construct a suitable legal barrier and start-up ecosystem to support startups in the new context.

Secondly, the start-up education system. Start-up education is not focused properly. The two major constraints of the current education system are: Start-up education in universities has not paid much attention; training programs on start-up are not unrealistic, lack of practicality. Many students do not have opportunities to meet successful entrepreneurs when the students were in school to learn and share. Therefore, they can not find the right path for themselves.

Thirdly, the start-up's weakness

- The biggest barrier is English language. Many potential foreign investors have difficulty in communicating and understanding products and services of startup. Vietnam Startups are losing their opportunities to foreign startups due to poor English ability, inconfidence in communicating in foreign languages. In the context of regional and world integration, Industry 4.0 links nations closer together, this lack of basic skills is reduce the chances of accessing foreign investors and thus, reducing their competitiveness.

- Start-up enterprises are lack and weak about basic knowledge and legal knowledge. This is a hindrance to the success of startups. They are not good at financial knowledge while investors need a realistic business potential to make decisions on their investment. They are not good at legal knowledge so they are entangled in many issues such as lack of consideration of the type of company when established, no protection of intellectual property.

- Most of startups are in need of capital. The number of startups is increasing while the fund is dwindling. Besides, the investors also expect startup's development to a certain level and then put capital into so Start-up enterprises have to compete aggressively for capital.

- Enterprises have difficulty in branding. Many startups have new products, good quality, meet the need of consumers but they still have to close. Because the cost of marketing (television, radio, newspapers, radio, etc.) is very expensive. In addition, time and place restrictions affect negatively the choice of target customers, gather feedback, in-store survey.

3.2.3. Opportunities for Vietnam startups

In the context of Industry 4.0, Vietnam has achieved initial success in start-up and has a younger and more active star-tup generation. In addition to the advantage of technology boom, market opening, open management thinking, this startup generation also has the advantage of market when Vietnam opened widely into the world economy through a series of trade agreement from Asia to Europe. And they have more opportunities when the Internet, Smartphone booms in with the development of e-commerce. There are many successful startups such as Flappy Bird, Foody.vn, Haravan, Fibo... This has made Vietnam a bright spot in the technology start-up movement. Vietnam is a potential market for digital startup businesses. As reported by Vibiz, up to 2017, Vietnam has nearly 210 websites with content related to e-commerce. E-commerce retail sales in 2017 reached about 2.08 billions USD with the growth rate about 20% per year. The report also said that the revenue of Vietnam's online advertising market in 2017 is about \$ 76 million, in which 36% of online advertising market revenue is generated via mobile phones. These figures show that digital consumption is driving the business to convert digital models. This is also a great opportunity for startups if you know how to grasp the market needs to grow. Thus, the main opportunity of startups is

to grasp the market's need to deploy the business plan. Vietnam has a very high penetration rate of smart phones, 80% in big cities and over 60% in rural areas. However, this is only the initial basic, the important thing is that businesses need to take this advantage, offer solutions to encourage people to increase the demand for their products.

3.2.4. Challenges for Vietnam startups

According to the general assessment, the startup is still facing many difficulties. Because most of startups are often young, the financial resources are not many, the staff are not professional. Therefore, startups businesses are confused in the knowledge of administrative procedures, legal ... So Vietnamese market has very favorable opportunities for startups, but it is also difficult to orient, share practical experience from successful domestic and foreign startup companies. In other words, encouraging start-up spirit needs for more specific guidance and support such as: Offer ideas or projects to support capital, navigate young people to do and enable them to try their best. Thus, in the context of Industry 4.0, the biggest challenge for Vietnam to encourage startups is establishing a start-up ecosystem. At present, among these institutions, the government has a great influence on the development of start-up ecosystem.

Over the past 10 years, the Vietnamese government has made an effort to upgrade the the start-up ecosystem. For example, the launching of R & D form of public and private organizations, such as the National Science and Technology Development Fund (NAFOSTED) or the National Technological Innovation Fund (NATIF). This contributes to form of new businesses that might be applied research results. However, the development of the start-up ecosystem in Vietnam is still facing many difficulties. Firstly, the legal acts still refer mainly to enterprises in general, while regulations for startups (especially creative start-up) are quite poor absent. For example, venture capital funds - a new investment form in Vietnam do not have specific legal regulations. In addition, the legal mechanisms for recognizing the monetary value of intangible assets in a capital contribution, the mortgage loans or the protection of intellectual property rights for startups should be more specific.

Another sector which the government needs to pay attention to developing a startup ecosystem is start-up's finance. Most of start-up businesses have difficulty in accessing loan because the procedure is too complicated or they do not know bank's requirement clearly. According to the VCCI and USAID provincial survey on enterprise's competitiveness index conducted during the last 11 years shows that accessing to capital is always a top problem for startups. According to the results of the PCI survey in 2015, 35% of new startups which established within 3 years have loans from banks, while this figure for enterprises with the establishment time of more than 3 years is 53%. At the same time, the role of local governments for promoting start-up ecosystems also needs to be improved. At present, many local authorities do not have policies to improve the business environment to create favorable conditions for small and medium enterprises. Therefore, in order to build a good start-up ecosystem, local authorities must also take part and have detailed solutions with experts and the entrepreneurial community.

4. SOME SOLUTIONS TO ACCELERATE VIETNAM'S START-UP IN THE CONTEXT OF INDUSTRY 4.0

First, promote Industry 4.0 and increase the access to science and technology of startups.

This Industry is characterized by a combination of technologies that blur the boundaries between physics, digitization and biology. This is a trend that combines real and virtual systems, Internet of Thing (IoT) and Internet connection systems (IoS). Industry 4.0 is not only about the machines, intelligent systems and connection, but also it has a much broader scope. At the same time, there are waves of further

breakthroughs in different areas from gene sequence coding to nanotechnology, from renewable energy to quantum computing. Industrial 4.0 is the fusion of these technologies and their interaction in the fields of physics, digital and biology.

Second, focus on start-up education.

Human resource quality is one of the key elements of startups. Therefore, we need to focus to the start-up programs in tertiary education. Training programs should be consistent with the startup content, ensure the specificity and system. It should provides students with the knowledge of corporate governance and other soft skills to develop their startup ideas after graduation. Universities and training institutions need to re-evaluate the effectiveness of current curricula related to startups, including assessments based on student's feedback. Schools should organize events that invite business leaders, experts to talk to students, or even invite them to participate directly in teaching students, instruct students to participate their projects.

Third, build an suitable ecosystem and supportive start-up institutions.

The start-ups ecosystem includes the participation of various stakeholders and institutions. It implements three functional groups: (i) start-up functions (such as newly established startups), (ii) support functions (eg, government, universities, research institutes, expert advisors); and (iii) investment functions (via venture capital funds, angel investors, business promotion organizations). The interaction between stakeholders in the start-up ecosystem is extremely important to the development of startups. In these institutions, the government has a great influence on the development of start-up ecosystem. The government needs to review add regulations for startups support. We need display venture capital funds and have specific legal regulations for the fund to operate effectively. We need to enact the Law on Small Business Support, legal mechanisms for recognizing the monetary value of intangible assets in the capital contribution to establish the company, the mortgage loans or to protect intellectual property rights. It should be more specific regulation for start-up businesses.

Fourth, improve the financial accessibility of start-up enterprises, improve competitive power of start-up enterprises.

Establish channels to provide financial funds for start-ups such as loans from families, commercial banks, private equity or through angel investment funds and venture capital funds. Create mechanisms for start-up enterprises to prove easily the conditions to access these investment funds. In addition, the government should focus to financing of start-ups. Most of startups find difficulty in accessing bank credit due to complicated procedures or lack of collater which was required by the bank. Therefore, it is necessary to review the procedure of bank loan, make it easier for startups to access business capital.

Fifth, maintain a stable macroeconomic environment, guarantee the business freedom for startups.

A stable macroeconomic environment will nurture the expectations and determination of the people to start a business. This requires the government to formulate and implement effective macroeconomic policies that can manage the economy in a tactful and careful manner to help the economy not to fall into instability. It is difficult to imagine that the enthusiasm of the people, of young people will remain in an economy with high inflation rate, the bank interest rate is higher than the average profit, high rate public debt, unstable exchange rate and high budget deficits. The stability of the macroeconomy makes startups believe in the long-term future and be reluctant bet bigger in that future.

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TRANSFER PRICING CONTROL AND THE PROBLEMS POSED IN THE FUTURE

Nguyen Thi Thuong Huyen*- Mai Thi Van Anh**

ABSTRACT: *Click here and insert your abstract text. Please provide an abstract of 150 to 250 words*

In today's globalized world, transfer pricing is a common practice that has negative impacts on all economies regardless of size and level of development, and becomes problematic for every country in the world in state management of the tax domain. A few decades ago, in Vietnam "transfer pricing" was still a new concept, now it is a popular activity not only for FDI enterprises but also in the domestic enterprises (or This is also called domestic transfer pricing). The purpose of the transfer pricing is to minimize the obligation to pay taxes within the enterprises, businesses to maximize profits based on preferential policies or tax differences between regions and countries. The progression of international integration promotes the rapid development of nations, but also presents new challenges, especially the fight against budget deficits. Transfer pricing is not only a form of large budget deficits but also distorts the business environment, creating inequitable competition among economic actors and containing many other risks.

Keywords: *transfer pricing; state management; tax policy; budget deficits.*

1. ABSTRACT

In today's globalized world, transfer pricing is a common practice that has negative impacts on all economies regardless of size and level of development, and becomes problematic for every country in the world in state management of the tax domain. A few decades ago, in Vietnam "transfer pricing" was still a new concept, now it is a popular activity not only for FDI enterprises but also in the domestic enterprises (or This is also called domestic transfer pricing). The purpose of the transfer pricing is to minimize the obligation to pay taxes within the enterprises, businesses to maximize profits based on preferential policies or tax differences between regions and countries. The progression of international integration promotes the rapid development of nations, but also presents new challenges, especially the fight against budget deficits. Transfer pricing is not only a form of large budget deficits but also distorts the business environment, creating inequitable competition among economic actors and containing many other risks. To minimize taxes, companies will transfer prices in the following forms:

- Transfer the price into the value of investment assets, in other words unifying the price of assets contributing capital above the market price in order to reduce the obligation to pay taxes in the future;
- Transfer price hidden in income: There are transactions which don't apply the market price in order to reduce tax obligations;
- Multidimensional transfer pricing: This is the type of which companies that deal with transactions which are not at market price to artificially illimate each other's finances and tax losses.

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- Transfer pricing through other forms of trade: This is the most common form of transfer pricing that requires effective measures to increase revenue for the budget avoiding tax losses due to transfer pricing.

Vietnam has made great efforts to develop and promulgate a number of policies and guidelines to establish and gradually complete the legal framework for anti-price transfer, anti-state budget revenue loss, conduct certain legal basis for the operation of the tax department in the fight against transfer pricing by enterprises. However, the legal framework on anti-price transfer in Vietnam is still lack of synchronous, unopposed holes, low effectiveness. The practice of transfer pricing law is ineffective, the validity is not high. To minimize the impact of transfer pricing that has been occurring and to ensure the commitment of the Government of Vietnam to an open, healthy, transparent and fair business environment for the success of every business. and to avoid losing State resources, it is necessary to clarify the role of the State management agencies in the control and anti-price transfer.

In the context of international economic integration, with the difference in tax rates and preferential tariffs among countries, the issue of transfer pricing avoids tax not only in Vietnam but also in many countries. In the world, including developed countries, this is a hot issue and is being discussed at many international conferences such as the G8, the G20, the International Tax Forum ... for decades.

According to international practice, price transfer is understood as the implementation of price policy for goods and services transferred among group members across the border not at market prices in order to minimize the payable tax amount. , maximizing the profitability of multinational companies across the globe. To do this, multinationals often take advantage of differences in tax policies between countries / territories and take advantage of tax incentives of countries / regions and regions to build and enforce a policy of internal transaction prices within the corporation. Accordingly, transfer prices among members within a corporation can be set at a high or low (relative to market price) to transfer profits to the place where they wish to pay taxes (usually where the tax is low level or where they are entitled to tax incentives).

Price transferring only makes sense for transactions made between affiliated entities (affiliates). The basis for determining the linkage between entities is the control, management, operation or capital contribution. These are the determinants of affect, the harmony of the interests of the subject. On this basis, affiliates can be formed in the same country or in different countries. Therefore, in principle, the transfer does not only take place in international transactions but also in domestic transactions. In practice, however, price transfer is often focused on international transactions due to differences in tax policy among nations. For countries where tax incentives are available, domestic parties may benefit from preferential treatment and exemption by transferring income from non-preferential business to the associated party. Preferential treatment or transfer of income from the less privileged enterprise to the related enterprise is entitled to higher incentives. Thus, although most countries now only regulate transfer pricing for international transactions, a few countries (China, Vietnam, India) apply the transfer pricing rules with both domestic transactions to ensure equality in the performance of tax obligations, equality of interests and create a healthy competitive environment.

In Vietnam, transfer pricing of affiliated companies is a potential risk to the domestic economy when it leads to unequal competition and causes tax losses to the state budget. Determining the reasonable transfer price (transfer price) in order to resolve the conflict of interests between the enterprise and the tax authority in determining the amount of enterprise income tax to be paid annually. The determination of the transfer price also aims to clarify the taxation rights of a country or territory with income streams arising in the course of business of affiliated companies. Restrictions on transfer pricing require a separate legal framework. The

tax administration policy of transfer pricing should complement legal documents that provide the basis for proper regulation of transfer pricing in line with international practices.

1. LEGAL FRAMEWORK ON TRANSFER PRICING

The Ministry of Finance has internalized international regulations and practices such as the Organization for Economic Co-operation and Transparency (OECD), proposed erosion control and profit transfer (BEPS), The GATT Customs Valuation Agreement, ... in the legal framework on anti-price transfer in the Decrees and Circulars guiding the implementation, particularly:

In addition to the circular issued in previous years, the year 2017 marked a major turning point in the regulation on determining the market price in related transaction (GDLK) in Vietnam. The Government has assigned the Ministry of Finance to present tax reform programs and to update current tax regulations, taking into account action plans against erosion of the tax base and the transfer of profits abroad (“BEPS”) as recommended by the Organization for Economic Co-operation and Development (OECD). Since July 2013, the OECD has enacted 15 action plans to combat erosion of tax bases and offshore profit transfers (“BEPS”), validated by G20 nations, to identify and limit positive taxation and modernization of the international tax system. In particular, Action Plan 13, issued on 5 October 2015, provides a three-tiered approach to developing related transaction pricing records, along with an implementation plan which aim to suggest Tax authorities in countries around the world in the management of enterprises carrying out related transaction. Many countries have adopted or are willing to apply changes in the international tax system based on OECD recommendations.

In that context, on February 24, 2017, the Government issued Decree 20/2017 / ND-CP regulating tax administration for enterprises with related transaction (“Decree 20”) and Circular 41/2017 / TT-BTC (“Circular 41”) guiding the implementation of a number of articles of Decree 20 effective from 1 May 2017. This is the first time in more than 10 years that the management of transfer pricing has been upgraded from Circular level to Decree level, reflecting the Government of Vietnam’s interest, as well as the demand for the coordination of all line ministries in the management of transfer pricing.

Decree 20 considered BEPS action programs, including Action 4 - Eliminate erosion of tax base by deducting interest and other financial payments; Action No. 8 - Ensure the transfer price allocation matching the value created - Intangible assets; Action 9 - Ensure distribution of transfer prices in line with value created - Risk and capital; Action 10 - Ensure distribution of transfer price in line with value created - High risk transactions; and act No. 13 - Revising the valuation records of the related transaction price.

On the other hand, these documents provide for “anti-price” measures to be taken by the tax administration to adjust rates or rate of return for cases through inspections. Detect unreasonable price or profit margins in business transactions between affiliated or predetermined companies. The approach to the problem of transfer pricing has made certain changes, moving from a tendency “against” transfer pricing to the propensity accepted as objective phenomena of integration issues of international economic and change. The term “measure against price transfer” to “measures to determine market prices in transactions between affiliated enterprises”. Along with the integration of the international economy, the management of related transaction policies is increasingly improved and modified to suit the business practices of business and management practices of the Government. With the trend to apply the mechanism of self-assessment and self-payment of taxes, the valuation related transaction have shifted from management measures of the tax administration to the obligations of self-declaration and self-determination of the taxpayer. Taxpayers

involved in joint transactions shall themselves determine market prices and declare and adjust taxable incomes at market prices when finalizing enterprise income tax.

In other words, the legal framework for associated transactions is now more specific, transparent, detailed and complete, and more in line with international norms, as well as clear responsibilities, the compliance obligations of businesses related to transfer prices change significantly, stipulates regulations on coordination between the authorities concerned with the tax authorities in the fight against transfer pricing, especially the coordination of diplomatic missions of Vietnam abroad.

3. DATABASE FOR TRANSFER PRICING CONTROL

Agency Tax administration has been gradually building a database of business does not arise affiliation (now independent) to service inspection transfer prices for industries with high risk which can abuse the transfer pricing, avoid corporate income tax (CIT) such as garment, footwear, beverage production, fish feed production, electronic components production ... In addition, the tax authorities are also researching the trial The commercial database of some international organizations such as Beure van Dijk, Thomson Reuter. After the end of the trial, the review, evaluation and proposal for a commercial database will be considered on the basis of the cost and efficiency of this commercial databases. In addition, the customs data system seems to be more complete, for example, the GTT02 tariff data system, which regularly publishes the risk management list attached to the price as the basis for reference, reject the declared value of the business which is not accurate. The regulations on coordination of data supply and information between related agencies and the customs law also fully regulate the function of buying information, investigation ...

From these advantages, in the period from the year 2015-2017 was initially obtained positive results, in particular¹:

As of December 31, 2017, about 600,000 enterprises are operating. Of which, 4,720 businesses have related transactions.

- In terms of turnover, the number of enterprises with turnover threshold > VND 2,000 billion is 240 (accounting for 5.08%); Turnover from VND 1,000 - 2,000 billion was 233 enterprises (accounted for 4.94%); from VND500 - 1,000 billion, 303 enterprises (accounting for 6.42%); from VND110 - 500 billion are 1,179 enterprises (accounting for 24.98%); From 0 to 100 billion dong, there are 2,339 enterprises (accounting for 49.56%), from 0-5 billion dong (908 enterprises) (accounting for 19.24%) (about 5 enterprises accounted for 0,11% has negative turnover, this might be the system error or incorrect declaration by the enterprise).

- On the results of production, the number of business with profits equal 0 is 210 businesses (representing 4.45%); the number of profitable business is 2,809 businesses (representing 59.5%) and the number of enterprises suffering losses is 1,684 (representing 35.7%).

- In 2015, the inspection and examination of 4,751 enterprises have suffered losses, signs of transfer of prices and enterprises engaged in related transactions, reducing losses of 10,050.17 billion; Collection, retrieval and fines of VND 1,062.74 billion; Deduction is VND 302.91 billion; the tax amount paid to the state budget is VND 887.74 billion.

- In 2016, the tax authorities inspected 84,472 businesses, found 329 enterprises have related transactions, tax authorities at all levels have collected, retrieved and fined 607.52 billion, reducing losses VND 5.612,21 billion, retrospective collection of VND 17,164 billion.

¹ Source: General Department of Taxation

- In 2017, the tax authorities at all levels have conducted inspection and examination of 734 enterprises has related transaction activities; collection, retrieval and fine of VND 2.270,58 billion; a loss of VND 7.416,54 billion; increased taxable income of VND 4.134,73 billion.¹ The tax audit is expected to be stronger in the coming years, aiming to achieve fiscal targets to reduce the budget deficit to acceptable levels (3.5% of GDP by 2020 according to the National Financial Plan approved by the National Assembly under Resolution No. 25/2016/QH14).

- The application of price determination method to adjust associated transaction prices for enterprises is as follows: 13 enterprises applying the comparison method of independent transaction prices; 45 enterprises applied the resale price method; 06 enterprises apply cost plus method; 40 enterprises applied the profit comparison method; 02 enterprises applied two methods (each applied a different method), 20 enterprises applied the integrated measure.

However, the results are not satisfactory in comparison with the difficulties in the future. The question that always comes to the tax administration is how can we effectively combat the transfer of prices of foreign invested enterprises in Vietnam while their operations increasingly sophisticated. The most recent example is a series of companies like Coca Cola, Grab, The state budget lost hundreds of billions of VND. According to statistics, in December 2017, about 50% of FDI enterprises declared losses, many of which suffered losses in consecutive years. Nearly 60% of 3,500 FDI enterprises in Ho Chi Minh City. In Lam Dong, there are 104/111 FDI enterprises and 50% of FDI enterprises in Binh Duong province regularly declare losses, report losses through many periods or the rate of return on revenue is extremely low. However, these companies have been continuously expanding their production scale, promoting advertising and developing markets, in particular²:

Grab: From 2015 up to now, Grab reported financial losses, in which, Grab has legal capital more than 20 billion VND but accumulated losses of nearly 1000 billion VND.

Coca Cola to March 12/2017 has reported losses of more than VND 4,000 billion, surpassing the 3,500 billion VND charter capital where Coca-Cola has invested in Vietnam. According to statistics from the Tax Department of Ho Chi Minh City, Coca revenue within 3 years from 2014-2017 had increased from VND 2,500 billion turnover to over VND 3,000 billion.

Metro Cash & Carry after over 10 years of operation in Vietnam, has been collected nearly VND 600 billion...

Hualon Corporation Vietnam. This is a 100% foreign invested company from Malaysia, Taiwan - British Virgin Island specializing in producing yarns and weaving fabrics. During nearly 20 years of operation in Vietnam, Hualon continuously reported losses. By the end of 2010, the company's accumulated losses reached over VND1 trillion and Hualon had never paid corporate income tax. Despite the losses, the company is still expanding production. Through inspection, the General Department of Taxation has forced the company to reduce all losses. In which, cut loss of the hole of the stage of the 2006-2009 to VND 621,1 billion, move the loss of the period prior 2006 to the 2006-2009 period and continue to move the loss of VND 335,2 billion to the 2010 period. As a result, Hualon has a large profit and total retained earnings of VND78.1 billion. After inspecting in 2014, the General Department of Taxation requested Metro to adjust losses, deductions and tax arrears totaling VND 507 billion³.

¹ Statistics, General Department of Customs, [https://www.customs.gov.vn/Lists/ThongKeHaiQuan/ViewDetails.aspx?ID=1038&Category=Phân tích định kỳ&Group=Phân tích](https://www.customs.gov.vn/Lists/ThongKeHaiQuan/ViewDetails.aspx?ID=1038&Category=Phân%20tích%20định%20kỳ&Group=Phân%20tích)

The transfer of prices of FDI enterprises is expressed in the form of raising the input price such as the value of investment in equipment, materials, tools and tools and reduce the output price, of FDI enterprises in consecutive losses; Create “unreal value” for fixed assets, increase the depreciation rate into expenses, distorting total FDI when disbursing. Acts of transfer pricing and focus on industries that Vietnam has advantages compared to other countries in the region and the world that the industry uses more labor, such as textiles, footwear, manufacturing electronic components...in particular, textile and garment industry is 404 enterprises (accounting for 8.56%), electronics manufacturing sector is 211 enterprises (4.47%), plastic products industry is 210 enterprises (4.45%), footwear industry is 146 enterprises (accounting for 3.09%) ...¹

The way of doing business of FDI enterprises makes the market capital goods and domestic consumption market subject to high prices unreasonable. On the other hand, high import prices due to price transfer have eliminated the price advantage from import activities, making the price of artificially high, as a result the prices of many goods and services in Vietnam are much higher than those of other countries in the region, limiting the competitiveness of Vietnamese enterprises and foreign enterprises in the region, creating an unfair competition market between businesses. Because of the advantage of abundant investment capital, multinational companies easily take over the local companies through aggressive advertising and promotional campaigns leading to market manipulation. Domestic companies do not have enough financial resources to compete, so they gradually weaken and can go bankrupt, change their industries and products, while multinational companies gradually manipulate the domestic market, take the advantage of monopoly pricing.

The inevitable consequence of price transfer to the macro economy receiving investment is that the macroeconomic policy-making process is in trouble, and the domestic industry is slow to develop, especially causing damage to domestic consumer, the economy of the receiving country gradually depends on and is dominated by other countries.

Consequently, the transfer pricing of FDI enterprises creates many negative impacts on the national investment market such as reducing tax obligations on the State, changing the structure of trade transactions, false misleading capital cost in the distribution of benefits, creating the ability to dominate, win market share as well as takeover partner at the lowest cost.

4. CAUSES

First, the legal framework against transfer pricing in Vietnam is not complete. At the level of legal documents, regulations on transfer pricing and anti-price transfer is not really complete and clear. At the law level, only Clause e of Article 37 of the Law on Tax Administration stipulates that a relevant content can be used as the basis for combating price transfer. In addition, the provisions on transfer pricing have just stopped at the circular level and recently the decree level, thus it doesn't have high legal effect, causing difficulties for the implementation process. There are no clear regulations on state budget expenditures for anti-price transfer (expenses for buying information, investigating costs, verification ...); there is no coordination mechanism between relevant agencies (police, economic counselors) to help the tax division collect information for anti-price transfer activities; no specialized agency transfer pricing at the central level in order to direct the work smoothly transfer pricing at the national level and the direct handling of information issues at the international level; there is no tax investigation function, the current coordination mechanism does not allow this agency to conduct investigations and deal with complex and wide-ranging violations involving partner outside of Vietnamese territory.

¹ Assessment Report of the General Department of Taxation in 2016

Second, the database system has not built up a data system adequate information on taxpayers in general and in service activities in transfer pricing in specific, and there are no diversified and up-to-date sources of information from state management agencies and other sources of information, there are no specialized unit is equipped with the knowledge and capacity to investigate and collect information for tax inspection activities in general, and against the transfer pricing in particular at the national level, and directly address information issues at the international level.

Currently, the authorities (such as the tax authorities, financial agency pricing, statistics, auditing agencies, customs) hardly built up a database of transactions between independent companies and affiliated companies. Therefore, when evaluating an internal sale transaction, functional agencies find it difficult to find reference prices to compare and impose real transactions, especially difficult when dealing with oversea affiliates and services with specific nature.

There are not enough data information of independent auditors as the basis for determining the market price, specifically:

From the perspective of the taxpayer, in the implementation process and problems encountered great difficulty in finding comparable data information by the information publicly available is very limited. The size of the stock market in Vietnam is small, the number of listed companies on the stock exchange is not much, so it is often necessary to use the commercial database at a very high cost. This sometimes causes the cost of compliance to exceed the financial capacity of the business, especially the microenterprise.

From the perspective of the tax administration, in fact, during the inspection of transfer prices in enterprises, the tax agency use the internal database of the tax department (the data of the independent enterprises shall report according to the prescribed regime and send it to the tax office) to use as a basis for fixing the taxable income of the enterprise. When conducting the inspection, the inspection team wants to publicly disclose the enterprise name and business results data as evidence and on the basis of convincing the enterprise, but it must stipulate the responsibility of the tax agency to keep confidential information of taxpayers in accordance with the Law on Tax Administration. Commercial databases (purchased from companies with trading functions) have not yet purchased and there is no survey on these database sources. From the perspective of customs, although the database system is complete, however, when comparing the price data declared by the enterprise with the price database collected by the customs authorities, there is still a big difference, enterprises with associate transactions often report higher import prices of 10-15%¹ compared to normal trading enterprises, often listed as risky and need to manage.

Meanwhile, the full database and reliable with very positive influence to control the state of transfer pricing activities. The development of the current block chain facilitates the storage of large data as a basis for referencing and controlling the value of transfer in the market.

Third, there is not enough qualified human resources and facilities; tot yet established a good inspection department on transfer pricing; not regularly update knowledge and professional skills, foreign language and computer skills for tax officials and related industries such as customs and finance; inspection, post-inspection and price consultations have not been concentrated and promoted, especially with enterprises showing signs of transfer of prices, such as foreign enterprises with many member companies; Enterprises are enjoying many tax incentives; enterprises have a large capital structure and export and import activities make up a high proportion; enterprises have been restructured and able to take advantage of transfer pricing to avoid tax ...

¹ Source: General Department of Customs

Fourthly, coordination among state management agencies has not been paid due attention due to lack of specific regulations on coordinating responsibilities of each agency. Especially, when the tax office does not have the function of investigating taxes, the current coordination mechanism does not allow this agency to conduct investigations and deal with complex and wide-ranging violations which related to partners outside the territory of Vietnam.

5. THE PROBLEMS OF TRANSFER PRICING CONTROL IN THE NEW SITUATION

First, the need to complete the legal framework.

Although the Ministry of Finance is drafting a law amending the tax laws, including the Enterprise Law, Value Added Tax Law, Special Consumption Tax Law, Natural Resource Tax Law and Tax Administration Law (amended plans to add a new chapter on e-transactions to improve the regulations on tax administration for enterprises with associated transactions to prevent transfer pricing, (ii) There are specific legal regulations on State budget expenditures for activities of examining, inspecting and controlling transfer pricing; Improve regulations on coordination between the authorities concerned with the tax authorities in the control of transfer pricing, particularly the coordination of the diplomatic missions of Vietnam abroad.

However, in the long run, it is necessary to develop a separate law on transfer pricing, which should specify the contents of the tax investigation, which may in the short term only assign the right to investigate the tax authority at the General Department level, when the tax officials trained and fostered to meet the requirements of the investigating function may extend the investigation authority to the provincial tax authority. The assignment of the right to investigate not only helps the tax authorities have good conditions for transfer pricing control but also facilitates the effective administration of taxation in general. This is the most important legal basis for anti-transfer pricing, not only has implications for the management of enterprise income tax, but also related to the management of value-added tax, special consumption tax, ... and amendment of legislation such as: Investment Law, Commercial Law, Competition Law, Civil Law, Foreign Trade Control Law ... Currently, there are many countries in the world have laws on transfer pricing and the national council on managing transfer pricing to prevent transfer pricing behavior. In Southeast Asia, a number of countries have developed and implemented the Anti-Transfer Law for many years (Malaysia, Thailand, Indonesia ...)¹.

Secondly, it is necessary to have budget to build a database in order to effectively combat the transfer pricing. A database is a very important factor in whether or not a successful anti-price transferring investigation. Therefore, every tax office must build, update, exchange, collect, buy information ... to get a database of transfer prices in full and updated. In general, every country has to invest financially, time and human resources satisfactorily for the task of building a database that attracts foreign investment by what is the right of the nations.

In recent times, many countries have signed several agreements with bilateral or multilateral exchange of information on the implementation of the tax liability of a taxpayer in the country of residence. This information will allow countries to obtain official data on transaction prices as a basis for taxation in countries around the world. Official data from countries and from transfer pricing controllers will be compared, screened, analyzed and processed to be officially recognized as official databases in order to measure for identifying transactions between bonded parties is transfer pricing. This database is updated continuously with the cycle of every sixth month to ensure the aptness of the market. This facility may,

¹ Experience of some ASEAN countries

in some cases, be an open source data source for any referral without regard to the business secrets of the controlled entities or collected to form a database. Therefore, the data that is open source for reference may be average values processed without specificity to ensure the confidentiality of the data sources provided except to the extent that they are used to adjust for specific cases involved.

For Vietnam, it is necessary to design a database structure for transfer pricing control of enterprises, specifically: Financial report data; Data on the transaction price of the goods or services, including intangible goods and specific services such as copyright; securities, interests, transfer of land use rights; Other relevant data such as: Attachment to associated transaction information, publicly disclosed data, indictment, investigation information, press information ... In addition, the requirements for an enterprise data transfer pricing control database must be adequate, accurate, convenient, speedy, flexible, timely, and easy to extract in common forms such as Excel file, Word file.... Organizing the collection of information for the enterprise's information on transfer pricing (functions, apparatus, procedures, financial mechanism, coordination mechanism in collecting information). At the same time, manage and exploit information database to control the transfer pricing of enterprises (regulations, methods in the confidentiality of information, data, in the exploitation of information and data and in the handling of violations against database extraction).

Therefore, in the future, it is necessary to intensify and expand international cooperation with foreign tax administration agencies in order to exchange and collect necessary information for evaluating transactions with foreign affiliates.

Thirdly, to have a team of expertise with in depth experience, we need to learn from the experiences of other countries, actively participate in the programs of action of international organizations.

Rather than being a place for transnational firms to transact, Vietnam should actively participate in the BEPS Action Program; attend economic forums on anti-price transfer and tax fraud prevention to coordinate information exchange with tax authorities in countries around the world. In line with the legal framework on transfer pricing in a transparent, consistent international practice, it is necessary to promote propaganda to raise awareness of taxpayers in compliance with tax law.

Due to the phenomenon of transfer pricing has been relatively widespread and increasingly sophisticated and harder to detect, the tax department needs to prepare additional force tax officers whom in capable of professional, using foreign language and informatics work of tax administration for transfer pricing activities at all levels; provide more trainings for this team on transfer pricing management skills, including practical exercises linked to reality, opening specialized training courses, equipping them with knowledge on sectoral economics, skill training informatics, foreign languages; organizing conferences and seminars for tax departments to exchange experiences in tax administration for transfer activities; organizing the survey, learning experiences of inspecting and examining transfer prices in countries that have gained a lot of success in tax administration for transfer activities. Advanced the automated information system in tax declaration. The information system on taxpayers should be supplemented with important supporting information and application development in order to serve the risk analysis and inspection of transfer prices. In addition to the separate database of the tax department, the tax authorities coordinate with the concerned agencies to build a common database, which allows enterprises to access and collect information for the construction of the transfer pricing document, provided to the tax office upon request. The economic management agencies of Vietnam, particularly the tax and customs agencies need to exchange experience with other countries. It is important to coordinate with the regulators to take action against the transfer pricing actions that MNCs cause to adversely affect the economies of other countries.

Fourth, the need to understand the business results of the enterprise.

Urgently review the FDI, the economic group of multi-national enterprises, multi-field to identify the focal business is the associated parties, as a basis for planning, identify the necessary to conduct tests and inspections synchronized, focused, according to the content of key thematic requirements of transfer pricing, sorting FDI to research the basic criteria, such as: Profits, business losses, state budget remittances, preferential policies being enjoyed, capital size, land area being occupied, labor force, investment situation ... Prioritize pre-reviews for businesses that have suffered losses for years or no revenue; enterprises have losses but continue to invest in expanding business scale; carry out performance analysis and compare with domestic enterprises of the same size and position to work out the proposal and propose to be included in the inspection and examination.

Fifth, there should be multi-dimensional information, support from various sources to improve the legal system.

Regulators such as the Ministry of Planning and Investment, the Ministry of Industry and Trade, the Ministry of Justice and business associations to identify inadequate legal and tax regulations on market management, penalties for administrative violations, etc., to indicate obstacles and difficulties of anti-price transfer work that need to be corrected in the long run; at the same time, concrete measures within the framework of the current law can be implemented immediately, the examination and inspection of transfer pricing, clarify of the coordination between the administrators State management in relevant areas in price transfer control. On the basis of the Double Taxation Avoidance Agreements and tax evasion prevention assistance signed with other countries, it is necessary to develop a process of coordination and assistance to deal with taxation, foreign affairs, Planning and Investing in Investigation of Transfer Pricing, Dispute Resolution, Price Fraud ...

Vietnam is calling for foreign investment; many foreign companies have opened branches operating in our country. In contrast, many Vietnamese businesses have opened branches overseas. These companies choose transfer pricing based on which is a matter of concern, because they not only affect the interests of enterprises, but also affect the national interest. Through the experience of some ASEAN countries to draw useful lessons when applying into practice the legal framework, soon build anti-transfer pricing law and business environment in Vietnam in the management and anti-price transfer. At the same time, application of practical experience, OECD methodologies are accepted such as the method of comparing free market prices, the method based on the selling price, the cost plus cost method, method of profit distribution, method of profit from trading. It is necessary to have measures and remedies strong enough to handle acts of transferring or evading taxes. The law of the countries in other region provides for strong measures and remedies for transfer pricing, such as Singapore, which stipulates that the overall penalty for tax violations is between 100% and 400% of the tax pay; Indonesia applies a penalty of 2% to 48% per month on the amount of tax paid due to fraudulent transfer; Malaysia specifies that the level of taxation varies between 100-300% of the tax found fraudulent, and discloses the identity of the transferees.

Sixth, a transfer pricing dispute resolution mechanism should be established.

The pricing control process is, of course, likely to lead to conflicts because it interferes with the process of creating the interests of state actors transferable (income) or related entity (loss of income). Such conflicts often arise from the decision to deal with the transfer pricing applicable to the transferor of the competent state authority. So when there is a dispute about the transfer, the plaintiff will be the subject of the transfer and the defendant will be the state management of the transfer.

The resolution of transfer pricing disputes by administrative mechanism and the mechanism by court proceedings. In some countries, separate tax court is set dedicated to reviewing tax cases. According to legal practice in Vietnam, in this case, proceedings under the jurisdiction of administrative courts. However, tax cases, especially those involving transfer pricing, are complex issues which require professionalism not only in law. In addition, taxes are a duty prescribed by the constitution, so that acts that do not comply with constitutional provisions are considered unconstitutional. Therefore, the adjudication of transfer cases is also based on the importance of the level of the infringement.

Seventh, the valuation method (APA) should be applied.

In order to limit transfer pricing and appropriation of funds, many countries have already implemented a prior agreement mechanism on price-fixing (APA) An effective measure for anti-transfer pricing management besides inspections. This is an agreement between tax authorities and taxpayers on the method of determining the transaction price, just trading enterprises under the agreed price, the tax department will be detected immediately.

APA is usually defined before the transaction between affiliates and is a form of three to five years commitment of the investor to the price as a basis for determination of tax obligations and the tax authority performs the role of the supervisor of the implementation of this commitment. APA has many benefits for enterprises as they will be more secure in terms of market price determination. There are two commonly used APAs, APA unilateral and APA bilateral. APA unilaterally is an agreement between the tax authorities and the business, providing assurance that the tax authorities will not inspect transactions that apply the methodology specified in the APA.

The bilateral APA is an agreement between tax authorities in different countries to fight price shifting because of global price movements, not just in one country. The bilateral APA will ensure that both parties pay the tax as both the tax authorities in the two countries agree to the agreed price in advance of the APA. However, bilateral APAs can only be applied to transactions between affiliated parties to taxpayers, tax authorities of countries and territories where Vietnam has signed the Avoidance of Double Taxation Agreement. There is another type of APA multilaterally between tax authorities and between many taxpayers. Multilateral APAs are complex but increasingly popular. If the APA is implemented, the tax office reduces the pressure of inspection and may use the data in the APA to conduct anti-transfer tariff inspection.

CONCLUSION

Over the past twenty years when the problems associated transaction was first mentioned, and more than ten years when the first text on the management of the transfer was made, today the construction corridor, the legal basis on transfer pricing has been raised to a new height as well as more in line with practical requirements as well as deeper integration with international practices. However, the new regulation also creates a heavy burden of compliance for businesses. In addition, restrictions on the management of transfer pricing and the implementation of other measures to manage transfer prices now result in a lack of transparency and less favorable business environment for businesses. To minimize the impact of transfer pricing activities have been taking place and ensure the commitment of the Government of Vietnam on an open business environment, healthy, transparent and fair for the success of every business and avoiding the loss of state resources, it is necessary to clarify the role of the State management agencies in the control and anti-price transfer and to develop a modern tax administration system. , effective, transparent, necessary to have the coordination and effective implementation of solutions from the enterprise.

On the other hand, with the rapid development of the “shared economy” and the Industrial Revolution 4.0, which directly affects the mode of production and distribution between economic entities, the price transfer is remain complex, sophisticate and incessant increase not only in FDI enterprises, but also in domestic enterprises posed no small challenge to the state management of transfer pricing. Therefore, the anti-price transfer must be studied and reviewed in a systematic and rigorous manner, thereby resulting in a more efficient and quality organization, thereby contributing to control strictly the transfer price of the enterprises, to combat the loss of state budget. The problems in the process of transfer pricing should be clarified from the legal issues to the objectives, content, scope, methodology and implementation to ensure effectiveness and efficiency.

Therefore, anti-price transfer work needs to be discussed and implemented in a formal, systematic manner, fully in line with its nature in order to improve the rule of law, strengthen the role of State management agencies leading to the state management of transfer pricing still many inadequacies and limitations.

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GREEN FDI AND SUSTAINABLE ECONOMIC DEVELOPMENT IN VIETNAM

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ABSTRACT: *After 30 years, foreign direct investment (FDI) has made significant contributions to the Vietnamese economy and become a critical source of funding for economic development. However, there has been increasing awareness of the drawbacks of FDI which does not always contribute to advancing sustainable economic development in host and home countries. Therefore, like many other countries, Vietnam is facing the difficult problem of how to attract and utilize efficiently FDI inflows while minimizing the negative impact of this investment. In efforts to achieve the sustainable development goals, the concept of “green FDI” and the role of FDI in promoting the transition to a sustainable economy have been concerned over the world. There are many questions about green FDI and its implications, opportunities and challenges that Vietnam faces in attracting FDI and moving towards sustainable development. The paper clarifies those issues and makes some recommendations to support Vietnam to efficiently and effectively attract and use green FDI in line with sustainable development objectives.*

Keywords: *FDI, green FDI, sustainable development, Vietnam*

The actual and potential role of FDI in achieving the transition to a low-carbon and sustainable world

1. INTRODUCTION

Over the last 30 years since the Foreign Investment Law was passed in 1987, the foreign direct investment (FDI) inflows into Vietnam has tended to rise over time, increasingly asserting an important role in achieving the objectives of real economic development in Vietnam. From a poor country, Vietnam has become a middle income country in the region, as well as one of the most attractive destinations for foreign capital. In the 12 months of 2017, the total registered capital of foreign investors reached US\$ 35.88 billion, presenting an increase of 44.4% over the same period of 2016.

According to data released by the Ministry of Planning and Investment, by the end of 2017, the country has 2,591 new projects licensed with a total registered capital of US\$ 21.27 billion, an increase of 42.3% over the same period of 2016. There are 1,188 projects registered to adjust investment capital with the total registered capital increased approximately US\$ 8.41 billion, up 49.2% over the same period of 2016 and 5,002 capital contribution, share purchase of the first with a total capital contribution of US\$ 6.19 billion, up 45.1% over the same period of 2016.

The statistics show that FDI continues to be significantly poured into Vietnam following efforts to improve the investment environment of the government of Vietnam as well as the opportunities created by Vietnam’s participation in Free Trade Agreements (FTAs), including the Vietnam-Korea FTA, the Vietnam-EU FTA, the Trans-Pacific Partnership Agreement (since March 1818) and the Comprehensive Partnership Agreement Transpacific Progress - CPTPP) ...

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However, in parallel with the fact that FDI projects have been increasingly implemented with the huge amount of capital in Vietnam, the issue of sustainable development is still concerned by the authorities and public opinion. FDI is one form of international finance flow that has played increasingly critical role in financing development, but also imposed significant social and environmental impacts, both potentially positive and negative. Therefore, efforts to clarify contributions of FDI, as well as to manage its activities and impacts, and to leverage it are essential contributors in the transition to a sustainable economy.

2. FUNDAMENTAL ISSUES OF FOREIGN DIRECT INVESTMENT (FDI)

2.1. Foreign direct investment (FDI) and the role of FDI in Vietnamese economic development

According to the OECD, FDI refers to an investment made by an individual or multinational enterprise of one country with the objective of establishing a lasting interest (ownership or controlling interest) in an enterprise located in another country. Generally, FDI includes a parent company's establishment of a foreign affiliate or one company's takeover of another company in a foreign country. It is a long-term investment with high stability, bringing both positive and negative impacts on Vietnamese economy.

In terms of benefits, *firstly*, FDI contributes significantly to capital needed for the socio – economic development. *Secondly*, FDI also contributes to economic restructuring. Over the years, FDI has played an important role in the growth of the economy in general and of the industry in particular, with the emergence of a range of factories and industrial zones. By the end of year 2017, foreign investors have invested in 19 out of 21 sectors in the national economic classification system, of which the processing and manufacturing industry sector accounts for the highest proportion with US \$ 186.1 billion, accounting for 58.4% of total investment.

Forthly, FDI contributes significantly to upgrading the export-import turnover, as that foreign investment might help boost export activities, thus increasing export value. According to statistics by the General Department of Customs, the value of goods exported by FDI enterprises in the first nine months of 2017 totalled US\$ 109.1 billion, leading to a sharp increase of 21.4% compared to the same period last year, and accounting for 70.7% of total export turnover of the country. FDI businesses have played an increasingly important role in the export of goods in Vietnam; and in particular, the groups of processed and assembled goods, including telephones of all kinds and accessories, computers, electronic products and components, textiles etc., have made a substantial contribution to the growth of export turnover. In 2017, the export – import outcomes of foreign invested enterprises accounted for 65.5% of the total export - import turnover of the country, and reached 278.56 billion, rising by 23% compared to last year. Specifically, exports of FDI enterprises reached US\$ 152.19 billion, up 22.9% over last year; while imports reached US\$ 126.37 billion, up 23.4%. Hence, trade surplus of FDI enterprises increased by 20.4% to US\$ 25.82 billion.

Forthly, FDI inflows promote innovation and technology transfer. Together with the capital investment in the fields of industry and services, FDI also contributes to promoting the transfer of advanced technologies into Vietnam, as well as developing some important economic sectors such as telecommunications, oil and gas exploitation, chemicals, electronic engineering, information technology, automobiles and motorcycles... Thanks to FDI, businesses have created many quality products to meet domestic and export demand, contributing to restricting imports, thus helping to improve the trade balance. In addition, FDI also brings about competitive pressures, which in turn could encourage and motivate local firms to innovate and upgrade their production facilities and efficiency. The presence of large corporations such as Intel, Samsung, Canon, Toyota, Honda ... with high and new technology projects open opportunities to improve the quality of FDI flows, thereby meeting the needs of industrialization - modernization and sustainable

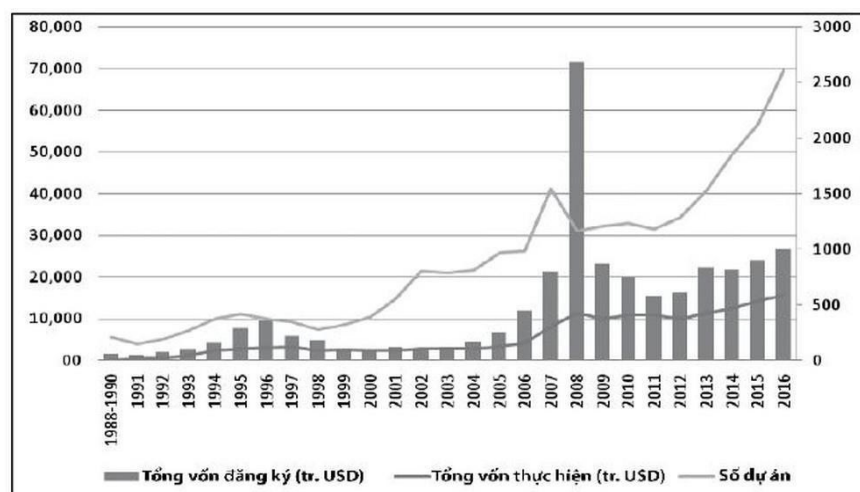
development in Vietnam. *Fifthly*, FDI helps to create more jobs, increase labor productivity, and enhance the quality of human resources.

Apart from the above positive effects, FDI inflows also have adverse effect on the environment, natural resources and society. As mentioned above, FDI can create millions of jobs with increasing incomes for labor force, and introduce new technologies, new industries, high quality services and advanced business management methods. However, there have been disputes between employers and workers regarding low wages which did not rise correspondingly with labor intensity and increased price index (inflation index), poor labor conditions, unsecured workplace safety, increasing working hours in excess of the law, even some owners of FDI enterprises have disrespectful behaviors to workers.

In addition, serious violations of the law on environmental protection related to FDI enterprises cannot be ignored. Typically, in 2016, a large number of fish died on a large scale along the coast of Central Vietnam, causing the public opinion and concern towards Formosa, a steel joint venture project worth over USD 10 billion in the Vung Ang economic zone (Ha Tinh province). The environmental incident associated with mass fish death at the coastal area of four provinces in Central Vietnam was identified to be caused by Formosa company, which during the trial operation of the plant complex had committed violations and incident, leading to the discharge of wastewater containing phenol, cyanide toxins that had not been treated to the standard into the environment. An earlier case was Tung Kuang, which did not strictly enforce environmental regulations and was listed in the “blacklist” of environmental pollution in Hai Duong province for three consecutive years. In early 2010, the government of Hai Duong province revoked the permit for discharge and suspend the production activities of Tung Kuang after the company’s discharge of the untreated waste water was caught by the Environmental Police Department.

2.2. FDI Attraction in Vietnam

Having advantages in geographical location, natural resources, low cost labor and political stability, Vietnam is regarded as one of the most attractive emerging markets for investors. Vietnam has been attracting an increasingly greater volume of foreign direct investment (FDI)



Nguồn: Tổng cục Thống kê

Source: General Statistics Office

Figure 1: Foreign Direct Investment in Vietnam over the period 1988 – 2016

As shown in Figure 1, FDI inflows into Vietnam are fluctuating, but total FDI inflows tend to increase over time. This could be explained by improved investment climate of Vietnam, with low-wage labor force, favorable economic conditions, and good legal system.

Generally, in the 12 months of 2017, the total registered capital of foreign investors reached US\$ 35.88 billion, increased by 44.4% over the same period of 2016. (In the first quarter of 2018, the total registered capital of foreign investors was \$ 5.8 billion, equivalent to 75.2% of the same period of 2017.) *According to investment field:*

In 2017, foreign investors have invested in 19 industry sectors, of which the manufacturing and manufacturing sector is attracting much attention of foreign investors with a total capital of US\$ 15.87 billion, accounting for 44.2% of the total registered capital in the 12 months of 2017. Power production and distribution sector ranked second with total investment of US\$ 8.37 billion, accounting for 23.3% of total investment registration. The third largest was real estate business with the registered capital of US\$ 3.05 billion, accounting for 8.5% of total registered capital.

According to investment partner:

During the 12 months of 2017, 115 countries and territories have investment projects in Vietnam. Japan ranked first with its total investment of 9.11 billion USD, accounting for 25.4% of total investment; South Korea ranked second with its registered capital of 8.49 billion US dollars, accounting for 23.7% of total investment in Vietnam; Singapore ranked third with its registered capital of \$ 5.3 billion, accounting for 14.8% of total investment.

According to investment area:

In 2017, foreign investors have invested in 59 provinces and cities, of which Ho Chi Minh City is the most attracted foreign investment capital with a total registered capital of 6.5 billion USD, accounting for 18, 1% of total investment. Bac Ninh ranked second with a total registered capital of USD 3.4 billion, accounting for 9.5% of total investment. Thanh Hoa ranked third with a total registered capital of 3.17 billion USD, accounting for 8.8% of total investment.

3. SUSTAINABLE ECONOMIC DEVELOPMENT IN VIETNAM

3.1. FDI and Sustainable Economic Development

Sustainable development involves economic growth (fast and efficient), social justice and environmental protection. To achieve this, all socio-economic constituents, governments, local authorities, social organizations, etc., must work together to reconcile three key areas: economics – society - environment.

FDI also needs to be directed towards sustainable economic growth by meeting the following requirements:

Regarding economic benefits, once a foreign investment project is implemented, it must ensure benefits for both the investing country and recipient country. For investing countries, they invest abroad to reap economic benefits such as abundant labor and cheaper raw materials, therefore generating profits in the investment process. For recipient countries, they must ensure high and stable economic growth, develop environmentally friendly production, develop agriculture and rural areas sustainably, and develop clean industry.

In terms of social benefits, the synchronous implementation of measures aims to achieve targets, such as progress and social justice, poverty alleviation, unemployment reduction, higher income, improved education quality, professional qualifications, health care...

In addition, there is a need for actions to be taken to mitigate the negative impacts of FDI, particularly on the environment, including environmental protection, treatment and remediation of pollution, recovery and improvement of the quality of the environment, preventing deforestation as well as over-exploitation of natural resources.

FDI involves more than just a capital investment. It can be not only an effective way to transfer needed capital and modern technology or advanced management across borders, but also an important channel for promoting particular innovation and investment that is needed for environmentally sound economic growth and development. Regarding the behavior of multinational enterprises, the implications of FDI are controversial, as FDI does not always bring beneficial effect to host countries in terms of environmental, social or economic outcomes.

With respect to the potential environmental impacts, FDI have contributed significantly to increased economic activities which would have accelerated environmental degradation, such as greenhouse gas emissions, loss of biodiversity, deforestation, resource depletion, and other environmental problems. Traditionally, companies in developed countries move their operations (as well as shift the pollution) to developing countries in order to take comparative advantage of less stringent environmental regulations and sufficient labor force. In other words, some companies' decisions to invest overseas are driven by the desire to reduce the costs of environmental regulatory compliance. Less developed countries frequently receive a bulk of investment flows into the natural resource based sectors. Moreover, the local government may intentionally reduce environmental standards in order to attract more foreign investment, so that developing countries have become multinational corporations "Pollution Havens". Although such foreign investment has boosted the rapid growth of host countries' economy, it has led to excessive levels of pollution and environmental degradation, which has been driven by "trade-induced" environmental pollution.

However, there has been considerable debate about whether FDI does not necessarily deteriorate the environment of host countries. FDI may play a significant positive role in spreading green technology and dealing with environmental challenges. Investment of the MNCs can bring more environmental friendly production standards and less polluting technologies, which results in a positive influence on host countries' environmental protection. For example, greenfield investment in renewable energies can promote the use of such alternatives by consumers and other MNCs, conservation projects,... FDI investments involve the transfer of technology that can be important in helping firms manage, reduce or avoid adverse environmental impacts. Though foreign firms tend to comply with less intense regulations in the host country, these firms may appear to be more energy efficient and environmentally friendly than local firms.

3.2. Green FDI

The environmental impacts of FDI (both potentially positive and negative) have given rise to an interest in the concept of "green FDI". Green FDI can be referred to as FDI that advances progress on goals regarding environmental protection and addressing the climate change challenges, and evades negative effects on the environment. However, there is no clear agreement about what "green FDI" actually should be. Such definitional challenges raise concerns about true environmental integrity of supposedly green firms or projects.

While FDI has potentially contributed to, and affected the wide range of sustainable development goals, the concept of "green FDI" has emerged and more attention has been paid to those investments that contribute, more specifically, to environmental and climate change related objectives.

A definition of “green FDI” is crucial for policymakers and others to assess whether FDI is contributing to environmental goals, and to develop strategies for green financial flows. Based on the definition, project developers, potential investors, consumers, governments and other stakeholders can identify more effortlessly and efficiently the environmental soundness of an investment. There is an absence of a single widely adopted definition of “green FDI”.

According to UNCTAD (2008), green FDI includes foreign investment that complies with higher environmental standards than required under the host country’s law, or goes into production of environmental goods and services. In UNCTAD World Investment Report 2010, low carbon FDI is described as “the transfer of technologies, practices or products by MNEs to host countries – through equity (FDI) and non-equity forms of participation – such that their own and related operations, as well as use of their products and services, generate significantly lower GHG emissions than would otherwise prevail in the industry under business-as-usual (BAU) circumstances”. For instance, following sector-based approach, low-carbon FDI can be determined as including greenfield investment in renewable energy, recycling activities and low-carbon technology manufacturing.

The OECD defines “green FDI” as comprising all investment in “green infrastructure and greening of existing infrastructure”; “sustainable management of natural resources and related services (e.g. fisheries, forests, wildlife and nature-based tourism, soil productivity, water security and minerals)”; and “activities within the environmental goods and services sector, and across green value chains”.

Moreover, development banks and other financial institutions also define what they see as green investment in their policies used for assessing whether a particular project is eligible for support and govern project-level effects.

The lack of data gives rise to challenges for identifying whether FDI has contributed to promoting or undermining sustainable development objectives, thus possibly hindering relevant policy responses and strategies. The integrity of green projects can be impaired by the lack of harmonization of “green FDI” definition which may make it costly for comparison across institutions and markets and for cross-border green investment. In other words, the lack of a consistent understanding of green FDI can impede support for green investment, and also lead to higher costs associated with development of environmentally sustainable FDI projects.

Sustainable development in a global context, along with significant contribution of MNCs, has led to green FDI as a key investment trend. It is suggested that developing countries in general and Vietnam in particular should have tailored policies to attract effectively those FDI flows.

3.3. Some solutions to attracting green FDI and advancing sustainable development in Vietnam

Vietnam faces challenges of both seeking to attract foreign capital and making certain that the investment generates environmental benefits (or, at least, does not harm the environment). A country’s relatively weak environmental standards or loose enforcement of environmental laws can be seen as selling points making that country a favorable investment destination for some foreign investors, but leading to adverse environmental impacts. On the other hand, some evidence shows that FDI may also be a major channel of transferring modern, cleaner technologies into the host country, improving environmental performance, and reducing carbon emissions. Therefore, these two objectives are potentially competing.

Numerous evidences support that raising stringency of environmental regulation will not impede the entrance of FDI, but on the contrary, may attract FDI of high cleanliness, thus contributing to developing

countries to achieve green development. Strict environmental regulation has not only prompted the government to adjust the structure of foreign investment and improve the environment threshold of foreign investment, but also given priority to introduce FDI that is beneficial to environmental protection and technology upgrading, crowding out the FDI in pollution intensive industry.

In the attempt to attract and capture all the socio – economic and environmental benefits from green FDI, the government has strived to use various approaches, including granting an appropriate combination of fiscal and regulatory incentives, lowering barriers to investment, and targeting investment in specific sectors and activities.

It is crucial for investment promotion policies to more efficiently contributing to attracting green FDI in particular and advancing sustainable, inclusive economic growth in general. Although there are still some challenges relating to business opportunities for green FDI as well as to the measures utilized to attract such investment, Vietnam can take steps to develop policies and structures so as to achieve better alignment between investment promotion and sustainable development strategies.

In line with the “Sustainable Development Orientation” and “Industrial Cleaner Production Strategy to 2020,” the new strategy on FDI needs to be formulated in four broad directions, including High quality and effectiveness ; Sustainable development, Low carbon economy; Having a commitment on technology transfer suitable to each sector or project; Highly skilled workers.

The State has set up orientations for attracting FDI into the sectors in the direction of sustainable development, encouraging with the highest preferential policies for environmentally sound projects, such as renewable energy, wind, solar power, green buildings and energy saving, energy – efficient transport, less polluting industry, quality services, developing new production and business methods which are more economical and effective. In fact, a number of large countries have been carrying out many projects to exploit natural resources, to relocate to Vietnam the environmentally unfriendly and carbon-intensive industries, and transfer backward technology; hence if not alert, negative consequences can be unforeseen. Therefore, the necessary measures for this issue include the active selection of FDI projects by state agencies and local authorities, who cannot easily and arbitrarily believe in the “pie” drawn by some investors, but must consider on the basis of long-term interests of the country.

Specifically, when evaluating industrial projects, it is necessary to require investors to comply with environmental standards, to have adequate investment in waste treatment systems and to be equipped with the most advanced technology to reduce greenhouse gas emissions. Energy is a major contributor to the greenhouse effect and climate change, Vietnam has consumed power/ energy with a high annual growth rate of 14-15%. To achieve the goals of the National Target Program for Energy Efficiency and Conservation regarding improving energy efficiency and reducing greenhouse gas emissions for large energy consuming industries, when licensing FDI projects, there should be rigorous requirement for technology to reduce carbon emissions and enhance energy efficiency. Existing plants need to have a commitment to adoption of new low-carbon technologies. Reduce carbon emissions. Buildings constructed by foreign investors must be environmentally friendly and green buildings, with new technologies and energy saving. In addition, there is a need for stronger incentives for sustainable energy projects which help meet current needs without jeopardizing future generations, such as alternative renewable energy produced from waste sources, solar power, wind power. Because the capital invested in these projects is quite high, the cost exceeds the current commercial electricity prices, so the initial support of the state is essential and through the competitive mechanism as well as transparent bidding new energy sources can be quickly developed.

The reality of technology transfer in FDI shows that, thanks to acquiring knowledge and adapting technology to the country's development situation, together with learning management and business experience and training staff, several economic sectors in our country have developed, reaching the advanced level in the region, approaching the international level. Typically, the telecommunication industry, based on the good cooperation with Telstra (Australia), has a competitive mechanism with the emergence of many enterprises such as Viettel and other suppliers, thus leading to exceptional progress in technology and market. In the coming period, commitments on technology transfer should be paid more attention during the evaluation of FDI projects, although investment capital remains an important target in attracting FDI. In the process of industrialization and internal development of the economy, technology must be prioritized.

Previously, Vietnam has advantages in terms of abundant labour force with low wages, favorable natural conditions, such as land for industrial development. But if we continue to follow the old policy that is targeting FDI projects using cheap labor, occupying much land and exploiting many resources, it is not suitable with the purpose and orientation of development in the new era and unsustainable. Therefore, in order to meet the requirements of sustainability in development investment, the direction of attracting FDI in the coming time is to focus on the quality of FDI in a more selective way: technological selection, selective high value added projects, low fuel projects and environmentally friendly projects; attracting infrastructure projects and projects using high technologies and clean technologies and capable of creating competitive products; minimizing the licensing of projects likely to cause serious environmental pollution or projects not compatible with the development planning of Vietnam.

For example, iron and steel projects that are easy to pollute the environment require very close monitoring and evaluation of investment. Vietnam government should restrict foreign investment in projects that are likely to generate environmental risks, such as unsustainable forestry activities, harmful fishing practices, heavily greenhouse gas emitting activities and the trade and production of goods forbidden by international environmental agreements. In the field of textiles, most of the investors in textile dyeing projects in Vietnam come from Taiwan, China and Korea, and these are not high-tech markets. , especially in the field of textiles. Therefore, the monitoring of imported equipment and technologies in textile and garment production projects needs to be focused to limit backward technology transfer and energy consumption to Vietnam. At the same time, environmental monitoring plans should be introduced, especially the construction of concentrated waste water treatment plants in textile and garment factories. Projects that do not use cheap labour, with the commitment to training human resources will also be given priority.

Besides, priority should be given to FDI business partners from developed countries with high environmental standards, where there is strict regulation on environmental work. These enterprises, in addition to their ability to use clean technologies, often adopt better environmental management practices, and also can create a strong link between FDI and host economies, especially through the transfer of knowledge and clean technology to local subcontractors.

The State needs to improve the legal system on environmental protection in line with the high standards and environmental norms of the world, perfect mechanisms and policies on FDI management in order to control against environmental pollution and improve the living conditions of people. Regulators should provide sufficient legal information to FDI enterprises, advise enterprises on environmental law enforcement, and encourage enterprises to be more environmentally friendly.

CONCLUSION

In general, FDI is a critical source of finance, particularly for developing countries, but in principle, it is not mandatory for a country. Therefore, along with the improvement of the investment climate, it is equally important for the government and local authorities to select partners and projects in line with the country's sustainable development orientation.

The implementation of commitments to open market, the implementation of the "national treatment" principle in international agreements does not lose the sovereignty of the country. The government of host country has the right to choose projects and investment partners actively, refuse to license FDI projects that do not meet labor standards and benefit the workers, and are not suitable for community benefits, polluting the environment, exploiting natural resources for export rather than for processing to increase the value of products. In the case of projects where the benefits for socio-economic development are not significant, even instead of that, those projects can pollute the environment and lead to resource exhaustion, it is best not to attract such investment.

More than ever, it is necessary to put FDI attraction together with the sustainable development goals of Vietnam. Without strict control, it will lead to concerns, boycotts in attracting this important resource. The State must have a strategy of attracting FDI towards sustainable development, which means that appreciating the increase of FDI capital every year while attaching importance to the quality of FDI projects in line with the socio-economic development orientations of the country in each period.

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COMPARISON OF THE PERFORMANCE OF STATE-CONTROLLED AND PRIVATE-CONTROLLED ENTERPRISES - EVIDENCE FROM THE ELECTRICITY INDUSTRY IN VIETNAM

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ABSTRACT: *Over the past decades, privatization of state-owned companies has become a global trend as a way to fortify the performance of these enterprises and ensure the sustainable economic development of countries. This study aims to examine the impact of ownership structure on business performance. The study uses a sample of 51 companies in electricity industry listed on Vietnam's stock market in 2017. The author uses multi-linear regression to evaluate the effect of the structure ownership on the performance of enterprises. The study shows that state-controlled enterprises have a lower performance than private-controlled firms. The results of the study are consistent with previous studies on the relationship between ownership structure and performance of enterprises in the world.*

Keywords: *Ownership structure, performance of enterprises, state-controlled enterprises, private-controlled enterprises.*

1. INTRODUCTION

For many countries in the world, state-owned enterprises (SOEs) are seen as a driver of economic growth. However, with the rapid development of the market economy, the role of the state tends to shift in the direction of issuing policies to regulate the economy rather than directly involving in the operation of enterprises. Over the past decades, the privatization of SOEs has become a global trend. The privatization of SOEs takes many forms, and varies from country to country. For example, in the airline industry, the New Zealand government sold only a portion of its shares at Auckland and Wellington International Airport to private corporations and retained a number of minority shares (Shipley, 1998). But in the UK it is different. In 1987, the British government sold the entire seven major airports to the British Airport Authority (BAA plc), a 100% privately-owned company (Wearden, 2008).

The motivation for ownership restructuring through privatization is varied. In the 1980s and 1990s, in developed economies, as governments divest their SOEs, their goals are often to improve these firms' performance by improving operating efficiency, reducing their own intervention and increase revenue by facilitating competition in monopolistic areas (Vickers and Yarrow 1988). Much of the earlier empirical evidence about the economic impacts of privatization on the performance of the firms has been based on data from developed countries, according to reviews of Megginson and Netter (2001) and Estrin et al. (2009). Although most of the results of these studies have shown that private firms are more efficient than state-controlled enterprises, recent studies have shown evidence to the contrary (Mühlenkamp, 2015).

In transition economies like Vietnam, the process of equitisation and divestment of state-owned enterprises have been strongly taking place, but there are not many in-depth studies evaluating the impact of this process on performance of the business. Therefore, the objective of this research is to contribute to

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the rationale for research on the ownership structure and performance of firms, and to provide empirical evidence regarding the effectiveness of divestment of state capital in enterprises in Vietnam.

The paper is presented as follows: Section 2 presents an overview of the studies that have been conducted. Section 3 presents the research method and the research data employed. Section 4 presents the findings and discussion. Section 5 is the conclusion and limitations of the study.

2. LITERATURE REVIEW

Boardman and Vining (1989) were among the first researchers studying the relationship between state ownership, private ownership and business performance. His research was performed on 500 manufacturing conglomerates from 29 different countries with data collected in 1983. There are 409 privately-owned companies and 23 mixed-ownership companies (both public and private hold shares) and 57 SOEs. Research has shown that there are differences in the performance of state-owned companies, mixed-ownership companies with private companies. State-owned companies and mixed-ownership companies are less efficient than private companies.

The research by Frydman, Gray, Hessel, and Rapaczynski (1999) delves into the relationship between ownership structure and the performance of firms. The study was conducted in transitional economies of Central Europe. Research indicates that the privatization process has different effects on the performance of the business depending on the owners. In particular, if the enterprises were taken over by outsiders, operating efficiency will greatly increase. In the case of effective privatization, revenue efficiency is very clear, but there is no equivalent effect on cost reduction.

The study of Oum, Adler, Yu (2006) used data from airline companies in Asia-Pacific, Europe and North America from 2001 to 2003 to study the relationship between ownership forms with performance. This study has provided clear evidence that the government-controlled airline companies will operate significantly less efficiently than private-owned companies. However, the study also showed there is no solid evidence to suggest that airlines, which are 100% owned by state-owned conglomerates, perform less well than private airlines. From this point of view, the study suggests that public-private partnerships in which the private investors merely hold minority interests should not be applied in reality. Instead, the research team supports that private investors take control of and operate the airline firms in order to improve operating efficiency.

However, contrary to the conclusions of earlier studies, in 2015, Mühlenkamp's (2015) study pointed out that in case of other factors fixed, there is no evidence to support the argument that private companies have better productivity and production costs than SOEs.

It can be seen that in the world there have been many studies to assess the level of public ownership affecting the performance of enterprises. While most studies have shown less effective performance in SOEs than private companies, recent studies have shown contradictory findings.

3. RESEARCH METHOD AND DATA

To examine the relationship between ownership structure and business performance, the author used the similar model as employed by Boardman and Vining (1989), Padachi (2006). This model considers the linear relationship between firms' performance (measured by Return on asset - ROA, and Return on equity - ROE) with dependent variables including ownership structure (Own = 1 if the state holds the majority of number of shares (over 50%), Own = 0 when the private investors hold more than 50% of total number of

shares), and various that reflect economies of scale and firms' size e.i. total asset (Asset), Revenue (Rev) (Boardman and Vining, 1989). In addition, in order to reflect the impact of working capital management on performance, the author adds another dependent variable, current asset turnover (Cat) (Padachi, 2006).

Research model:

Model 1:

$$ROA_i = \beta_0 + \beta_1 Own_i + \beta_2 \ln Asset_i + \beta_3 \ln Rev_i + \beta_4 Cat_i + \varepsilon_i$$

Model 2:

$$ROE_i = \beta_0 + \beta_1 Own_i + \beta_2 \ln Asset_i + \beta_3 \ln Rev_i + \beta_4 Cat_i + \varepsilon_i$$

Where:

ROA: Return on asset, calculated by Net income divided by average total asset

ROE: Return on equity, calculated by Net income divided by average shareholders' equity

Own: The dummy variable represents the ownership structure. This variable will receive a value of 1 if the state holds more than 50% of the shares, Own receives a value of 0 if the private investors hold more than 50% of the shares.

lnAsset: is the natural logarithm of the company's total assets

lnRev: is the natural logarithm of the company's total revenue

Cat: is current asset turnover. Cat is equal to sales divided by average current assets.

This study uses the data of 52 listed companies in electricity industry in Vietnam in 2017 to examine the relationship between ownership structure and performance. Data is collected from Stockbiz.vn website of Stockbiz investment limited company. Stockbiz uses Industry Classification Benchmark (ICB), an industry classification taxonomy introduced by Dow Jones and FTSE, to classify companies listed on stock exchanges. This will make the data set of the study highly consistent with previous studies in the world. Companies that temporarily cease to operate do not disclose information resulting in missing data will be discarded. After compiling the data, the dataset consists of 51 companies.

For the estimation of the model, the author utilizes the ordinary least squares (OLS) method.

Figure 1. Descriptive statistics

| Variable | Obs | Mean | Std. Dev. | Min | Max |
|----------|-----|----------|-----------|----------|----------|
| ROA | 51 | .1040569 | .0810867 | .0029 | .3881 |
| ROE | 51 | .1909373 | .1021657 | .0031 | .418 |
| Own | 51 | .4509804 | .5025426 | 0 | 1 |
| lnAsset | 51 | 7.136563 | 1.625393 | 4.33951 | 11.30502 |
| lnRev | 51 | 6.109573 | 1.834538 | 1.888584 | 10.54289 |
| Cat | 51 | 2.520392 | 1.642455 | .07 | 6.78 |

Figure 1 shows the descriptive statistics for the main variables used in this study. Return on total assets is on average 10.40%. The highest and lowest ROA are 38.81% and 0.29% respectively. Return on equity is on average 19.09% with the range of value from 0.31% to 41.8%. As can be seen, the gaps of profitability among firms are quite large.

Mean of ownership structure variable of 0.45 indicates that the number of private-controlled enterprises is larger than government-controlled firms in sample. On average, total asset of an electricity enterprise is approximately 1257 billion dong, and total revenue is about 450 billion dong. These large figures might be because that the amount of capital necessary to build up the power plants, hydroelectric dams is vast. That is reason why the size of electricity firms is very big. Current asset turnover is 2.52 on average. This indicates that in 2017, on average, electricity enterprises take 145 days to turnover their current asset.

4. FINDINGS AND DISCUSSION

Correlation analysis

Figure 2. Correlation matrix

| | ROA | ROE | Own | lnAsset | lnRev | Cat |
|---------|-----------------|-----------------|----------------|----------------|---------------|---------------|
| ROA | 1.0000 | | | | | |
| ROE | 0.7587* | 1.0000 | | | | |
| Own | -0.1894 | -0.3361* | 1.0000 | | | |
| lnAsset | -0.3542* | -0.2738 | 0.1819 | 1.0000 | | |
| lnRev | -0.1404 | -0.0938 | 0.3238* | 0.8693* | 1.0000 | |
| Cat | -0.1768 | 0.0930 | -0.0002 | 0.0255 | 0.2217 | 1.0000 |

It can be seen from the figure 2, with a significance level of 5%, the variables lnRev and Own; lnRev and lnAsset are highly correlated (Koop, 2013). In order to be able to confirm if there is a collinearity phenomenon, the author will perform the test for collinearity after estimating the regression model.

Figures 4 and 5 in the appendix show the regression results and tests for multicollinearity and heteroskedasticity. These results are summarized in the table below.

Figure 3. Regressions of profitability on independent variables

| Independent variables | Model 1: ROA | Model 2: ROE |
|-------------------------|------------------------|------------------------|
| Own | -0.05621 (0.010)*** | -0.09467 (0.001)*** |
| lnAsset | -0.06890 (0.000) | -0.06564 (0.000) |
| lnRev | -0.05598 (0.000) | 0.05495 (0.001) |
| Cat | -0.02086 (0.001) | -0.00617 (0.459) |
| R ² | 0.4521 | 0.3406 |
| R ² adjusted | | 0.2833 |

The first regression result shows that the R² coefficient of 0.4521 indicates that the independent variables explain 45.21% of the value of the dependent variable - ROA. In particular, with a 1% significance level, the ownership structure affects the return on asset of enterprises. The regression coefficient of Own

variable of approximately -0.05621 indicates that, on average, state-controlled companies would have a lower return on asset by about 5,621% than the private-controlled firms. The results also show that, with a statistically significant 1%, the size of the company's assets, revenue, and current asset turnover affect the profitability of its assets.

The second regression result presents that the adjusted R^2 coefficient equals to 0.3406 indicating that the independent variables accounts for 34.06% of the value of the dependent variable - ROE. In particular, with a 1% significance level, the ownership structure affects the profitability of equity of enterprises. The regression coefficient of the Own variable is approximately -0.09467, indicating that the state-controlled companies would have a lower return on equity ratio by about 9.467% than private-controlled firms. The results also show that, with a statistically significant 1%, the size of the firm's assets and turnover affects the company's return on equity. With a statistically significant 5%, the working capital turnover has an impact on the profitability of the company's equity.

To sum up, in terms of both models, ownership structure has statistically significant impact on firms' performance. The private-controlled enterprises show better operational efficiency than government-controlled firms. These results are consistent with the results of previous studies by Boardman and Vining (1989), Oum, Adler, Yu (2006).

5. CONCLUSION

The results provide evidence that the state-controlled enterprises will operate less efficiently than private-controlled enterprises. This confirms the results of previous studies that there is a significant difference in performance between state-controlled enterprises and the private-controlled enterprises, providing more empirical evidence of this relationship. It also confirms that the equitisation and divestment of SOEs in Vietnam is one of the most effective restructuring solutions to improve the performance of these enterprises, toward a sustainable development of the economy.

Limitations of the study: Due to time constraints, data sets used for research are limited in only one industry and in year 2017. Besides, there are many companies in the industry in recent years have not disclosed financial statements, this may affect the results of research. In order to obtain a more comprehensive assessment of the performance of state-controlled enterprises in Vietnam, it is necessary to extend the research to other sectors for comparison, with more research data in order to provide more accurate results.

APPENDICES

Figure 4. Estimation of regression model between return on asset and independent variables under the OLS method

| Source | SS | df | MS | Number of obs | = | 51 |
|----------|-------------------|-----------|-------------------|---------------|---|---------------|
| | | | | F(4, 46) | = | 9.49 |
| Model | .148615894 | 4 | .037153973 | Prob > F | = | 0.0000 |
| Residual | .180136471 | 46 | .00391601 | R-squared | = | 0.4521 |
| | | | | Adj R-squared | = | 0.4044 |
| Total | .328752365 | 50 | .006575047 | Root MSE | = | .06258 |

| ROA | Coef. | Std. Err. | t | P> t | [95% Conf. Interval] | |
|----------|-------------|-----------------|------------------------|--------------|----------------------|------------------|
| Variable | VIF | 1/VIF | | | | |
| | | | 2.91 | 0.006 | -.0950966 | -.0173299 |
| lnRev | 5.69 | 0.175826 | 5.67 | 0.000 | -.0933538 | -.044442 |
| lnAsset | 4.98 | 0.200831 | 4.87 | 0.000 | .0328274 | .0791422 |
| Cat | 1.23 | 0.813436 | 3.49 | 0.001 | -.0328838 | -.0088329 |
| Own | 1.20 | 0.831081 | 7.37 | 0.000 | .2410918 | .4221688 |
| Mean VIF | 3.27 | | n factors (VIF) | | | |

Using the VIF to test multicollinearity, we can see that the VIF coefficients are less than 10, so it can be concluded that there is no multicollinearity in the model (Cryer & Miller, 1991).

Breusch-Pagan test for heteroskedasticity

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity

Ho: Constant variance

Variables: fitted values of ROA

chi2(1) = **14.15**

Prob > chi2 = **0.0002**

Use the Breusch-Pagan test to test for heteroskedasticity. P-value < 0.05, so there is heteroskedasticity in the model (Baltagi, 2001).

The regression model uses robust standard errors to correct the heteroskedasticity (Hoechle, 2007)

| | | | |
|-------------------|---------------|---|---------------|
| Linear regression | Number of obs | = | 51 |
| | F(4, 46) | = | 6.43 |
| | Prob > F | = | 0.0003 |
| | R-squared | = | 0.4521 |
| | Root MSE | = | .06258 |

| ROA | Coef. | Robust Std. Err. | t | P> t | [95% Conf. Interval] | |
|---------|------------------|------------------|--------------|--------------|----------------------|------------------|
| Own | -.0562132 | .0210154 | -2.67 | 0.010 | -.0985151 | -.0139114 |
| lnAsset | -.0688979 | .0138598 | -4.97 | 0.000 | -.0967963 | -.0409995 |
| lnRev | .0559848 | .0120451 | 4.65 | 0.000 | .0317393 | .0802303 |
| Cat | -.0208584 | .006058 | -3.44 | 0.001 | -.0330524 | -.0086643 |
| _cons | .3316303 | .0571506 | 5.80 | 0.000 | .2165921 | .4466686 |

Figure 5. Estimation of regression model between return on equity and independent variables under the OLS method

| | | | | | | |
|----------|-------------------|-----------|-------------------|---------------|---|---------------|
| Source | SS | df | MS | Number of obs | = | 51 |
| | | | | F(4, 46) | = | 5.94 |
| Model | .177776364 | 4 | .044444091 | Prob > F | = | 0.0006 |
| Residual | .344115175 | 46 | .007480765 | R-squared | = | 0.3406 |
| | | | | Adj R-squared | = | 0.2833 |
| Total | .521891539 | 50 | .010437831 | Root MSE | = | .08649 |

| ROE | Coef. | Std. Err. | t | P> t | [95% Conf. Interval] | |
|---------|------------------|-----------------|--------------|--------------|----------------------|------------------|
| Own | -.094669 | .0266989 | -3.55 | 0.001 | -.1484111 | -.0409268 |
| lnAsset | -.0656399 | .0167924 | -3.91 | 0.000 | -.0994413 | -.0318384 |
| lnRev | .0549515 | .0159008 | 3.46 | 0.001 | .0229448 | .0869582 |
| Cat | -.0061728 | .0082572 | -0.75 | 0.459 | -.0227936 | .0104481 |
| _cons | .3819016 | .0621675 | 6.14 | 0.000 | .256765 | .5070382 |

Test for multicollinearity using Variance inflation factors (VIF)

| Variable | VIF | 1/VIF |
|----------|-------------|-----------------|
| lnRev | 5.69 | 0.175826 |
| lnAsset | 4.98 | 0.200831 |
| Cat | 1.23 | 0.813436 |
| Own | 1.20 | 0.831081 |
| Mean VIF | 3.27 | |

Using the VIF to test multicollinearity, we can see that the VIF coefficients are less than 10, so it can be concluded that there is no multicollinearity in the model (Cryer & Miller, 1991).

Breusch-Pagan test for heteroskedasticity

Breusch-Pagan / Cook-Weisberg test for heteroskedasticity

Ho: Constant variance

Variables: fitted values of ROE

chi2(1) = 0.07

Prob > chi2 = 0.7894

Use the Breusch-Pagan test to test for heteroskedasticity. P-value < 0.05, so there is no heteroskedasticity existing in the model (Baltagi, 2001).

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RISKS IN CAPITAL CONTRIBUTION AND SHARE PURCHASE OF VIETNAM COMMERCIAL BANKS-FROM THE MANAGEMENT PERSPECTIVES

La Thi Lam*

ABSTRACT: *Capital contribution and share purchase are equally important activities of commercial banks in Vietnam, especially in the increasing trend of business diversification and financial liberalization in the banking industry. However, the reality of the past time shows that this activity implies many risks that threatening the safety of banking operations as well as national financial security as: The capital contribution and shares purchase activities of commercial banks may lead to the Phenomenon of cross-ownership which causing unsafety in the operation of the system and national financial security; Dispersing resources and reducing the capital adequacy ratio of commercial banks; The risk of equity investment loss, especially from the activities that commercial banks do not hold the right to decide, dominant... Therefore, in addition to careful consideration in the selection of investment projects of the commercial bank itself, improvement of the regulatory framework as well as strengthening the supervisory role of the State Bank (SBV) for capital contribution and share purchase are exceedingly essential, in an effort to ensure operational safety for commercial banks in in the second phase of the restructuring of credit institutions (CIs)*

Keywords: *Commercial banks; The State Bank of Vietnam; Capital contribution and share purchase; Operational safety; Legislation.*

LEGISLATION ON CAPITAL CONTRIBUTION AND SHARE PURCHASE.

Firstly: Regarding the form of capital contribution and share purchase

Based on the level of contribution and purchase, contribution activities include:

The contribution to establish or acquire a subsidiary.

In Article 103 of the 2010 Law on Credit Institutions, commercial banks are allowed to contribute capital and purchase shares of the enterprises which is operating in the fields of insurance, securities, overseas national currency exchange, foreign exchange, gold, factoring, credit card issuance, consumer credit, payment intermediary services, credit information or other fields. In this form, a bank contributes with a large proportion, owning more than 50% of charter capital or voting shares of the contributed enterprise. With such a high contribution, the commercial bank shall have a strong influence to the operation of subsidiary.

The contribution in the form of commercial investment and association.

Apart from the establishment of a subsidiary, the equity contribution of a credit institution also includes associate activities (Credit institution who owns over 11% to 50% of charter capital or voting shares of the contributed enterprise, but in many cases not holding control) and commercial investment activities (CIs owns less than 11% of charter capital or voting shares of the contributed enterprises).

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Secondly: Regarding funding sources for capital contribution and share purchase

Under Clause 1, Article 103 of the 2010 Law on Credit Institutions, commercial banks are allowed to use their charter capital and reserves only to contribute capital and purchase shares in the establishment or acquisition of subsidiaries or associated companies. In addition, Decree No. 60/2015/NĐ-CP amending and supplementing several articles of Decree No. 58/2012/NĐ-CP on guiding the implementation of certain articles of the Law on Securities provides that from September 1, 2015, businesses are allowed to offer shares to a creditor in order to swap for the debts. Thus, in the spirit of this decree, commercial banks may be allowed to swap debt into equity shares in businesses.

Thirdly: Regulations on safety limits in capital contribution and share purchase of commercial banks.

- Regarding the level of contribution: Article 129, the 2010 Law on Credit Institutions stipulates the limitation of contribution as follows: *(1) Level of capital contribution and share purchase of a commercial bank and its subsidiaries, associated companies into a business operating in the field of insurance, securities, overseas national currency exchange, foreign exchange, gold, factoring, credit card issuance, consumer credit, payment intermediary services, credit information and other fields must not exceed 11% of charter capital of the contributed enterprise; (2) Total capital contribution, share purchase of a commercial bank to enterprises, including its subsidiaries and associated companies shall not exceed 40% of its charter capital and reserves.*

- Regarding the subject of capital contribution, it must be excluded according to the provisions of Clause 5, Article 129 of the Law on Credit Institutions: *Credit institutions shall not be allowed to contribute capital or purchase shares of other enterprises or credit institutions which are their own shareholders or contributors.*

POTENTIAL RISKS FROM CAPITAL CONTRIBUTION AND SHARE PURCHASE ACTIVITIES OF COMMERCIAL BANKS

The capital contribution and shares purchase activities of commercial banks may lead to the phenomenon of cross-ownership which causing unsafety in the operation of the system and national financial security.

It can be said that the lack of tight management in equity investment is one of the long-term causes leading to the cross-ownership and unsafe operation of commercial banks in the past time. The potential risks that commercial banks have to face such as the possibility of indirectly manipulated through its subsidiaries, associated companies, or credit granting through the subsidiaries, associated companies, and dodging the law on the purpose of cross lending in the banking system which may causes deviations in credit quality assessment. In fact, over the past few years, many commercial banks have entrusted investment capital to an associated company where the major shareholder of the bank is also the shareholder of the company and from that trust fund, this associated company shall grant credit to securities companies [2]

Dispersing resources and reducing the capital adequacy ratio of commercial banks

According to legal regulations, commercial banks shall use charter capital and reserves only to contribute capital and purchase shares in the establishment or acquisition of subsidiaries or associated companies. As stipulated in Circular No. 36/2014/TT-NHNN on safe operation of credit institutions, the contributions to other credit institutions and subsidiaries will be directly eliminated from Tier 1 capital when calculating the capital adequacy ratio. For that reason, capital contribution and share purchase will disperse one's resources as well as reduce the capital adequacy ratio and the level of assurance for the bank's liabilities, especially in the context of more stringent safety regulations shall be applied under Basel

2. Recently, many commercial banks have been carrying out acquisition deals of financial companies to expand consumer lending operation. Therefore, commercial banks should carefully consider the efficiency brought about by this activity in comply with the capital adequacy ratio as prescribed by the SBV.

The risk of equity investment loss, especially from the activities that commercial banks do not hold the right to decide, dominant.

Like other businesses, commercial banks have to accept the principle of “takes the gain, bears the loss” but the level of risk will be very high for activities that commercial banks are not in the driver’s seat such as in association and commercial investment activities. This is considered to be the most complex and risky activities today in ensuring the safe operation of the banking system. By holding shares that they do not have control rights, the risk level that commercial banks have to bear totally depends on the performance of the contributed enterprises. Especially when commercial banks invest in enterprises. Especially when commercial banks invest in unlisted companies which aren’t in the field of finance and banking (commercial investment).

On the other hand, allowing to convert debt into equity also implies a lot of risk for commercial banks, due to the poor performance of the contributed companies as well as the limited management ability of the bank resulted from insufficient understanding of the sector in which the contributed enterprises operate [1].

MITIGATING SOLUTIONS FOR RISKS FROM CAPITAL CONTRIBUTION AND SHARE PURCHASE

Given the increasing trend of operational diversification and financial liberalization in the banking sector, it’s nessesary for Vietnamese commercial banks to carry out the capital contribution and share purchase activities. On the one hand, it’s for profitability but on the other hand, it contributes to the diversification of operations, risk dispersion and increases the competitiveness of the bank. However, in order to further improve operational efficiency as well as minimize risks, ensure operational safety and financial security, the management of capital contribution and share purchase should be improved in the following ways:

To improve the regulatory framework for capital contribution and share purchase activities of credit institutions.

Currently, the Law on Credit Institutions No. 47/2010-QH12, Circular 36/2014 / TT-NHNN has provided regulations relating to capital contribution and share purchase activities of credit institutions. However, in order to tighten management over the potential risks arising from capital contribution and share purchase, provide the basis for the SBV to play the role of regulator as well as provide specific regulations for commercial banks in regulating their activities, the regulatory system should be finalized and further specified for each form of capital contribution and share purchase.

In the form of subsidiaries, commercial banks contribute more than 50%, even 100% ownership and have the controlling interest. Although in this case, commercial banks hold control and dominance, so they can be more proactive in risk management, but the use of equity in establishment or acquisition of companies operating in risky areas will disperse the bank’s resources, not to mention the relationship between holding bank and subsidiaries might lead to the lack of transparency in compliance with the current regulations. Therefore, the regulations should specify the conditions for credit institutions to contribute capital and purchase shares to establish or acquire a subsidiary such as Financial capacity (the level of charter capital, non-performing loan, business performance, etc); Management capacity (management and executive apparatus of the banks and its subsidiaries); The feasibility of the plan (the proposal to set up a subsidiary should be proven feasible and effective).

In the form of associated companies, the CIs has a high level of ownership, owning from 11% to 50% of the charter capital or voting share of the contributed enterprise, but in many cases has no controlling interest, so it's not fully active in risk management and/or make important decisions in controlling and managing risks. Affiliation will make ownership relationships becomes more complex and credit institutions may be indirectly manipulated through associated companies that pose additional risk to the bank. Ownership becomes more complex, credit institutions may be manipulated indirectly through affiliates that pose increased risk to the bank. However, according to Circular 36, the regulation on risk limitation for this activity is not tight enough, similar as for the subsidiary. In the guideline for calculating the capital adequacy ratio in Circular 36 as well as Circular No. 41, the capital contribution to the associated company is not directly excluded from the Tier 1 capital when calculating the capital adequacy ratio (CAR) of the credit institution. Therefore, the SBV should issue legal documents to provide more stringent and rigorous conditions compare to the establishment of CIs' subsidiary in terms of management capacity, financial capacity as well as operational experience of the CIs.

In the form of commercial investment, the credit institution owns a small percentage of share capital (owning 11% or less of charter capital or voting share of the contributed enterprise). These are capital contributions and share purchase in enterprises operating outside the banking and finance sector, implied many risks such as liquidity risk, loss, conflict of interest...etc. Especially when investing in unlisted companies, while the current regulations almost do not mention except for the limitation of total equity contribution. Therefore, in the near future, the State Bank should regulate the commercial investment of credit institutions by strict regulations. Credit institution that wish to invest in a external sector belong to the above group must have a good financial result in the preceding period, such as a profitable business, return on equity (ROE) and on assets (ROA) must be at the recommended threshold; bad debts is cotrolled within the safety limits according to the current regulations of the SBV; debt classification and risk provisioning has been fully implemented as prescribed, the actual value of the charter capital is not lower than the legal capital, etc. Credit institutions that wish to invest in a external sector must prepare a commercial investment plan and a capital withdrawal plan in case of necessary, including an assessment of the effectiveness of the commercial investment plan as well as the assessment of the return of capital. On the other hand, in order to avoid widespread investment, the SBV should stipulate the field of a contributed enterprise of the credit institutions, such fields must be relvant and well supported for the operations of the CIs.

The conversion of debt into equity in enterprises also needs to have specific guidance from the State Bank such as: The debt criteria for being allowed to convert into equity; debt standard is converted into capital contribution; The safety limits must be ensured for credit institutions; The feasibility of the rehabilitation plan of the contributed enterprises; The field of the contributed enterprises...etc.

Strengthening the management, inspection and supervision of capital contribution and share purchase activities of commercial banks.

With the role of the regulator, the SBV should strengthen the supervision of capital contribution and share purchase a ctivities of CIs on the following contents:

- It is necessary to carefully evaluate before making a written approval for the capital contribution and share purchase activity of credit institutions. On the basis of assessing the level of satisfaction of legal conditions and completing the dossier, The SBV shall comply with the order and procedures for approval of capital contribution and share purchase activities under the current regulations.

- To perfect the regulatory framework, inspection and supervision methods in order to improve the management efficiency of commercial banks in general and capital contribution and share purchase activities in particular. Timely detecting the signs of risk from violating regulations on operational safety for capital contribution and share purchase by commercial banks, such as ensuring the capital adequacy ratio, complying with contribution limitation in accordance with the current law ...

- Determined on sanctioned treatment with the CIs who violating regulations on operational safety for capital contribution and share purchase activities.

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SUSTAINABLE BRANDING FROM THE CUSTOMERS' VIEW

Nguyen Son Lam*

ABSTRACT: Most of the experts or the marketing scholars have got to know the concept of brand from their own knowledge as well as the tangible elements within the business. This study which referenced the 30 researches inbound and outbound, and all the concepts of the brand (from 2004 to year 2017) strengthens the idea, the points of view of the values from the professional scholars in order to present a definition of the brand from the customers' thinking. The study uses the knowledges of the behavioral psychology, activities to explain the customers' thinking in the process of building the brand. On the database, the study reports the roles of the brand of the commodity in the field of the consumers' behavioral psychology, activities in their knowledge process. The concepts of brands formed from the customers' acknowledgement will help the businesses steadily develop the brands of commodities and business fitted with the customers – the first important factor according to the marketing attitudes.

Keywords: Brand, Trademarks, Corporate/business, Customer, Psychological

1. INTRODUCTION

There are different perspectives on branding, and there are opposing views. Experts and marketers in Vietnam and in the world have not agreed on the concept of brand approach. The approach from the enterprise (from the inside out) is a popular view (typically, authors Ton That Nguyen Thiem (2006), Chu Van Nguyen (2009), ...) Most of these authors define A brand is a collection of elements of a product (common is the name, term, image, ...). The approach from the customer (from outside) has very few authors, such as Do Hoai Linh (2011), Ha Thi Ngoc Oanh, Tran Thi Thu Hien (2012). In this approach, the authors define the brand as the result of the customer's cognitive process; brand is the image, the customer's feelings when they think about the product.

Some studies are confusing, even identifying two categories of brands and trademarks into one. The authors only refer to the product brand without researching, making the point of corporate brand.

In business practice, businesses need a brand concept that is consistent with the marketing concept for consistency in branding and sustainability. This paper proposes a brand concept (both for the product and for the enterprise) from the perception of the customer on the basis of psychological phenomena. This brand concept is completely consistent with the core view of marketing 'customers come first'.

2. TEMPORARY ATTITUDES TOWARDS BRANDING

Most of the researches of brands are from the corner of business. There are many misunderstandings of the brands and trademarks, some even suppose that brands are trademarks.

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Brand and trademark are categorized into one

In many researches, there are no differences between brands and trademarks. Brands are considered trademarks and trademarks are considered brands. Brand is another word for trademark in the term of marketing. Some authors thought that brand is translated from the word “trademark” in English including two parts ‘trade’ and ‘mark’. Trade is (brand), mark is a symbol (effect).

According to the Center for Technology and Commerce Information - Ministry of Industry and Trade (2009), Ministry Level of Industry and Trade’ study coded: 121.09 RD, “Protect and develop the Vietnamese commodity brands in the world market”, “Trademark is understood as a trademark after it has been commercialized.” In this sense, the brand is a new development of the brand, after being commercialized and developed in the market.

Some authors identify the brand with the elements of the brand. Le Dang Lang (2010) states that “the brand is the whole of many elements that are made up and registered for protection”. Ha Thi Ngoc Oanh and Tran Thi Thu Hien (2012): “Trade names, brands over time can become brands.” Trade names, industrial designs, symbols, etc. are tangible elements defined and protected by law. These factors, in accordance with the Intellectual Property Law, are elements of the trademark.

In line with this view, the authors of the book named “Management for commodity brand”: Theory and Practice, Statistics Publishing House (2015) use the term “brand” instead of the term “brand”. According to the author of the book, the nature of these two concepts is one, with the term “Brand” in the field of marketing. The authors have found that the nature of a brand is the result of all the effects of the business to the customer but is not clearly distinguishable from the trademark concept, so it was mistaken.

Brand is a trademark that adds a number of elements

Some authors identify brands and trademarks are of a different nature. Brand is a category that is broader than the trademark, and both categories come from a number of factors, such as the name, logo, ...

According to Chu Van Nguyen (2009), the brand is a combination of several other factors, growing up in the market and becoming a brand. The elements that add to the trademark to become a brand name are the trade name, business logo, business slogan, business style, etc. According to this author, this is just a pure arithmetic addition. .

Nguyen Thi Luyen (2008) said that appearance, brand and trademark appear similar, but the brand is created by the market, the brand is created by the manufacturer. Brand include not only the trademarks but also the intellectual property, the image of the goods, the image of the business in the mind of the customer, the style of business, the style of service of the business. , ...

A brand is a particular type of trademark

According to Tang Van Ben and the authors (2005): “A trademark can only be considered a brand if it communicates the value of the benefits that target customers are seeking and therefore it is wanted and desired. Authors are right to realize that a brand must be associated with certain target audiences. A successful brand must build trust in the customer, it must convey the values and benefits in accordance with the wishes of customers.

This concept recognizes brands and trademarks as different but does not distinguish clearly these two categories. Brands formed from the trademark, on the basis of the original trademark.

Business’s viewpoint towards branding

Jack Trout, Steve Rivkin (2004) argues that the brand is the seller’s commitment to the buyer for the quality and value of the product. Brands are validated by their effectiveness, for a long time and by customer satisfaction. Along with this view there are articles by Tran Minh Dao and Pham Van Tuan (2011).

Ton That Nguyen Thiem (2006) said that the brand is the collection of all names, shapes, symbols. These elements are created by the business and branded to validate a product of a business and to distinguish it from a competitor's product. Using this point of view, there are authors: Nguyen Vinh Thanh, Hoang Van Hoan (2006), Bui Van Quang (2008), Tran Ngoc Son (2009), Phan Thi Thanh Xuan (2009), Nguyen Thi Minh Anh (2010), Tran Trung Vinh (2012).

Nguyen Quoc Thinh, Nguyen Thanh Trung (2009), also asserted that the brand is the set of signs of the product to distinguish it from the competitor's product but added to the depiction of these signs to the customers' mind. The authors have found the target of the brand is the impact, retention into the memory of the customer.

Some researchers cite the American Marketing Association (AMA) brand concept: "A brand is a name, a word, a symbol, a logo, a graphic, a design, or a set of elements in order to identify and distinguish the goods or services of a seller or group of sellers with the goods and services of competitors." In practice, this organization does not introduce the concept of a brand, but rather the concept of trademark. Actually these researchers translated the trademark in English into "brand". The AMA trademark concept is stated on the basis of the trademark definition of the Trademark Act, 1946, 15 U.S.C, article 1127 (United States). This law defines: A trademark is any word, designation, symbol, term, or any combination (between them), used by a trader to identify, indicate the source of the goods and distinguish them with the merchandise of other trader. (any word, name, symbol, or device, or any combination (thereof) that is used by a person in commerce to identify and distinguish his goods manufactured or sold by others and to indicate the source of goods, whether known or unknown (Trademark Act of 1946, 15 USC sec.1127).

Brand perception comes from the customer's perception

Some authors view the brand from the perspective of customer perception of the impact of business. Typically, the concept of the brand stated in the two articles is very valuable.

Do Hoai Linh (2011), in his article affirmed the brand is the perception of customers about all elements of the business.

Ha Thi Ngoc Oanh, Tran Thi Thu Hien (2012) both agreed, brand name is the image, the emotions that customers get when they think about a company or product. These images, emotions appear immediately when the customer thinks of the product, that company, that these images exist in the memory of the customer.

Gordon R. Foxall and the authors (2013), introduced two approaches to brand concept. The first is the customer-oriented approach, the second is the enterprise-wide approach. Customer orientation is orientation from outside, oriented from the perspective of business is the orientation from the inside. At present, these two perspectives persist in the studies of authors around the world. The article further suggests a view that coordinated access from both directions.

Johann Fuller and other authors. (2013), suggested that consumers are the basis for branding. Customers are also positive in conveying the message of the brand to others. According to the authors, the internet environment facilitates the development of a strong corporate brand in today's society.

Michael G. Walsh (2013) asserts that the brand exists in the business and that the brand is governed by the law, the object of intellectual property. In business, customers are the center of all activities of the business. So, a good brand is a brand having the elements that customers demand, desire.

3. METHODOLOGY

Sustainable brand development should eliminate false positives and correct the deficiencies, and propose the views appropriate to the business activities in the market.

Brands and trademarks are two different categories, so considering brand as trademark is not appropriate. Confusing these two concepts will not be able to form the brand, not mention to the development of sustainable brand.

Most researchers do not mention the corporate brand. Branding product brands and branding corporate brand are all important. Brand development needs to proceed from small to small scale to larger scale and ultimately to enterprise scale. Corporate brand is formed by the synthesis of all activities of the business, by the success of the collection of product brands. Branding of each product should be done in the overall brand development strategy of the business.

Developing your brand from your thoughts, from within the enterprise, will create brands that are affordable to your customers. In business today, all activities of the business are aimed at satisfying the needs of customers. To develop a sustainable brand needs to come from the customer and to satisfy the customer needs. To do this, branding must understand the psychology of customers, brand owners must have good knowledge of business management psychology. Consensusing with the view of Do Hoai Linh (2011), Gordon R. Foxall et al. (2013), Johann Fuller et al. (2013), ... the author develops the brand concept from Customer's requirements and aim to satisfy the needs and expectations of customers.

4. MAIN FINDINGS

The three aspects of human psychological life are cognitive, emotional and action. Recognition, emotion, trust are psychological phenomena that represent the three aspects of human psychological life. These psychological activities carry out the process of receiving and dealing with human impacts. Through product and many factors, businesses impact on customers. By the psychological process, customers receive the impact of products, businesses. These effects form and embellish the brand of the product or business in the mind of the customer. Tang Van Ben&his authors (2005) share the same view that branding must be targeted and convey value to the target audience.

Customer perception is the first psychological process, which is the basis for all other high-level psychological activity of the customer. In contrast, other psychological activities affect the cognitive process. The result is the quality of all activities, the psychological process is enhanced. Perception is the basis of branding as stated by Do Hoai Linh (2011), but the author does not mention other psychological phenomena of customers in the process of branding in their mind.

Emotions are formed on the basis of the aggregation of feeling. Feeling is the result of the effects of the product, the business to the customer. Emotions are the results of total emotion for a long time. Emotions can be positive or negative corresponding to the good or bad nature of a product or business. Ha Thi Ngoc Oanh, Tran Thi Thu Hien (2012), has identified brands as images and emotions that customers have when they think of a company or product but not fully mentored psychological process that the customer gets through the process of branding.

Trust is a positive action formed by the emotional clarity of the customer. Frequent emotions of customers for products and businesses will affirm confidence, create trust and deepen into the mind of customers.

Many authors have mentioned the components of the brand, such as Ton That Nguyen Thiem (2006), Nguyen Quoc Thinh (2009), ... but the factors were inadequate. The authors systematize the components of the brand into three groups: attributes, images and benefits. Properties are the characteristics of the product such as color, design, weight, height, composition, standards, ... attributes of the business can be: the time of establishment, activity; production scale and business scale; capital, human resources, organizational structure, management ... The image of products and enterprises are related in the customer's mind about the contexts, characters, related events or representative of the product or enterprise. The factors are usually: character of representatives, image of advertisement; style of target customers; logo, ... Benefits include the elements: personalization, character abstraction, value of use; human, social and community values of the product or enterprise; ability to meet the needs of the higher levels of products, enterprises.

The brand name comes when the product is created and commercialized in the market, the corporate brand name has existed since the enterprise was established. It could be good or bad brands, not even good ones.

Based on the analysis of the status of brand claims, the study of customer psychological phenomena in the process of perception, the author of the article proposed the definition of brand: "Brand is the recognition, the emotional, trust of customers about the attributes, images, benefits of products, enterprises; is formed by the complete process of customer perception of all factors that are being affected by the product, the enterprise.

5. CONCLUSION

The contribution of this article is to propose a brand definition based on the psychological evolution of the customer in the process of receiving the impacts from the business. The psychological process of the customer in the process of receiving the impact to form the brand is the recognition, feelings and trust. Here are three typical psychological phenomena of the three aspects of human psychological life. Businesses that perceive these psychological phenomena of brand awareness will have a strong foundation in branding, as well as sustainable brand development. The brand definition of this article has also systematized the customer perceptions about the brand of the business, namely the attributes, images, benefits of products and businesses. These factors are also the elements constituting the brand from the viewpoint of the author of the article. These factors will guide the business in designing brand to ensure the conditions and requirements for the brand to develop sustainably.

The article analyzes the situation of some articles but is not intended to criticize. Through the analysis of published researches, the author has found valuable arguments to reinforce one's own perception and had many bases for developing definitions in the direction of approach from the customers' view. The author hopes that the paper's proposal is reasonable to contribute to creating a good platform for businesses to develop sustainable brands.

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STRENGTHENING COOPERATION BETWEEN BANKS AND FINTECH COMPANIES FOR DEVELOPMENT OF THE FINTECH ECOSYSTEM FOR VIETNAM

Pham Van Lien* - Tran Thi Lan Huong**

ABSTRACT: *The continuous growth of financial technology companies (Fintech) in Vietnam and in the world is a vivid expression of the ongoing industrial revolution in the field of finance - banking, creating new values for the user and society. Banks and Fintech companies make two important components of Fintech ecosystem, both of which are heading towards cooperation in the provision of financial services so as to take advantages of each other. The article shows the trend of cooperation between banks and Fintech companies in the context of the 4th Industrial Revolution, the achievements, limitations and development orientation of Fintech ecosystem in Vietnam.*

Keywords: *Fintech, Fintech Ecosystem, Cooperation, Bank, Vietnam*

1. Introduction

Financial Technology – Fintech - is an area in which many companies take advantage of the technological innovation to provide diversified financial solutions/services which are efficient, convenient and of lower cost than traditional financial services provided by financial institutions.

Main customers of Fintech companies are banks, insurance companies, traditional financial institutions, consumers and newly started businesses (start-ups).

According to the 2016 report of SparkLabs Global Ventures on the operation of Fintech companies all over the world, Fintech companies are offering services in many different areas such as banking technology, payments, corporate finance, personal finance, digital currencies, services to replace services the core of the finance-banking (alternative cores) and so on. Their products/technological services could be as diverse as electronic wallet, technology ledger dispersion (DLT) on blockchain platform, online commerce B2C, mPOS, etc. In Vietnam, the link between banks and Fintech companies is now of prime concern in the development of the Fintech ecosystem.

2. Theories on the relationship between banks and Fintech – Fintech Ecosystem

Fintech is the term used to describe the use of technology in the provision of the financial services. Fintech companies are usually newly established businesses with new business models and new products to compete with core banking, insurance or payment services (ASIC, 2016).

According to Cemal Karakas and Carla Stamegna (2017), Fintech stands for financial technology, is a broad term used primarily to refer to those companies that use technology-based systems in some way to provide financial services directly or trying to make the financial system more efficient. Initially, this term refers to the technology used to support the activities of financial, trade and consuming

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institutions. Today, the interpretation of Fintech has expanded to include any technological innovations in the financial sector, including innovation in finance education and training, retail banking, investment or improvement in the area. Fintech has also become synonymous with the emerging financial service industry of the 21st century to refer to a variety of services and products such as non-cash payment, loan, doing business, consultancy, capital mobilization, digital currencies and possibly many more in the coming years.

A symbiotic and stable ecosystem will promote the development of Fintech. Fintech role has become more important through the combination of the five elements of Fintech as suggested by Lee (2016) as following:

First, Fintech startups: These companies are located at the center of the ecosystem exerting significant impact on the financial services, boasting low operating costs while targeting numerous niche markets to offer more services to individual customers than conventional financial institutions.

Second, technology developers: technology developers provide technical platforms to create a favorable environment for Fintech startups to apply technology to improve services...

Third, the policy makers: policy makers have created a favorable legal environment for Fintech. The regulations create favorable conditions for Fintech startups to provide financial services which are less expensive and more accessible to customers compared with conventional services.

Four, financial customers: including individuals and organizations which help Fintech generate their revenues. Besides revenue from the institutional client group, individual customers and small and medium-sized enterprises have also brought Fintech gain considerable revenue and helped Fintech grow.

Fifth, conventional financial institutions: They are conventional banks, insurance companies, securities firms and venture investors. These organizations are the main driving force in the Fintech ecosystem. The business model of these traditional financial institutions is being reassessed and strategies have been developed to capture the innovation of Fintech.

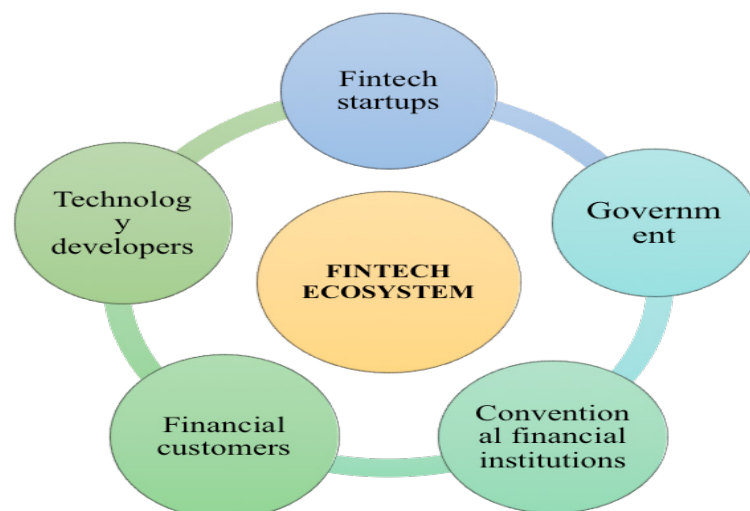


Table 1: Ecosystem Fintech

(Source: In Lee, 2016, *Fintech: Ecosystem, business models, investment decisions, and challenges*, Available online at www.sciencedirect.com)

Of the 05 elements above in the Fintech ecosystem, Fintech companies and traditional financial

institutions (banks) are currently two predominant players in Vietnam. Strengthening the coordination between Fintech - innovative and banks - traditional is a platform that needs attention, in order to develop Fintech ecosystem in Vietnam.

3. METHODOLOGY AND THE RESEARCH PROCESS

The authors used qualitative research methods to analyze the relationship between banks and Fintech, to show the benefits in strengthening the cooperation between banks and Fintech to develop Fintech ecosystem in Vietnam. The authors focus on the results of the most recent studies from 2015 to date on the academic journals in Economics, Finance and Banking, Accounting - Audit in Vietnam and around the world. Based on these findings, the authors evaluate the strengths and weaknesses of traditional banks and Fintech companies, showing the increased cooperation between the two parties makes the principle key to success, creating added value in the digital technology era. In addition, to assess the status of the cooperation between banks and Fintech companies in Vietnam as well as the development of the Fintech ecosystem, we have used the survey results recently published in 2017 by the Basel Committee on Banking Supervision (BCBS). The survey has shown that this relationship has been mutually and continuously promoted by participating sides while Fintech companies have been involved in most of the banking services. The authors also conducted surveys with banks (state and non-state including the commercial joint-stock bank of Industry and Trade of Vietnam, Military Commercial Joint Stock Bank, the Commercial joint-stock bank of Technology, Vietcombank) and studied the legal framework, the provisions of the State Bank of Vietnam related to the cooperation between banks and Fintech companies. From the analysis of the benefits of the partnership between the two parties, the authors have also pointed out the remained problems and obstacles before coming up with key directions for boosting cooperation as well as developing Fintech ecosystem in Vietnam,

4. EXCHANGES BETWEEN FINTECH AND BANKS IN VIETNAM

4.1. Trend for cooperation between Fintech companies and banks

In the banking sector, the rapid development of Fintech companies over the past years, particularly in the fields of payment and loan, has been an issue that attracts the attention of many banks. However, Fintech companies and banks have distinctive advantages that can be exploited by each other.

| Fintech companies | | Banks | |
|--------------------------|---|-------------------|---|
| <i>On products</i> | Fintech companies are capable of launching, within a very short time, new products which are highly applicable and customer-friendly. | <i>On capital</i> | Banks possess enormous capital sources which could make a solid basis for investment into technologies to facilitate new projects, products and services. |

| | | | |
|-------------------------|--|---------------------------|--|
| On innovation | <p>Fintech Companies boast outstanding innovative characteristics which are not restrained by legal barriers as in the banks' case. Continuous application of the latest technology, especially technology in automation, artificial intelligence, social network data analysis ... to bring better experience, and better products than those provided by conventional banks.</p> | On prestige | <p>Banks possess prestige thanks to their solid financial strength, existing network and system. They are able to control risks and ensure security for customer transactions.</p> |
| On risk appetite | <p>Fintech take risks in a wide range, at higher level and even take ventures, so they easily reach to with customers who have not been made customers of conventional banks and bank subprime customers.</p> | On experience | <p>For years, banks have dominated the financial arena. Thus banks are experts in the field of finance and financial management.</p> |
| On database | <p>These companies also do better than banks in capturing the core values of customers from big data in order to provide better and faster services.</p> | On professionalism | <p>Banks boast professional staff, with extensive knowledge in the field of banking and finance.</p> |

Table 2: Analysis of the advantages of banks and Fintech companies

(Source: Mbank, 2017. The trend of cooperation between banks and fintech inn the context of the 4th industrial revolution)

Obviously, the strengths of Fintech companies are the weaknesses of banks and vice versa. As such, both sides are looking to cooperate in deployment of financial services in order to capitalize on the advantages of the partners. This partnership now makes a dominant trend worldwide in many different forms but, but gearing towards a common goal of bringing the best financial services and experience to customers.

On a broader scale, the symbiotic and complimentary relationship in which both sides supplement the deficient parts in each other with their own strengths should be nurtured for a country to maintain and develop a modern finance-banking system with innovative products and financial services to meet the ever higher expectations of customers.

Witnessing the rise of FinTech companies in recent years, banks have come to be aware of the advantages and challenges they have compared with FinTech companies. For banks, FinTech companies are both competitors, but also partners which could help to make finance-banking services more accessible, especially among customers living in remote areas with no access to traditional financial services.

Meanwhile, startups in the area of financial technology have the advantage of innovation, creativity and the ability to apply technology in a flexible and efficient way, especially with the application of digital platforms such as blockchain technology (block strings), cloud computing (cloud), artificial intelligence, robo-advisors and etc ...

To survive and develop, FinTech companies need support to access to capital, networks, customer information sources, as well as support and counseling on banking legal framework. Therefore, this mutually beneficial cooperation will give customers the service experience which is modern, convenient, and inexpensive while also generating substantial profits for both banks and FinTech companies.

4.2. Cooperation is the critical key

According to the bank report Vision 2020 composed by the International Auditing Company Deloitte, collaboration would give the key to success for Fintech companies and the banks in the digital era. The report points out the key factors to ensure successful cooperation between banks and FinTech companies to provide innovative financial products and services, while enhancing customers' experience.

First, the prospect to market enlargement (Scalability): Cooperation with banks can help reduce the time to market new solutions by leveraging the existing network of banks. In addition, the potential "exclusive" agreement potential between banks and FinTech companies must be customized so as not to exceed the limits of innovation and creativity.

Second, the product life cycle: The cooperation between banks and FinTech companies can influence the existing financial products; reaching out to existing customers, especially those who are less knowledgeable about technology.

Third, the confidence of the customer: This is a factor to be placed at the center of the model. Customer trust in the banks has been built up over decades thanks to responsible risk management and legal experience. Banks need to be selective so as to find a suitable Fintech company to cooperate with. Besides, both sides must work together to identify the limitations of the system or legal barriers within the bank's activities that should be addressed.

Fourth, the vision: FinTech companies need to develop visions towards creating innovative solutions for the financial service ecosystem. Meanwhile, banks must realize its role as an active partner in cooperative relationship with FinTech companies.

Fifth, self-built or acquired: The question led to the rapid formation of models of collaboration to utilize technology to provide products and services to quickly meet market demands and more sophisticated taste of customers.

Thus, in the current banking and finance context of Vietnam today, the "hand shake" between banks and FinTech companies is the inevitable. There have been good signals showing that banks in Vietnam has taken the initiative in looking for suitable partners among FinTech companies.

Valuable experience in the finance-banking area of banks and the capacity for creativity of FinTech companies will create resonating combinations which ensure sustainability and innovation. This will help satisfy the increasing demands of clients in the provision of financial products and services which are innovative, convenient and low cost. In other words, the cooperation between banks and FinTech companies will be the complementary for each other, helping to create value for users and the society, and to promote the dynamic development of the market in the future.

4.3. Fintech and banks in Vietnam

In the context of global economic integration, Vietnam should shape a suitable ecosystem to facilitate the development of Fintech companies and to promote the growth of the economy in general and financial services of Vietnam in particular, gearing towards strengthening the financial integration in the region and into the world.

According to assessments of foreign experts, Fintech companies and finance-banking institutions in Vietnam possess many favorable conditions with potentials for development in the field of Fintech. Vietnam has a young population with high demand for connection. 2016 statistics shows that more than 50% of the Vietnamese population use the Internet regularly. 34 million people own a smart phone. The number of users of banking services has not been high. Those who use banking service have currently focused only on withdrawals from your account. Thus, Vietnam is still a very attractive market for new financial service companies.

Over the years, the State Bank of Vietnam (SBV) took the initiative to approach and to enable Fintech companies to join the market. Since 2008, the central bank has licensed many companies which are not banks to offer payment service. Moving in the same direction, there has been a relatively established trend where banks cooperate with Fintech companies in recent years. A typical case is the cooperation between VietinBank and the Opportunity Network Company (ON): the two has recently signed a cooperation agreement to provide digital platform for connecting corporate clients of VietinBank with over 15,000 businesses in 113 countries which are members of ON, creating opportunities for domestic enterprises to effectively expand their market with foreign partners.

Meanwhile, the Military Commercial Joint Stock Bank (MB) has developed a digital banking model based on collaboration with its strategic partner Viettel. Vietcombank has cooperated with and the M_ Service Company to facilitate payment transfers ... Recently, electronic payment and online shopping have become increasingly popular. Thus, some banks are eyeing to grow their market share among the young, trendy, dynamic, technology loving customers. VIB Bank has partnered with FinTech Weezi to launch MyVIB Keyboard products, an application to transfer money through social networking.

Similarly, Techcombank has, jointly with FinTech Fastacash, introduced F@st Mobile, the platform to transfer money quickly through Facebook and Google+. Thus, choosing a suitable Fintech company to match its development strategy has helped banks achieve its objectives, as well as maximizing the benefits as a result of resonated relationship between banking and Fintech.

Currently payment is still one of the areas paid with strong attention by Fintech companies because technological application in this area has brought many benefits to consumers. Most recently, according to a survey published in 2017 by the Basel Committee on Banking Supervision (BCBS), Fintech companies have gotten involved in most of the services of banks from credit, deposit to payment and investment management, but the majority are still service-related payments, guarantee deposit which has accounted for about 41% while 27% is on supplementary services to financial services; 18% in loan making, depositing and capital raising; 9% in investment management services and 5% in other services.

In general, most of the Fintech products available in Vietnam is still very primitive while banks still account for the major market share of the financial services. Fintech cooperation is still limited, mainly focusing on provision of simple payment services, and has not touched upon more advanced services, as well as services in receiving feedbacks, and sharing information about customers.

It is noteworthy that Fintech and banking in Vietnam have not developed as expected by the market due to the lack of adequate and synchronized legal framework. Fintech companies are facing many problems, including the fact that the users are still shy away from online financial transactions since they do not understand what role the technology company play and what they would do to their bank accounts. Online financial activities carried out have remained less than 5% of total online time of internet users in Vietnam

5. CONCLUSIONS AND RECOMMENDATIONS FOR VIETNAM

With the huge potential of Fintech in Vietnam regarding the size of the population and comparative advantage in human resources in the field of information technology, in order to maximize the benefits that Fintech can bring into the Vietnamese finance and banking markets in particular and into economic growth in general, and to create a harmonious development between the banking sector and Fintech, and to encourage and promote innovation, the cooperation of many stakeholders is recommended. In particular:

On the side of the State: The State needs (1) to complete the legal framework, towards building a pilot (if necessary) legal framework to develop a “level playing field” in the future for Fintech companies and commercial banks, through which to encourage mutually beneficial “cooperation - competition” between the two players; (2) to improve financial market infrastructure, enhancing interoperability between different market infrastructure systems; (3) to mobilize the technical support and assistance of international organizations such as the ADB, the WBG ... and bilateral cooperation with management counterparts of foreign countries to conduct exchanges and experience sharings in Fintech management; (4) concerned ministries such as the Ministry of Science and Technology, Ministry of Finance, Ministry of Justice, State Bank and so on should promote coordination in improving the legal framework for consistent and unified supervision, so as to create a favorable business environment for Fintech development with a view to promoting a dynamic, sustainable and stable banking system in Vietnam while protecting consumers’ rights.

On the side of Fintech companies: they need (1) to conduct thorough research to understand and master the technology innovative, creative before applied in Vietnam, making sure to avoid risks and to master the technologies with potentials for innovations before applying them into the Vietnamese environment to avoid risks and to ensure highest benefits to the society; (2) to diversify and to enhance the quality of financial products and services, focusing on the convenience, ease of use, while ensuring the safety and security. The reliability of transaction security should be ensured to create confidence in the use of financial services; (3) to promote the demands of users (by improving financial awareness of the people, strengthening the confidence of consumers while using the services, protecting the consumers ...in line of the implementation of the National Strategy on financial universalization in the near future.

On the side of banks: they should (1) continue to build and improve the legal framework for the financial services provided in association with Fintech companies; (2) make the most of the provisions of the State Bank Steering Committee on the financial technology sector in promoting the development of Fintech in banking; (3) strengthen coordination, linkage to Fintech companies in the creation and provision of financial services, to reinforce confidence of service users capitalizing on the banks’ existing reputation.

On the side of universities and training institutions: Human resources make a key factor, and with decisive role, in building the ecosystem Fintech of all nations in the face of technological development. Therefore, Vietnamese management bodies should pay attention to the nursery of talents through attraction, training and support given to technology professionals /talented people who are knowledgeable about digital technology and the finance-banking sector. This could be done based on experiences learnt from the management models of some countries in the region such as Singapore, Hong Kong, Indonesia, Australia ...

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MISSTATEMENTS PREDICTION ON FINANCIAL STATEMENTS OF LISTED REAL ESTATE COMPANIES ON THE VIETNAM STOCK MARKET

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ABSTRACT: *Financial information needed faithful representation, which is one of the inevitable requirements to ensure sustainable development goals in business operations of enterprise. This research is carried out to predict misstatements on financial statements of listed real estate companies on Vietnam stock market by analyzing financial ratios. The study is based on Positive Accounting theory as well as F-SCORE model. The research data included 56 listed real estate companies on Vietnam stock market during the period from 2010 to 2017. Random Effects Logistic Regression model (Logit REM) is used to estimate this model. The results indicate that three variables consisting of changes in receivables (CHREC), changes in inventory (CHINV), the percentage of assets with average liquidity (SOFTASSETS) in F-SCORE model and two additional variables including accounts receivable to total assets (RECTA), gross profit to total assets (GPTA) affect the possibility of misstatements on financial statements. After being eliminated insignificant variables, the model has ability of 60.59% of accuracy prediction relating to the companies with misstatements on financial statements, 71.02% relating to the companies with no misstatements on financial statements and 66.29% relating to the whole sample. Financial statement users (especially investors, auditors and inspectors, etc.) could use the results of the study to predict the possibility of misstatements on the financial statements as well as to define the range of financial ratios in which frauds and errors frequently appear, thus helping define key elements in examination and evaluation.*

Keywords: *Misstatements prediction, F-SCORE, Listed real-estate companies, financial ratios*

1. INTRODUCTION

Financial information needed faithful representation, which is one of the inevitable requirements to ensure sustainable development goals in business operations of enterprise. Financial information on financial statements should be presented faithful and objectively to meet the demands of financial statement users in making economic decisions. (IASB, *Conceptual Framework for Financial Reporting, 2010*). However, financial information on financial statements do not always meet all the requirements of the qualitative characteristics of Conceptual Framework for Financial Reporting. The terms such as “polished”, “inflated”, “manipulated” are increasingly familiar to information users and they are hot topics in both global financial markets and Vietnam’s financial market. For instance, the world has witnessed the big scandals related to frauds on financial statements such as Health South, Enron, Olympus, Toshiba and WorldCom, etc. In Vietnam, a series of scandals of listed companies have revealed fraud behaviors such as Truong Thanh Furniture Corporation (TTF), Hung Vuong Corporation (HVG), Vietnam Japan Medical Equipment (JVC) and KLF international

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investment company (KLF), etc. According to statistics on Vietstock, the recent announced profits of many businesses in 2017 “evaporated” or increased several times after audit in comparison with their early reports, causing bad effects to investors. Facing the fact that frauds and accounting tips are increasingly sophisticated, financial statement users (auditors, inspectors, borrowers, lenders, banks, suppliers, etc.) need to be equipped with more tools and techniques which help them to predict and define range of frauds in order to minimize risks, ensure the reliability of information represented on financial statements.

There has been a remarkable return in real estate industry after a long period of stagnation (from 2009 to 2013) in recent years. More than 80% of stocks of real estate companies increase value that contributes substantially to the growth of the stock market, reaching 1000 points. The characteristics of the real estate business require large amounts of capital, at least two latest years of operation as a joint stock company, at least 5% of the return on equity (ROE), at least two latest years of profitable operation, no overdue debts over one year, no accumulated loss up to the year of listing registration and so on. (*Source: Decree 58/2012 / Decree - Government, 2012*). However, listed real estate companies in Vietnam often have limited financial capacity, low equity, long-term business cycles and long-term capital returns. As a result, financial information on their financial statements could be represented intentionally unfaithfully by information providers.

This study aims at predicting the probability of misstatement and the applicability of empirical study to listed real estate companies on Vietnamese Stock Market. Literatures include studies using statistical techniques to identify frauds and errors on financial statements such as those of Persons (1995), Beneish (1999), Dechow et al. (2011), Normah Omar et al. (2015), Sri Astui (2015), etc. In Vietnam, there are many studies contributing greatly to identifying and detecting the misstatements on financial statements of Vietnamese enterprises such as researches by T. T. G. Tan et al. (2014), D. N. Hung et al. (2017), T. M. Dung et al. (2017). Relying on Positive Accounting theory, Fraud Triangle theory and previous researches, this research predicts misstatement on financial statement by analysing financial ratios. This study applies the F-SCORE model (*Dechow et al., 2011*) to assess and predict the probability misstatements on financial statements of listed real estate companies on Vietnamese stock market. Additionally, we expand and develop forecasting models and Logit model to analyse the ability of existing frauds and errors through the sample consisting of 56-listed real estate companies in eight years (from 2010 to 2017).

2. LITERATURE REVIEW

Misstatement is a difference between the values, classification, representation or disclosure of an item on a financial statement and its values, classification, representation or disclosure in accordance with the requirements of Conceptual Framework for Financial Reporting. Misstatement are likely to be caused by frauds or intentional errors. In order to distinguish between frauds and errors, it is necessary to consider causes. There have been many previous researches of misstatement or fraud.

Fraud Triangle theory (Donald R. Cressey, 1953) analyzed frauds in terms of asset misappropriation and corruption through the survey of 200 cases relating to economic crimes, which suggests three factors causing frauds including: incentive/pressure, opportunity and rationalization. Fraud triangle is one of the models used for studying and evaluating the risk of frauds occurring in many different activities, including auditing. It provides a valid framework for many foreign and local studies on embezzlement behaviors such as those of T. T. G. Tan et al. (2014); D.N. Hung et al. (2017); H.T.T. Huyen (2016), Normah Omar et al. (2015); Ines Amara et al. (2013); P. Ravisankar et al. (2010); Sri Astui (2015).

Fraud Scale theory (Albrecht et al., 1980) shows that pressure and opportunity are two of three factors leading to fraud behavior. However, Albrecht used a third factor of personal integrity instead of rationalization. According to Albrecht, the risk of fraud is higher when pressure and opportunity are high, personal integrity is low. In contrast, the risk of fraud is lower when opportunity and pressure are low, personal integrity is high.

Many researchers combined fraud theories with Positive accounting Theory to explain and predict regular accounting practices in order to find answer to the questions: “Why do the reporters do that?” or “What motivates them to do that?” **Positive accounting theory** was early study by Ray Ball and Phillip Brown in “An Empirical Evaluation of Accounting Income Numbers” in 1968. Watts & Zimmerman later purified it in the popular book named “Positive Accounting Theory” which was published in 1986. It helps researchers to explain things which have never appeared or have been difficultly observed in finance and accounting through the analysis of motives and objectives of managers in the selection of accounting regimes. Positive Accounting theory bases on empirical studies with data and events that occur in reality to test hypotheses that the researcher observes and poses, which implements statistical or econometric methods for the purpose of hypothesis testing and forecasting.

The research of **Messod D. Beneish** (1999) relied on Positive Accounting theory to classify firms, which involved in income adjustment. M-SCORE model has helped auditors and investors identify fraudulent possibility effectively and assess the reliability of accounting profits. Beneish (1999) used samples of 74 companies that manipulate earnings and 2332 companies on COMPUSTAT non-manipulators in the period from 1982 to 1992 with weighted exogenous sample maximum likelihood probit model (*WESML Probit model*) to estimate the model.

The result of the study showed the M-SCORE model:

$$M - Score = -4.84 + 0.92DRSI + 0.528GMI + 0.404AQI + 0.892SGI + 0.115DEPI \\ - 0.172SGAI + 4.679TATA - 0.327LVGI$$

M-SCORE of a company exceeding -2.22 indicates signal of behaviours that affected profit (*Brickell, 2011, Roxas, 2011*).

Base on the research conducted by Beneish (1999) as well as the foundation of Positive accounting theory, Dechow et al. (2011) developed a database of widely available financial frauds, promoting the study of profit fraud, analysing the financial characteristics of fraudulent companies, and developing a model for predicting misstatements. The results of the study revealed that F-Score can be used as an indicator or a signal of the possibility of frauds. The results obtained three models:

F-score I:

$$MISSTATEMENT = -7.893 + 0.790Rsstacc + 2.518 Chrec + 1.191Chinv \\ + 1.979 Softassets + 0.171Chcs - 0.932Chroa + 1.092Issue + e$$

F-score II:

$$+2.011Softassets + 0.159Chcs - 1.029Chroa + 0.983Issue - 0.150Chaemp \\ + 0.419Leasedum + \varepsilon$$

F-score III:

$$MISSTATEMENT = -7.966 + 0.909Rsstacc + 1.731Chrec + 1.447Chinv$$

$$+2.265Softassets + 0.160Chcs - 1.455Chroa + 0.653Issue - 0.121Chaemp \\ + 0.345Leasedum + 0.082Ret_t + 0.098Ret_{t-1} + \varepsilon$$

The rate of accuracy of F-score I was 65.59%, that of the F-score II was 64.97% and the F-score III has the rate of 62.98%. The researchers then added more variables and formulas to these models in order to improve the possibility of prediction as well as the outcomes of the model.

Some researchers also use financial ratios relating to financial leverage, liquidity, profitability, asset structure, etc., (Persons (1995), Spathis (2002), Spathis et al. (2002), Dalnial et al. (2014), Efstathios Kirkos et al. (2007), etc.). However, these studies have not yet met the needs of every users. Therefore, this research used the F-SCORE model based on the researches of Beneish (1999) and Dechow et al. (2011) to build and develop a model of research.

3. RESEARCH METHODOLOGY

Based on *Accounting Positive Theory* with other fraud theories, this research used F-SCORE model to build and develop a model for listed real estate companies on Vietnam stock market from 2010 to 2017.

3.1. Hypothetical construction

Accrual Accounting (RSSTACC)

Early work by Healy et al. (1985), total accrual includes Discretionary Accruals (DA) and Non-Discretionary Accruals (NDA). According to Beneish's research (1997), total accrual accounting divided by total assets is useful ratio to identify the violation of the firm in Generally Accepted Accounting Principles (GAAP), which is also the conclusion in Dechow et al.'s research (2011).

$$WC = (Current\ Assets - Cash\ and\ Cash\ Equivalent - Short - term\ Investment)$$

$$NCO = (Total\ Assets - Current\ Assets - Long - term\ Investment) - (Liabilities$$

$$FIN = (Short - term\ Investment + Long - term\ Investment) - (Long - term\ Debt \\ + Debt\ in\ Current\ Liabilities + Preferred\ Stock)$$

Hypothesis: Accrual accounting has a positive relation with misstatements on financial statements.

Change in inventory (CHINV)

The value of inventory is dependent on the business manager's choices through the provisions and the methods of calculating inventories, which then affects costs of goods sold and profits in the period. Some researchers such as Summers and Sweeney (1998), Spathis et al. (2002), Skousen and Wright (2006), Efstathios Kirkos et al. (2007) agreed that fraud is manipulated on inventories, such as inventories that are higher than cost or market value, or incorrect value.

$$CHINV = \Delta Inventories / Average\ Total\ Assets$$

Hypothesis: Inventories have a positive relation with misstatement on financial statements.

Change in receivables (CHREC)

According to study of D. N. Hung et al. (2017), many companies can fully manipulate the debt age of customers to adjust the provisions to change the profit. Among the tools for manipulating fraud on financial statements, accounts receivable and bad debt are useful tools due to their subjective nature (Summers and Sweeney, 1998). Researchers such as Loebbecke et al. (1989), Persons (1995), Beneish (1999), Wetzel et

al. (2001), Dechow et al. (2011), Aghghleh (2016), Dalninal et al. (2014), Tarjo and Nurul Herawati (2015) shared the same idea that the majority of cheating related to accounts receivable and inventory accounts.

$$CHREC = \Delta \text{Accounts Receivable} / \text{Average Total Assets}$$

Hypothesis: The change of accounts receivable has a positive effect on misstatement on financial statements.

The percentage of assets with average liquidity (SOFTASSETS)

SOFTASSETS measure the percentage of “soft” assets on the balance sheet (defined as the percentage of assets that are neither cash nor property, plant, and equipment (PP&E)).

The research of Barton and Simko (2002) shows that companies with high net assets would be more easily to adjust profit in short time (Dechow et al., 2011, N. Hung et al., 2017). When firms with higher SOFTASSET on the balance sheet, which have more discretionary power to change assumptions to achieve short-term returns (Dechow et al., 2011). Mohamed et al., 2016).

$$SOFTASSETS = (\text{Total Assets} - \text{Property, Plant and Equipment} - \text{Cash and Cash Equivalent}) / (\text{Total Assets})$$

Hypothesis: The percentage of assets with average liquidity has a positive effect on misstatement on financial statements.

Change in cash sales (CHCS)

Change in cash sales is a useful tool to evaluate the efficiency of the firms and identify the financial statement whether there is a fraud or not (Dechow et al., 1996; Beneish, 1999; Dechow, 2011). Enterprises will try to stimulate demand by loosening the policy of selling businesses, such as changes in limits, payment terms, and discount rates. These operations will help to increase capital in the short - term period, create a growing illusion of business and will inevitably lead to risks later. (D. N. Hung et al., 2017)

$$CHCS = \text{Sales} - \Delta \text{Accounts Receivable}$$

Hypothesis: The change in sales revenue in cash has a positive effect on misstatements on financial statements.

Change rate of return on assets (CHROA)

Managers appear to prefer to show growth in earnings (Dechow et al., 2011). The development of ROA is the driving force for managers to adjust the financial statements when performance actually does not meet expectations (Summers & Sweeney, 1998). In addition, Summers & Sweeney (1998) also pointed out that there is a significant difference in ROA between fraud and non-fraud businesses. Spathis (2002), Efstathios Kirkos et al. (2007), T.T.G. Tan (2014) again demonstrated this conclusion in your research.

$$CHROA = \left(\frac{\text{Earnings}_t}{\text{Average Total assets}_t} \right) - \left(\frac{\text{Earnings}_{t-1}}{\text{Average Total Assets}_{t-1}} \right)$$

Hypothesis: The change rate of return on assets have negative and affect misstatement on financial statements.

Issue additional shares (ISSUE)

A firm “zealously” issued more shares demonstrates that problems of cash flow need to be offset by additional financing. Although the firm has already done well in the pecking order theory, the money is not enough for its operations and has to issue more shares to raise money. According to Dechow et al. (2011),

one incentive for misstating earnings is to maintain a high stock price. The managers who misstate their financial statements are particularly concerned with a high stock price.

ISSUE = 1 (if the enterprise issues share in the year)

ISSUE = 0 (if the enterprise does not issue share in the year)

Hypothesis: Issuing additional shares has a positive effect on misstatement on financial statements.

Gross profit to total assets (GPTA)

Gross profit to total assets (GPTA) shows the efficiency when using inputs for manufacturing process. This is one of the most important targets for the investor to evaluate and make decisions. Firms, which do not prospect well, will have more incentives to manipulate earnings (Beneish, 1999). Moreover, this is accepted by Spathis (2002), Summers and Sweeney (1998), Hawariah Dalniala et al. (2014), Kreudfelt & Wallace (1986)'s researches.

$$GPTA = \frac{\text{Sales} - \text{Cost of goods sold}}{\text{Total Assets}}$$

Hypothesis: Gross profit to total assets has a negative impact on misstatement on financial statements.

Accounts receivable to total assets (RECTA)

Accounts receivables are known as "vulnerable" assets with frauds such as the employee appropriates or defalcates. According to Persons (1995), fraud firms having Current assets include inventories and accounts receivable (e.g Feroz, Park & Pastena, 1991; Spathis, 2002; Spathis et al., 2002)

$$RECTA = (\text{Accounts Receivable})/(\text{Total Assets})$$

Hypothesis: Accounts receivable to total assets has a positive effect on misstatement on financial statements

3.2. Reasearch Model

Based on the hypothesis and F-SCORE model, we offer some prediction models in misstatement on financial statement.

$$\text{Misstate} = \beta_1 + \beta_2 \text{RSSTACC} + \beta_3 \text{CHREC} + \beta_4 \text{CHINV} + \beta_5 \text{SOFTASSETS} + \beta_6 \text{CHCS} \\ + \beta_7 \text{CHROA} + \beta_8 \text{ISSUE} + \varepsilon$$

Developing F-SCORE model by adding 2 more elements evaluating the financial stability of the firm: accounts receivable to total assets (RECTA) and gross profit to total assets (GPTA). For real estate firms, financial stability is very important, so this research choose RECTA and GPTA with the expectation that it will increase the probability of fraud on the financial statements for real estate companies listed on Vietnam stock market.

$$\text{Misstate} = \beta_1 + \beta_2 \text{RSSTACC} + \beta_3 \text{CHREC} + \beta_4 \text{CHINV} + \beta_5 \text{SOFTASSETS} + \beta_6 \text{CHCS} \\ + \beta_7 \text{CHROA} + \beta_8 \text{ISSUE} + \beta_9 \text{RECTA} + \beta_{10} \text{GPTA} + \varepsilon$$

3.3. Model Estimation Method

Misstaterments on financial statements occur when a firm omits the data or is premeditated to make inaccurate financial statements. Dependent variables considered dummy variables (misstatement and no misstatement), which is binary variables to classify financial statements.

$$Misstate = \begin{cases} 1 & \text{The firm has misstatement on the financial statements} \\ 0 & \text{The firm has no misstatement on the financial statements} \end{cases}$$

The firms having misstatement on financial statement are the enterprises with a change in the profit after tax before and after audit of 5% or more. The change in profit after tax before and after audits, which calculated as follows:

$$Change\ in\ profit\ after\ tax = \left| \frac{Profit\ before\ audit - Profit\ after\ audit}{Profit\ after\ audit} \right| \times 100$$

When a firm makes a financial statement, it assumes that a vector of explanatory variables will characterize the firm: $X_i = (X_{2i}, X_{3i}, \dots, X_{ki})$. The investors as well as economic entity will pay attention to probability of Misstatement, which calculated as follow:

$$P(Misstate = 1 | X = X_i) \text{ (probability of Misstatement).}$$

Today, there are varieties of methods used to estimate the model with binary variables such as linear probability model (LPM), Logit model, Probit model, Tobit model, etc... The research used Logit model because of high applicability. In Logit model (Maddala, 1984), P_i is calculated:

$$P_i = P(Misstate = 1 | X = X_i) = \frac{1}{1 + e^{-Misstate_i}} = \frac{e^{Misstate_i}}{1 + e^{Misstate_i}} \quad (1)$$

Logit model is not studied the direct effect of independent variables on dependent variable Misstate but considers the impact of dependent variables on probability of Misstatement, which is equal “1” or mathematical expectation of Misstate.

$$\text{Odds ratio (OR): } OR = \frac{P_i}{1 - P_i} = e^{Misstate_i}$$

OR shows how many times the probability of Misstate = 1 (probability of misstatement) is compared with as the probability of Misstate = 0 (no probability of misstatement).

Transforming the formulas (1):

$$L_i = \ln\left(\frac{P_i}{1 - P_i}\right) = \beta_1 + \beta_2 RSSTACC_i + \beta_3 CHREC_i + \beta_4 CHINV_i + \beta_5 SOFTASSETS_i + \beta_6 CHCS_i + \beta_7 CHROA_i + \beta_8 ISSUE_i + \varepsilon_i \quad (2)$$

We use (2) to estimate $\ln\left(\frac{P_i}{1 - P_i}\right)$ (called by Log – Odds).

Sample survey data is panel data including 448 observations, 56 firms and 8 moments, so will use the Logit model. The regression models with the panel data are Population Averaged (PA), Fixed Effects Model (FEM) and Random Effects Model (REM). The Logit PA, Logit FEM and Logit REM methods will be applicable.

4. EMPIRICAL RESULTS

4.1. Initial collection and processing

The research has collected the consolidated financial statements after auditing and the unaudited consolidated financial statements or the unaudited fourth quarterly reports of real estate companies listed on HOSE, HNX, UPCOM, OTC, provided by Stoxplus - the leading enterprise in financial information and business information in Vietnam. From the sample we collected, this research removed the data samples

that were too different and did not have enough information about the audited financial statements or lack of information on the profit on the unaudited financial statements from 2010 to 2017. The final table used in the study includes 56 real estate companies listed on the Vietnam stock market in the period 2010 - 2017.

The research team classifies data into two groups. Group 1 has *Misstate* = 1 and group 2 has *Misstate* = 0. The total number of observations of group 1 includes 203 financial statements have misstatements and 245 financial statements do not have misstatements.

From a sample of 56 companies and 8 periods (from 2010 to 2017), this research calculated the descriptive statistics parameters of the variables. The table 1 shows that percentage of misstatement on financial statement of real estate companies listed on the stock market of Vietnam in the period from 2010 to 2017 at 45.31%. The average of SOFTASSET of companies at 89.68%, no companies with less than 45% shares, it shows that companies focus on investment on SOFTASSET. However, over-investment in this type of property will be a waste or perhaps a sign of a delay in the distribution.

Table 1: Results of Descriptive Statistics of Metric Variables

| variable | N | mean | sd | min | max | cv |
|------------|-----|-----------|----------|-----------|----------|----------|
| misstate | 448 | .453125 | .4983544 | 0 | 1 | 1.099817 |
| rsstacc | 448 | .0515702 | .1702705 | -.53126 | 1.54973 | 3.301723 |
| chrec | 448 | .0102058 | .1016034 | -.91104 | 1.09806 | 9.955448 |
| chinv | 448 | .0399644 | .1635454 | -.82656 | .75527 | 4.09228 |
| softassets | 448 | .8967777 | .1018355 | .47916 | .99949 | .1135571 |
| chcs | 448 | 935113.4 | 5394491 | -589883.3 | 8.71e+07 | 5.768809 |
| chroa | 448 | -.0087676 | .0959709 | -.73099 | 1.11064 | -10.9461 |
| issue | 448 | .34375 | .4754899 | 0 | 1 | 1.383243 |
| gpta | 448 | .0607524 | .0678945 | -.12673 | .45799 | 1.117561 |
| recta | 448 | .0819384 | .1184236 | -.77094 | .91849 | 1.445277 |

(Source: By the authors calculated on STATA 14 software)

The results of the correlation analysis in Table 2 shows that the dependent variables were negatively correlated with RSSTACC, CHREC, CHCS, CHROA, ISSUE, GPTA and positively correlated with CHINV, SOFTASSETS and RECTA.

Table 2: The results of the correlation coefficients analysis

| | misstate | rsstacc | chrec | chinv | softas-s | chcs | chroa | issue | gpta | recta |
|------------|----------|---------|---------|---------|----------|---------|--------|--------|--------|--------|
| misstate | 1.0000 | | | | | | | | | |
| rsstacc | -0.1044 | 1.0000 | | | | | | | | |
| chrec | -0.0185 | 0.3279 | 1.0000 | | | | | | | |
| chinv | 0.0935 | 0.1048 | 0.0552 | 1.0000 | | | | | | |
| softassets | 0.2176 | 0.0612 | 0.0349 | 0.0253 | 1.0000 | | | | | |
| chcs | -0.0285 | 0.0096 | -0.0038 | 0.0131 | -0.0956 | 1.0000 | | | | |
| chroa | -0.0441 | 0.1780 | 0.2027 | 0.0154 | -0.0401 | 0.0037 | 1.0000 | | | |
| issue | -0.0357 | 0.3718 | 0.1413 | 0.0387 | -0.0202 | 0.0838 | 0.0376 | 1.0000 | | |
| gpta | -0.2416 | 0.2401 | 0.2127 | 0.0374 | -0.4244 | 0.1010 | 0.1165 | 0.1855 | 1.0000 | |
| recta | 0.1615 | 0.0871 | 0.5775 | -0.0108 | -0.0014 | -0.0467 | 0.0133 | 0.1195 | 0.1588 | 1.0000 |

(Source: By the authors calculated on STATA 14 software)

Examination of multi-collinearity in the research model, the research tested the variance inflation factor of the independent variables in the model. The table 3 shows the average coefficients of VIF is 1.31 < 2.0, so the model does not have multi-collinearity.

Table 3: The result of the variance inflation factor (VIF)

| <i>Variable</i> | <i>VIF</i> | <i>1/VIF</i> |
|-------------------|------------|--------------|
| <i>chrec</i> | 1.79 | 0.559316 |
| <i>recta</i> | 1.58 | 0.632639 |
| <i>gpta</i> | 1.40 | 0.712757 |
| <i>rsstacc</i> | 1.39 | 0.720520 |
| <i>softassets</i> | 1.28 | 0.781012 |
| <i>issue</i> | 1.19 | 0.837890 |
| <i>chroa</i> | 1.08 | 0.926439 |
| <i>chcs</i> | 1.03 | 0.975525 |
| <i>chinv</i> | 1.01 | 0.985806 |
| <i>Mean VIF</i> | 1.31 | |

To avoid spurious regression in the regression model, all variables must be stationary variables. The research use the standard of two researchers Levin- Lin – Chu (LLC, 2002) and Harris-Tzavalis (1999) to test the stationary of the variables in the model with panel data. The results of both methods show that all variables with significance level of 5%, all the data series in the sample were stationary.

4.2. Estimate and test model

Firstly, the research examines three FEM, REM, Pooled OLS models to find which the most suitable model is.

This research used the Hausman test for to evaluate the suitability between FEM and REM. The Hausman test P-value estimation result of model 1, model 2 are significantly higher than the 5% significance level, therefore the REM model is more appropriate than the FEM model.

Then, the research uses Breusch-Pagan test to select between REM and Pooled OLS models. The Breusch- Pagan's p-value regression results of 2 models are zero, so the REM model is appropriate

Results of the F-SCORE model estimation using all three methods were statistically significant with the sample. Table 4 is the result of F-SCORE model estimation by FEM Logit, Logit REM and Logit PA. There are two variables: CHINV and SOFTASSETS are statistically significant at 1% for all three estimation methods, the RSSTACC variable is significant at 5% with the Logit PA method.

Table 4: Regression result for model 1

(Source: By the authors calculated on STATA 14 software)

The regression with expanded F-SCORE model by the Logit REM model, therefore the Logit REM model is consistent. The result, there are five variables CHREC, CHINV, SOFTASSETS, RECTA, GPTA affect the possibility of misstatements on the financial statements of enterprises. Eliminating non-significant variables out of the model and continue the estimation using the REM Logit model as shown in Table 5.

Model 3:

$$\ln[P(\text{Misstate} = 1)/(1 - P(\text{Misstate} = 1))] = \beta_1 + \beta_2\text{CHREC} + \beta_3\text{CHINV} + \beta_4\text{SOFTASSETS} + \beta_5\text{RECTA} + \beta_6\text{GPTA} + \varepsilon$$

The results of Table 5 shows that the model of 5 variables (*SOFTASSETS*, *CHINV*, *CHREC*, *RECTA*, *GPTA*) are statistically significant in the forecast misstatement on the financial statements for real estate companies listed on the stock market of Vietnam. All of 5 variables is statistically significant at 5%. The results show that CHINV, SOFTASSETS, RECTA have a positive impact and CHREC, GPTA has a negative impact on the probability of misstatements on the financial statements.

Table 5: Regression result for model 3 with Logit REM model

| | | |
|------------------------------------|--------------------|--------|
| Random-effects logistic regression | Number of obs = | 448 |
| Group variable: id | Number of groups = | 56 |
| Random effects u_i ~ Gaussian | Obs per group: | |
| | min = | 8 |
| | avg = | 8.0 |
| | max = | 8 |
| Integration method: mvaghermite | Integration pts. = | 12 |
| Log likelihood = -251.75809 | Wald chi2(5) = | 39.82 |
| | Prob > chi2 = | 0.0000 |

| misstate | Coef. | Std. Err. | z | P> z | [95% Conf. Interval] |
|------------|-----------|-----------|-------|-------|----------------------|
| chrec | -4.555591 | 1.705025 | -2.67 | 0.008 | -7.897378 -1.213804 |
| chinv | 2.501597 | .797343 | 3.14 | 0.002 | .9388334 4.064361 |
| softassets | 4.271091 | 1.749221 | 2.44 | 0.015 | .8426809 7.699501 |
| gpta | -10.01287 | 2.6351 | -3.80 | 0.000 | -15.17757 -4.848169 |
| recta | 6.741169 | 1.902451 | 3.54 | 0.000 | 3.012433 10.4699 |
| _cons | -4.149439 | 1.645392 | -2.52 | 0.012 | -7.374348 -.9245307 |
| /lnsig2u | .4766796 | .3315601 | | | -.1731662 1.126525 |
| sigma_u | 1.26914 | .2103981 | | | .9170593 1.756394 |
| rho | .3286785 | .0731584 | | | .2035887 .483925 |

LR test of rho=0: chibar2(01) = 45.12 Prob >= chibar2 = 0.000

(Source: By the authors calculated on STATA 14 software)

4.3. Analyse the results

The results in table 6 shows that F-SCORE model can predict misstatements on financial statement for listed real estate companies in Vietnam, the model can classify precisely 60.04% for the whole sample. After adding

some factors to the model to evaluate the firm's financial stability (RECTA, GPTA), the extension model's ability to classify precisely is 64.73%. After eliminating all insignificant variables, the accuracy of the model is 66.29% in which 60.59% with enterprises committed misstatement and 71.02% with non-misstatement companies. With five-variable model, error violation for type I & II is 29.98% & 39.41% respectively.

Table 6: Forecast results of models

| Classified | Model 1 | | | Model 2 | | | Model 3 | | |
|------------------------|---------|-----|-------|---------|-----|-------|---------|-----|-------|
| | 1 | 0 | Total | 1 | 0 | Total | 1 | 0 | Total |
| 1 | 110 | 93 | 203 | 121 | 82 | 203 | 123 | 80 | 203 |
| 0 | 86 | 159 | 245 | 76 | 169 | 245 | 71 | 174 | 245 |
| Total | 196 | 252 | 448 | 197 | 251 | 448 | 194 | 254 | 448 |
| Sensitivity | 54.19% | | | 59.61% | | | 60.59% | | |
| Specificity | 64.90% | | | 68.98% | | | 71.02% | | |
| Rate of type I error | 35.10% | | | 31.02% | | | 28.98% | | |
| Rate of type II error | 45.81% | | | 40.39% | | | 39.41% | | |
| Correct classification | 60.04% | | | 64.73% | | | 66.29% | | |

(Source: By the authors calculated by excel)

Discussion

The research shows that the F-SCORE model can apply to the listed real estate companies on Vietnam stock market. Among 7 variables in F-SCORE model, there are 3 variables RSSTACC, CHINV and SOFTASSETS that affect the probability of misstatement on financial statement, in which RSSTACC and SOFTASSETS has the same result with D. N. Hung et al. (2017)'s research.

The results of extension model including RECTA and GPTA show that there are 5 variables (CHINV, CHREC, SOFTASSETS, RECTA, GPTA) have impacts on misstatements on financial statement. The results of the five-variable model after being eliminated all the insignificant variables and being estimated by Logit REM model, all variables had correlation with misstatements and statistically significant at 1% and 5% in which 4 variables have the desirable correlation. While the results of the five-variable model of misstatement firms on financial statement is 60.59% and 71.02% for non-misstatement firms and for whole samples is 66.29%. The predicted rate is close to the predicted misstatement rate of Dechow et al. - the first to propose F-SCORE.

5. LIMITATION

Although the research model provides effective tool in forecasting misstatements on financial statement for listed real estate Vietnamese companies in stock market, but it has some limitations. Firstly, the size of our sample consists of 56 companies with 448 observations in 8 years from 2010-2017 is not large enough to make conclusion to all listed real estate companies in Vietnamese stock market and it does not able to develop a logistic indicator for firms in this industry. Secondly, this research has just stopped at research for real estate companies but not for all businesses in other areas. Consequently, following studies can extend the research for other industries and for unlisted companies.

The research is just a perspective on misstatement on financial statement in the sample consist of 56 listed real estate companies on Vietnam stock market from 2010-2017. Therefore, financial statement's users should use M-SCORE, Z-SCORE models or other forecasting tools to evaluate and have a bird's view of misstatements on financial statement.

6. RECOMMENDATIONS & SUGGESTIONS

With the sample of 56 listed real estate firms on Vietnam stock market from 2010-2017, this research shows that misstatements have correlation with 5 factors: ratio of accounts receivable to total assets, change in inventory, change in cash sales, the ratio of gross profit and the percentage of assets with average liquidity. The research also confirms that the five-variable model, it can classify precisely 60.59% for misstatement companies and 71.02% for non-misstatement firms and 66.29% for the whole sample. It is possible to apply the research model to detect misstatements on financial statement for listed real estate Vietnamese companies in stock market.

In these days, misstatements are increasingly sophisticated and harder to identify and control financial statement users (*especially investors, auditors and inspectors, etc.*) should be equipped with forecasting tools to predict misstatement in order to help them to be more cautious when making economic decisions. In practice, many misstatements are hidden and hard to detect but financial statement users can use this model of research to detect key elements, targets or items on financial statement that are predicted likely to have misstatements.

The auditors and inspector when conducting audits or investigations of listed companies on financial statement, they should focus on examining areas such as the ratio of accounts receivable to total assets, the ratio of gross profit, the percentage of assets with average liquidity of the enterprise. At the same time, they should also focus on Change in inventories and Change in cash sales and compare them with previous years or with those of other enterprises in the same industry.

The managers and shareholders, they should pay more attention to the accounting policies related to preparation and representation of financial information on financial statements, carry out supervision in accounting work, the recording of revenue and costs of goods sold in the period, re-evaluate the receivables, inventories and assets with average liquidity in the enterprise.

The investors, institutions, prior to making economic decisions, they should not rely solely on auditor's opinion in the audit report but also use forecasting tools such as F-SCORE model to re-evaluate the reliability of the information represent on the financial statement.

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THE CHALLENGES FACED BY DEVELOPING COUNTRIES REGARDING TRANSFER PRICING REGULATION - A CASE STUDY OF VIETNAM

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Abstract: *There is little room for doubt that transfer pricing has become one of the most controversial issue of international taxation. The dual objectives of maintaining the attractive investment climate and protecting the national tax revenue along with inherent difficulties of scarce resources and low capacity place much more challenges on transfer pricing legislation of developing countries, including Vietnam. They need to apply strict regulation to manage transfer pricing of multinational enterprises while still ensuring that foreign direct investments into these countries are not adversely affected (Silberztein, 2010). The paper offers a broad and complete interdisciplinary vision, not only from policy makers, tax authorities but enterprises and consultant firms such as Big 4 towards the change in current transfer pricing regulation. Besides giving comments on new law in Vietnam, we foresee the change in transfer pricing regime of developing countries in future.*

Key words: *Transfer pricing, developing countries, multinational enterprises (MNEs), foreign direct investment (FDI).*

Methodology: The paper is conducted as a qualitative case study. The collection of data is the combination of primary data through the interview and secondary data in both international and domestic transfer pricing regulations, related sources including books, journals, reports and databases.

1. INTRODUCTION

International decentralisation comes along with the integration national economics through the support of technology development has reinforced the establishment and operation of enterprises across the borders, which is referred as multinational enterprises (MNEs). As getting involved with tax rules of different jurisdictions, the development of MNEs has brought about the rising sophisticated taxation problems for both taxpayers and tax administration, including transfer pricing. Since defined as ‘an international tax planning strategy’ (Baistrocchi and Roxan, 2012), transfer price allows MNEs to avoid double taxation but ‘is also open to tax abuse’ through profit shifting (PwC, 2009). The transfer pricing malpractices, as a result, bring about unfairly competitiveness economic environment, national revenue lose and social poverty, which is more severe in developing countries. Recent years, MNEs, through the development of FDI, have to the economy of emerging countries. However, the integrated structure of MNEs along with more complicated transfer pricing method has become a bigger challenge for tax authorities. The fact requires governments to set up an efficient transfer pricing regime with the highest prior aim of protection national tax base, but not make an adverse impact on MNEs’ operation.

Vietnam is a transitional country with a dynamic market economy. Stable politics background and potential domestic resources attract more and more investment from foreign companies to set up affiliates. According to the Frontier Markets Sentiment Index conducted by Frontier Strategy Group in 2014, Vietnam

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stands third rank in top 20 frontier markets that major European and American multinational companies are most interested in. As the matter of fact, Vietnam has several remarkable steps in establishing and implementing transfer pricing legislation, which basically leans on the OECD Guidelines and adopts to arm's length principle. According to a senior tax advisor at OECD Secretariat, Vietnam, along with Colombia, Ghana, Kenya are considered as highest priority nations to receive country-focused assistance in global strategies to develop transfer pricing schemes in developing countries. Integration gives emerging nations like Vietnam the chance to approach and study international practical guidelines as well as experiences in solving transfer pricing abuse from other countries. Also, the study of transfer pricing regulation in Vietnam can be reviewed as experience for other emerging nations in areas and over the world.

Rather discussing regulation with a negative view of transfer pricing as tax evasion, the paper offers a more objective and fair view of transfer pricing - as a principle tax tool. Challenges posed to transfer pricing policy are not only investigated from the perspective of authorities in executive and management, but also from the perspective of implementation and compliance of enterprises. This is considered as the core value and highlight of this paper.

The paper is structured in four main sections. The next part gives a brief overview of transfer pricing, followed by an analysis of the challenges faced by developing countries. The following section analyses the development of MNE along with the current situation of transfer pricing in Vietnam. Finally, we discuss the changes in Vietnamese policy currently and give comment on trend in development of transfer pricing policy in future.

2. TRANSFER PRICING – TWO SIDES OF A COIN

Transfer pricing is the setting of the price for physical goods and services, intangible properties between controlled or associated enterprise (Novikovas, 2011). Enterprises, according to Article 9 of the The Organisation for Economic Co-operation and Development (OECD) Model Tax Convention, are associated when: i) A firm engaged in managing, control or capital contributions to other enterprises directly or indirectly or; ii) The two enterprises have the same persons participating directly or indirectly in the management, control or capital. Since management factors, operating or capital contribution should be considered as determinants of associated links, such affiliated companies can be formed in the same country or maybe in many different countries. It comes to the fact that transfer pricing is not only taking place in international transactions but also in domestic transactions.

On one hand, transfer pricing is 'a part of the management control system' (Cools, 2003) and a legal tax toolset enables corporations to allocate capital in an optimal way (Adams and Coombes, 2011). Indeed, the term transfer pricing is originally explained to be 'neutral' and does not necessarily imply tax evasion (OECD, 1979). The role of transfer pricing is globally seen since intra-group transactions involved in the transfer of goods, services and intangibles within MNEs are recorded to constitute about two third of international trade (World Bank, 2011). Many developing countries do not have large treaty networks because they have not implemented administrative procedures for taxpayers to access treaty protections, leaving investors to bear the risk of potential double tax. The risk of double taxation decreases the attractiveness of the developing country as an investment location. Therefore, a proper transfer pricing method is important to protect investors from double taxation risk.

On the other hand, the integrated structure and closed connections allow MNEs to abuse their own preferential 'transfer prices' illegally. The greatest motivation of MNEs to use transfer pricing is to reduce

the overall corporate tax burden, through that, increase profits and maximise corporate value. A cross of theoretical studies (Horst, 1971; Halperin and Srinidhi, 1987; Eden, 1998; Swenson, 2001) have pointed out that MNEs utilize corporate tax differentials, shifting taxable income from associated entities in high tax jurisdictions where it is generated to related-parties in relatively lower tax countries, to minimize global tax bills and, through that, increase profits and maximize corporation value. Besides, tax reliefs offered by national governments when corporations make a loss is another motivation for MNEs to use transfer pricing malpractices. In some domestic tax law, including Vietnam, previous year loss can be carried forward to current year, even for a certain number of following years. MNEs may make use of losses brought by aggressive transfer pricing to enjoy more tax benefits (United Nations, 2013).

In conclusion, the differential and interest conflicts in taxing rights among countries where MNEs operate make transfer pricing become a controversial issue in international taxation issue for both taxpayers and tax authorities. Therefore, it is vital to recognize transfer pricing with both legal and illegal sides and apply efficient legal regime to ensure enterprises adopt legal transfer pricing methodologies that are considered acceptable according to international standards.

3. THE CHALLENGES FACED BY DEVELOPING COUNTRIES

Emerging nations face several challenges in coping with transfer pricing, includes:

First, the relatively disadvantage compared to developed countries

With the aim to attract more foreign investment in domestic market to develop national natural resource, developing countries usually offer financial inducements such as slash taxes and royalty rates to compete with developed countries (PwC, 2013). Therefore, MNEs are found to have more tendency of manipulating transfer pricing in developing than developed countries (Plasschaert, 1985; Borkowski, 1997). Market imperfection in information interchange in developing countries facilitates the income shifting by means of transfer pricing manoeuvres. Some empirical evidences have showed that aggressive transfer pricing practices become invisible in public eye and make it more difficult for tax authorities to detect. The problem is especially intense with high technology MNEs with great innovation and complicated structure, which recently expand their operations in many developing countries (Lall, 1979; Eden, 2003).

In terms of developing countries, they are stated to be more vulnerable to transfer pricing abuse compared to rich countries. While depending more than two third of income tax revenue on corporate income tax, developing nations face greater chance of tax revenue loss due to aggressive transfer pricing. Oxfam (2000) estimated the number of tax revenue developing countries lost each year due to transfer mispricing was about US\$50 billion. During the period from 2005 to 2007, the capital flowed from non-European Union nations to European Union and the US through transfer pricing abuse exceeded US\$1 trillion, which caused a tax revenue loss of US\$121.8 billion per year (Christian Aid, 2009). Transfer mispricing is directly harmful to fiscal base, economic climate and one of the reasons for poverty alleviation. While developed nations run a more sophisticated tax system to curb transfer mispricing, developing countries are at a relatively disadvantage. Since MNEs under stress of stronger enforcements in developed countries, they may prefer to increase their tax costs there and to reduce tax cost in developing countries through transfer profits from developing countries to rich countries (United Nations, 2013).

Second, the lack of resources and capacity

Low administrative capacity is also considered as one of the biggest challenges to developing countries (PwC, 2011). With little doubt, transfer pricing, especially in terms of transfer mispricing, still, is a new

aspect towards almost emerging countries. The awareness of transfer mispricing and related consequence is still limited, not only with society but also with tax authorities. Tax authorities have not adequate experience to monitor, detect and resolve transfer pricing manipulation. Moreover, the scare of fund in public sector also gives a tricky question for developing countries when seeking to a costlier and more sophisticated transfer pricing regime. As the aim of transfer pricing regulation is to protect domestic fiscal base, then there is tough consideration towards the benefits of collecting more tax from MNEs and spent cost.

Third, the lack of comparable data

Certain difficulties in determine comparable data comes from both internal and external factors. Lall (1979) specified the initial internal barrier to the comparable data collection is that different departments or ministries separately collect data of different aspects of an associated enterprise trade. For example, when tax departments are in charge of taxable profits, import and export prices are under control of customs and other related exchange dealings are managed by central banks. The lack of constant and comprehensive information interchange may lead to the difficulties in gathering data. Meanwhile, little transitional nations are observed to have a specific unit to cope with MNEs' operation or transfer mispricing. Besides, the actual small size of transitional economy is the second internal factors make it hard to find public companies in market. Inadequate available comparable transactions between an independent firm and an associated enterprise raise difficulties for tax experts in transfer prices assessment.

Regarding external factors, since MNEs have cross-border operations, the need of data collected from outsidess source is essential. To support the judgement of proper comparable data, tax authorities need data of operations of MNEs as a whole, including the profitability of the whole group, cost data and undertaken risk. However, in fact, developing countries hardly can collect information from parent and other local sub-units to challenge the price involved. In almost cases, tax authorities in developing will passively depend on information supplied by corporations, which is obviously supportive to firms' side (Lall, 1979). The challenge becomes more intense by the abuse of tax heaven where MNEs hide 'tax dogging' transactions.

4. THE DEVELOPMENT OF MNES AND TRANSFER PRICING STATUS IN VIETNAM

MNEs, through the development of FDI, have expanded their operations these years in Vietnam. According to The Ministry of Planning and Investment, by October 2017, there has been more than 15,000 FDI projects with total registered capital of \$218.8 billion. By 2018, Vietnam has attracted more than 24,000 FDI projects. These projects contribute nearly 20% of the national budget and appropriate 20% of the GDP.

During their investment and operation process, several MNEs are observed and suspected to abuse transfer pricing. According to the Ministry of Planning and Investment, even both number and scope of MNEs increase, the level of mobilization in national budget of MNEs is still low, even relatively decreases. According to a report of General Department of Taxation, there have been increasing numbers of loss-making corporations are inspected to get involved in transfer mispricing from 2012 onwards (from 44% in 2012 to 51% in 2015 and 50% in 2016). These MNEs reported constant losses but was still observed to expand their production and trading. Besides, the amount of reported loss deductions and additional taxes, penalties arose from tax authorities' inspection has been increased during the period from 2012 to 2016. The investigation of large MNEs such as CocaCola, Metro Cash & Carry, Big C, Keangnam for their transfer mispricing activities are some telling examples.

The Corporate Finance Department also pointed out a noteworthy new trend, which is the reverse in revenue transfer from abroad to Vietnam by some MNEs for preferential treatment of corporate income tax

rate and tax exemptions. This is confirmed by the average rate of equity (ROE) of MNEs in some sectors such as electronic components, telecommunications and software the past few years, has always maintained a high level of over 30%.

It can be concluded that MNEs play an increasingly important role in economy, bringing both incentives as well as negative effects when aggressive transfer pricing is applied. The imperfect economic, political and regulatory environment in developing countries boosts the susceptibility to detrimental effects of transfer pricing abuse. Therefore, the dual objective of maintaining attractive investment climate and protecting tax revenue and domestic economic environment required more consideration in setting transfer pricing rules.

5. COMMENTS ON CURRENT TRANSFER PRICING REGULATION IN VIETNAM

Following the introduction of the Base erosion and profit shifting (BEPS) Action Plan to control transfer pricing, developed countries such as the G20 together with the OECD as well as developing countries have applied and implemented the plan in developing the national policy. In June 2004, Vietnam became the 100th member of the BEPS Forum and had detail plans to implement BEPS Action.

On 24 February 2017, Vietnam Government has issued Decree No. 20/2017/ND-CP on tax administration for enterprises engaged in transfer pricing. This Decree takes effect from 01 May 2017 and regulations stated in this Decree shall replace ones in the Circular No. 66/2010/TT-BTC dated 22 April 2010 issued by Ministry of Finance to guide the determination of market prices in business transactions between associated parties. In general, Decree No. 20/2017/ND-CP has updated new guidelines of the OECD and BEPS action.

Some of changes in Decree No. 20/2017/ND-CP are discussed below:

Firstly, transfer pricing regulation scope

Compared to Circular No. 66/2010/TT-BTC, Decree No. 20/2017/ND-CP has reduced the number of regulated entities from 13 to 10 groups. In particular, the Decree limits the scope of transactions that are considered to be associated by reducing the threshold of capital participation (from 20% to 25%). It also stipulates the application of safe harbours from transfer pricing documentation. Article 11 states specific cases whereas enterprises are exempted from preparing the transfer pricing documentation. It supports independent entities, which unintentionally was classified as related parties under the past regulation. The change could be seen as a big practical change in terms of administrative reform, which releases the administration burden for both taxpayers and tax authorities.

Besides, it is necessary to note that Decree No. 20/2017/ND-CP also limits transfer pricing regulation scope in the geographic aspects. Accordingly, a taxpayer shall be exempted from the transfer pricing documentation requirements only if it is engaged in a related-party transaction with an entity that must pay corporate income tax within the territory of Vietnam. In the world, when some countries include specific domestic transfer pricing in place, such as the UK; almost countries' regulations such as the US, Japan, Columbia, Australia, transfer pricing rules only adjust on international aspects. The wide scope allows regulations approach a wider range of enterprises, but it also raises administration costs for tax authorities. In fact, the UK Her Majesty's Revenue and Customs (HMRC) has stated that the UK-to-UK transactions rule has low efficiency in practice as the tax risk in this field is low (PwC, 2013). In addition, the corresponding adjustment mechanism would self-regulate relief on the counter side of a domestic transaction to preserve overall tax bills in one country (OECD, 2010). Therefore, it is recommended developing countries, including Vietnam, focus only on the international transfer transaction in their legislation.

Secondly, the application of substance-over-form principle

Before Decree 20/2017/NĐ-CP was issued, transfer pricing rules in Vietnam incorporated the arm's length principle as their foundation, in line with the OECD guidelines. It is supposed Decree 20's biggest impact is the introduction of the substance-over-form principle. Substance-over-form is the principle by which tax authorities look past the legal forms of transactions and operating structures, and instead consider and analyze their economic substance.

The principle, indeed, has been applied by enterprises as an accounting principle to ensure the preparation and presentation of financial statement reflect the nature of the transaction rather than the form. It is the first time this principle has been applied in tax policy. This change not only reflects the uniformity of legal documents in many different fields, but also shows a common point recognized in most countries in the world when considering associated transactions (Shira, 2018). The principle is based on data about and practical reality of transactions between related parties to compare with independent transactions in the same or similar conditions, and without reliance on forms of transactions expressed in contracts or arrangements between related parties.

As a result, enterprises, rather than focus on "makeup" internal document of associated transactions, would be required to prepare and maintain internal databases (including associated transactions and independent transactions) as well as external data that publicly released, if any, or data available on transactions with similar conditions in Vietnam or in the region to prove the setting of transfer prices legally.

Thirdly, documentation

Transfer pricing contemporaneous documentation is designed to document taxpayers' relationships and transactions with related parties, as well as their global transfer pricing policies and the allocation of profits among all members/entities within a corporate group. Taxpayers meeting specific thresholds must, in accordance with Decree No. 20/2017/ND-CP, prepare, and then maintain transfer pricing contemporaneous documentation, which encompasses a Local File, and one or more of the Master File and Country-by-Country Report (CbCR). This helps solving the challenges with database shortages, particularly enables the tax authorities to have more data to evaluate and compare transactions of multinational corporations before considering the transfer prices of associated transactions.

However, the Decree also increases the pressure of providing information from enterprises in terms of both information volume and timing. While in other countries such as Japan, the US, Australia, the ultimate parent company only have to make a transnational profit report and publish it to the tax authorities of the host country, under Vietnamese decree, foreign entities must submit the report to the tax authorities in Vietnam if requested. Although Decree 20/2017/ND-CP states several exemptions, this, still, is considered to be too tight. There are cases ultimate parent company is not regulated to prepare global records under local tax jurisdiction, however must provide them under Vietnamese regulation. For instance, under Japanese regulations, only corporations have a total revenue of 100 billion Yen or more (the previous year) must submit a global profile. In this case, there are many small and medium Japanese family businesses investing in Vietnam whereas the ultimate parent companies are not required but the subsidiaries located in Vietnam must provide a master file and country by country report. This entails a significant increase in the cost of compliance in the recipient country.

Meanwhile, filing deadline is also a pressure for MNEs. Decree No. 20/2017/ND-CP requires enterprises to prepare contemporaneous documentation before submission deadline of annual corporate income tax declarations, which reduced preparation time from 30 to 15 working days compared to Circular

66/2010/TT-BTC. In fact, it cost most corporations much to pay for external consulting firms to prepare for transfer pricing contemporaneous documentation. Therefore, a consideration towards simplicity and reliefs in procedure and documentation are in need.

6. CONCLUSION

The dual objective to maintain an attractive investment environment as well as to protect tax revenues and domestic economic environment poses a dilemma in applying transfer pricing policy in developing countries, including Vietnam. Changes in current policy initially had positive effects, making Vietnamese transfer pricing regulations up to date and in line with practical requirements and international guidelines. Still, analysts argue that the regulatory framework is not rigorous enough to combat the increasingly complex transfer pricing methods. The fact requires policymakers to constantly criticize and apply appropriate changes to manage transfer pricing more effectively. We suppose the trend of the change to be more prescriptive and stricter with more penalties applied, following patterns of earlier stage of legislation development in some developed countries, namely the UK and the US. It is necessary to admit that the changes initially and ultimately motivated and managed by the tax authorities, or tax policy makers in specific. It is them who need to ensure transfer pricing rules are robust and suitably applied to reach national objectives. Besides, the further researches are opened towards the roles of related entities including international organizations, MNEs, tax inspectors, consultant firms and public in change process.

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MODULARITY IN PLATFORM COMPETITION WITHIN BUSINESS ECOSYSTEM

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ABSTRACT: *This paper explores how established modularity logic in the product area can be applied to platform competition to approach competitive advantages in the context of business ecosystem, and how modularity facilitates network effects in platform competition. The research adopts a case study approach. The results show that established product modularity logic can be applied to the context of a business ecosystem, which is beyond its classical implementation within the firm boundary. The results indicated that product/service modularity should be aligned with business ecosystem modularity to facilitate network effects in platform competition. A two-layer (product/service and organization) modular architecture of business ecosystems is developed. Modularity applied to the context of a business ecosystem can achieve competitive advantages via product/service varieties offering to end-consumers, in the same way as product modularity does through product variety. Meanwhile, organizational diversity can also be applied to mitigate uncertainties. Platform owners and product/service developers/providers (complementors) should consider applying modular logic to product/service design and development, and work together to nurture and develop the business ecosystem. This research extends modularity research from the firm level to a business ecosystem context, and develops a two-layer modular architecture of platform competition in the business ecosystem.*

Keywords: *Modularity; Platform; Business ecosystem*

1. INTRODUCTION

Platform has become one of the essential factors contributing to the success of many industries (Cusumano, 2010), particularly high-tech industries, and winning platform competition brings companies more competitive advantages. The platform can be regarded as comprising the building blocks (which can be products, services, or technologies) acting as the foundation on which partners can develop complementary products, services, and technologies (Gawer, 2011). A successful platform strategy enables the effective development not only of new products but also new services, and it also shapes business models and even transforms entire industries (Basole and Karla, 2011). Moreover, platform competition emphasizes the role of network effects (Gawer and Cusumano, 2014), which prescribe rapid expansion of a network of platform users and complementary services (applications) to capture entire markets. The network of platform owners, users and those complementors (who provide the complementary products, services, and technologies) is called a *business ecosystem* (Moore, 1996) the future is now; that today's great enterprises no longer compete for product superiority or even industry dominance. What matters now, and from now

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on, is total system leadership. Make no mistake - business rivalries have never been more intense. But the playing field is raised, the speed and stakes multiply geometrically, and the strategic options have never been more diverse. Grasping the complex, hidden patterns in today's competitive terrain, Moore envisions a future characterized by organized chaos. As the old powers wait and wonder, vast new fortunes flourish where entrepreneurs jostle to integrate technologies and cultivate utterly new markets of unimaginable richness. Inviting readers to approach their own businesses with equal boldness, Moore introduces biological ecology as a metaphor for strategic thinking about business coevolution and radically new cooperative/competitive relationships. From his vantage point at the hot centers of global economic competition, Moore provides a topographical map to competitive systems, enabling readers to position their own companies within interlocking business networks, to identify the development stage of their system, and to pursue the strategy most likely to prevail and ultimately dominate the whole. But a business model for one's own firm is simply not enough. Leaders must build strong communities of shared meaning, yielding a special resiliency, flexibility, and resistance to catastrophe.”, "ISBN": "978-0-88730-809-3", "shortTitle": "The Death of Competition", "language": "en", "author": [{"family": "Moore", "given": "James F."}], "issued": {"date-parts": [[1996]]}], "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json" .

For one thing, product/service, and their variety and quality based on the platform, are the key reasons why users will stick with a particular platform, and this correspondingly increases its value. It is well known that modularity contributes much to product variety (Lau et al., 2007) "container-title": "International Journal of Production Economics", "page": "1-20", "volume": "105", "issue": "1", "source": "ScienceDirect", "abstract": "Recent theories propose that modular product design is a key enabler for product success in global competition. Recent research has explored the impact of modular products on competitive manufacturing capabilities, including price, product quality, customer service, flexibility and delivery. However, there is limited empirical research that simultaneously examines their relationships with performance. This paper aims to fill this gap through quantitative research into Hong Kong's manufacturing industry. Results indicate that product modularity influences the capabilities of delivery, flexibility and customer service, and the capabilities of delivery and flexibility positively relate to product performance. These findings show that modular product design cannot improve each capability simultaneously, as existing literature suggests. Multiple trade-offs and future research are specified in this study.", "DOI": "10.1016/j.ijpe.2006.02.002", "ISSN": "0925-5273", "shortTitle": "The impacts of product modularity on competitive capabilities and performance", "journalAbbreviation": "International Journal of Production Economics", "author": [{"family": "Lau", "given": "Antonio K.W."}, {"family": "Yam", "given": "Richard C. M."}, {"family": "Tang", "given": "Esther"}], "issued": {"date-parts": [[2007, 1]]}], {"id": "959", "uris": ["http://zotero.org/users/2456320/items/JC5SVQPK"], "uri": "http://zotero.org/users/2456320/items/JC5SVQPK", "itemData": {"id": "959", "type": "article-journal"}, "title": "Managing modularity of product architectures: toward an integrated theory", "container-title": "IEEE Transactions on Engineering Management", "page": "204-218", "volume": "50", "issue": "2", "source": "IEEE Xplore", "abstract": "The management of innovation through modular product architecture strategies is gaining increasing importance for firms, both in practice and theory. Modularity refers to a new product development strategy in which interfaces shared among components in a given product architecture are specified and standardized to allow for greater substitutability of components across product families. It is argued that the degree of modularity inherent in product architectures depends on the constituent components and interfaces. This paper introduces a mathematical model, termed the modularization function, for analyzing the degree of modularity in a given product architecture. It takes into account the following variables: components; degree of coupling; and substitutability of new-to-the-firm components. The application of the

modularization function is illustrated with two elevator systems from Schindler-traction and hydraulic. The comparative analysis of the elevators captures the sensitivity and dynamics of product architecture modularity created by three types of components (standard, neutral, and unique, and it has been highlighted that service modularity via a platform approach is also helpful to develop and deliver new services cost efficiently and more flexibly (Voss and Hsuan, 2009). This research aims to understand how modularity is applied into platform competition and how it influences network effects.

For another, the *business ecosystem* consists of the platform owner (which is normally regarded as the focal company) and all partners and users (Moore, 1996) the future is now; that today's great enterprises no longer compete for product superiority or even industry dominance. What matters now, and from now on, is total system leadership. Make no mistake - business rivalries have never been more intense. But the playing field is raised, the speed and stakes multiply geometrically, and the strategic options have never been more diverse. Grasping the complex, hidden patterns in today's competitive terrain, Moore envisions a future characterized by organized chaos. As the old powers wait and wonder, vast new fortunes flourish where entrepreneurs jostle to integrate technologies and cultivate utterly new markets of unimaginable richness. Inviting readers to approach their own businesses with equal boldness, Moore introduces biological ecology as a metaphor for strategic thinking about business coevolution and radically new cooperative/competitive relationships. From his vantage point at the hot centers of global economic competition, Moore provides a topographical map to competitive systems, enabling readers to position their own companies within interlocking business networks, to identify the development stage of their system, and to pursue the strategy most likely to prevail and ultimately dominate the whole. But a business model for one's own firm is simply not enough. Leaders must build strong communities of shared meaning, yielding a special resiliency, flexibility, and resistance to catastrophe." "ISBN": "978-0-88730-809-3", "shortTitle": "The Death of Competition", "language": "en", "author": [{"family": "Moore", "given": "James F."}], "issued": {"date-parts": [[1996]]}, "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json". Those partners who provide complementary applications/services are also defined as complementors (Gawer and Cusumano, 2014). With an increasing number of users and complementors, the business ecosystem becomes a much more complex network. As a result, the traditional firm competing with another firm has transferred to a business ecosystem competing with another business ecosystem (Rong et al., 2013). In order to reach the objectives of platform competition, it is necessary to have a better understanding of the operations of a business ecosystem. While modular thinking is very helpful to understand a complex system and organization (Langlois, 2002), this research adopts modularity to investigate the organizational structure (actors and their roles) of a business ecosystem, and to explore how modularity at organization level contributes to network effects in platform competition.

This research contributes to the understanding of modularity in platform competition, and it brings insights to practitioners as well as theoretical contributions to operations management in services. The paper is structured as follows: firstly, the current literature will be reviewed to build the conceptual research framework; secondly, the research methodology will be defined and discussed; and finally, the research results will be summarized and discussed, with several research propositions proposed at the end.

2. LITERATURE REVIEW

2.1 Platform competition and network effects

Platform competition is usually regarded as happening in a two-sided market with a seller side and a buyer side, and the platform owner needs to consider how to get both sides on board to achieve the network

effects (Cennamo and Santalo, 2013) it prescribes rapidly expanding a network of platform users and complementary applications to capture entire markets. We challenge the unconditional logic of a winner-take-all (WTA). This means that the more users (seller and buyer) who adopt the platform, the more valuable the platform is to both the users and the owner. The actors on these two sides together with other stakeholders actually constitute a *business ecosystem*. As indicated above, nowadays business competition is more like one business ecosystem competing with another business ecosystem (Rong and Shi, 2014), rather than one company competing with another company. Hence, this research will bring the research focus from the firm level to the business ecosystem level. Then this research will focus mainly on the industry platform, rather than the internal platform.

2.2 Business ecosystem theory

During the last two decades, more and more firms have realized that their businesses are operating in a network context rather than an individual firm context (Jackson, 2010) 2010; Newman et al., 2006). Such a network can be defined as a *business ecosystem* consisting of interlinked organizations and individuals (Moore, 1993, 1996) the future is now; that today's great enterprises no longer compete for product superiority or even industry dominance. What matters now, and from now on, is total system leadership. Make no mistake - business rivalries have never been more intense. But the playing field is raised, the speed and stakes multiply geometrically, and the strategic options have never been more diverse. Grasping the complex, hidden patterns in today's competitive terrain, Moore envisions a future characterized by organized chaos. As the old powers wait and wonder, vast new fortunes flourish where entrepreneurs jostle to integrate technologies and cultivate utterly new markets of unimaginable richness. Inviting readers to approach their own businesses with equal boldness, Moore introduces biological ecology as a metaphor for strategic thinking about business coevolution and radically new cooperative/competitive relationships. From his vantage point at the hot centers of global economic competition, Moore provides a topographical map to competitive systems, enabling readers to position their own companies within interlocking business networks, to identify the development stage of their system, and to pursue the strategy most likely to prevail and ultimately dominate the whole. But a business model for one's own firm is simply not enough. Leaders must build strong communities of shared meaning, yielding a special resiliency, flexibility, and resistance to catastrophe.”,”ISBN”.”978-0-88730-809-3”,”shortTitle”.”The Death of Competition”,”language”.”en”,”author”:[{“family”.”Moore”,”given”.”James F.”}],”issued”:{“date-parts”:[["1996"]]}},” schema”.”https://github.com/citation-style-language/schema/raw/master/csl-citation.json”}. Within the business ecosystem, they are not just interconnected with each other, they depend on each other and have a shared fate (Iansiti and Levien, 2004a, 2004b). That means that they actually co-evolve with each other to develop mutual benefits, and *co-evolution* is one of the essential characteristics of a business ecosystem (Moore, 1996) the future is now; that today's great enterprises no longer compete for product superiority or even industry dominance. What matters now, and from now on, is total system leadership. Make no mistake - business rivalries have never been more intense. But the playing field is raised, the speed and stakes multiply geometrically, and the strategic options have never been more diverse. Grasping the complex, hidden patterns in today's competitive terrain, Moore envisions a future characterized by organized chaos. As the old powers wait and wonder, vast new fortunes flourish where entrepreneurs jostle to integrate technologies and cultivate utterly new markets of unimaginable richness. Inviting readers to approach their own businesses with equal boldness, Moore introduces biological ecology as a metaphor for strategic thinking about business coevolution and radically new cooperative/competitive relationships. From his vantage point at the hot centers of global

economic competition, Moore provides a topographical map to competitive systems, enabling readers to position their own companies within interlocking business networks, to identify the development stage of their system, and to pursue the strategy most likely to prevail and ultimately dominate the whole. But a business model for one's own firm is simply not enough. Leaders must build strong communities of shared meaning, yielding a special resiliency, flexibility, and resistance to catastrophe." , "ISBN": "978-0-88730-809-3", "shortTitle": "The Death of Competition", "language": "en", "author": [{"family": "Moore", "given": "James F."}], "issued": {"date-parts": [{"1996"}]}}, "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json" .

The actors in a business ecosystem include suppliers, lead producers (manufacturers), competitors, and other stakeholders (Moore, 1993). The main research theme of a business ecosystem is a focus on the focal company in the ecosystem (Iansiti and Levien, 2004b). From this original definition, the many actors (including suppliers, lead producers, competitors, and other stakeholders) existing in a business ecosystem have been listed. However, this has not shown very much of the inter-relationships among those actors (Rong and Shi, 2014). In order to better nurture a business ecosystem, it is important to have a good understanding of the actors' different roles and functions in the business ecosystem.

2.4 Modularity theory

Modularity is a general design principle for managing complex systems (Campagnolo and Camuffo, 2010), and it is typically defined as a continuum describing the degree to which a system's components may be separated and recombined (Schilling, 2000).

1) *Product modularity*

Product systems are deemed "modular" for example, when they can be decomposed into a number of components that may be mixed and matched in a variety of configurations (Schilling, 2000). The components are able to connect, interact, or exchange resources (such as energy or data) in various ways, by adhering to a standardized interface. Unlike a tightly integrated product in which each component is designed to work specifically (and often exclusively) with other particular components in a tightly coupled system, modular products are systems of components that are "loosely coupled" (Orton and Weick, 1990). It has been proven that product modularity positively and directly influences each aspect of competitive performance (Pil and Cohen, 2006).

2) *Service modularity*

While its application to services has not been explored in depth, modularity has proven to be important and crucial to service design and innovation (Voss and Hsuan, 2009). There is some literature exploring the application of modularity in services. It is believed from this research that modular service design and process are helpful in improving efficiency and productivity, and also valuable in achieving mass customization (Rajahonka et al., 2013).

3) *Modularity in business ecosystems*

Organizational systems are said to become increasingly modular when they begin to substitute loosely coupled forms for tightly integrated, hierarchical structures, and this leads to the achievement of greater flexibility in scope and scale (Schilling and Steensma, 2001). As firms in a given industry begin to substitute loose coupling with organizational components that lie outside of the firm boundaries for activities that were once conducted in-house, the entire production system (which may encompass many firms) becomes increasingly modular (Karim, 2006). This phenomenon has sometimes been termed as modular production

network (Sturgeon, 2002). From the perspective of organizational design, it then becomes very important and necessary to shift the focus from the individual firm to a business ecosystem scope (Baldwin, 2012) and they engage in production and trade. But individual corporations are no longer adequate to serve as the primary unit of analysis. Over the years, systems of distributed innovation – so-called business ecosystems – have become increasingly prevalent in many industries (Adner & Kapoor, 2010; Iansiti & Levien, 2004; von Hippel, 1988).

2.5 Research gap and conceptual research framework

From the current literature, it is obvious that there is plenty of research on product/service modularity and platform at firm level, and also in different fields. However, there is still a lack of knowledge on business ecosystem context. This paper aims to understand how modularity is applied and contributes to platform competition within the context of the business ecosystem. The research question developed in the introduction section is further defined in this research as:

RQ1: How do modularity contribute to platform competition for competitive advantages?

RQ2: How do modularity facilitate the network effects of platform competition?

3. METHODOLOGY

The case study method was adopted in this research to reflect the contemporary (Yin, 2013) and complex nature of the defined research questions. In order to enhance the research results and produce robust conclusions, multiple case studies were conducted. Three cases were selected according to criteria following criteria including each individual case should be successful in platform competition, with a range of products/services that have been built around the platform, and where a business ecosystem has been nurtured and is now running very healthily.

Data collection: Data were mainly collected through semi-structured interviews to gain managerial insights from the interviewed managers. Only the platform owner company in the business ecosystem was involved in the data collection. In each case, two middle-level managers and one manager at the top level were interviewed, each for 1.5-2 hours. However, in order to ensure data validity, multiple sources of evidence were used to meet the data quality criteria. The sources used include company annual reports, secondary documentation, archival records, and field visits. All data collected were cross-verified with each other to ensure the accuracy of the data.

Data analysis: The data collected were analyzed through a pattern-matching strategy to test whether the empirical data match the pre-defined elements. This logic also ensured the construct validity of this research.

4. FINDINGS AND DISCUSSION

The case study findings lead to the discussion of five research propositions.

4.1 Modular architecture of a business ecosystem

The research results show that a business ecosystem is a complex system including a huge number of actors and inter-dependent relationships. Regarding platform competition, there is always a platform owner (such as Tencent, Xiaoju Keji, and JD.com) in the business ecosystem. The platform owners are a keystone (Iansiti and Levien, 2004a, 2004b) actor in the business ecosystem, and what is most important for them is to develop an innovative platform for the co-evolution of all partners in the networked complex system. Because of its complex nature, operational strategies and the necessary tools and mechanisms are essential for the nurturing and sustainable evolution of the business ecosystem.

Following the modularity theory, we propose that the modular architecture of a business ecosystem consists of two layers, including product/service and organization. The *organization layer* shows the organizational structure of a complex business ecosystem with a variety of actors (organizational modules), including users, suppliers, partners, complementors, and platform owner. The *product/service layer* presents the various service offerings (service modules) provided via the platform. The services could be developed by either the platform owner, complementors, or other partners. Both services and the business ecosystem can be designed and organized with a modular logic, which on the one hand could offer sufficient service variety to customers, and on the other could also mitigate the uncertainties in the system.

These results lead to the first research proposition:

PI: A business ecosystem implies a modular architecture with two layers, including product/services and organization. The modular architecture of a business ecosystem is a mapping of the relationship between product/service layer and organization layer.

4.2 Three types of modules at different layers in a business ecosystem

According to modularity theory, those modules at different layers in the modular architecture could be regarded as physical elements of a business ecosystem. This is just the same as different modular components deployed in a complex product architecture, and each physical element normally reflects a specific function in the product. The results of this research show that those modules could be categorized into three types of functional modules reflecting actors' roles and functions at different layers in the architecture of the business ecosystem.

These three types of module at different layers are evolutionary module, developmental module, and fundamental module. Different types of modules act in different roles and reflect different functions in the service and organization architecture layers. For example, in WeChat's business ecosystem, if talking about the organization layer, Tencent is obviously an *evolutional module*, which always leads to the evolution of the business ecosystem through innovating the platform as with QQ and WeChat, or initiating new ideas for future development. The complementor, for example DiDi Dache, is more like a developmental module, which develops new services or apps based on the WeChat platform. The *developmental module* plays a role of enhancing and facilitating the evolution of the business ecosystem. An important feature of developmental modules is their reusability. Suppliers of hardware and accessories, mobile network operators, and OEMs (original equipment manufacturers) are more like a *fundamental module* providing basic services to the whole business ecosystem to ensure its continuity.

In the service layer, the evolution module is the one that could lead to opening up new businesses and starting a new business ecosystem. For example, the friend-adding service originally was part of the QQ platform. However, this service was then further developed into a new service like "Shake" or "People Nearby" by using location-based technologies. This led to the creation of a new app, WeChat, with those new service features, a new platform, and also a new business ecosystem based on the WeChat platform. The evolutionary module is extremely important when new technology is introduced into the market, acting in the role of changing the whole industry. In terms of the developmental module, those service modules are developed around the evolutionary service module, and also act to support and facilitate the evolutionary service module. Fundamental modules, like the payment service module in the WeChat platform, have fundamental support functions to other services such as online shopping and ticket booking.

The research results lead to another research proposition here:

P2: At different layers, there are three types of module, including the fundamental module, developmental module, and evolutionary module. Different types of module have different function roles in the business ecosystem.

4.3 Align service modularity with organization modularity

From the research results, it is obvious that services are designed either by the platform owner or complementors, which means a clear inter-relationship between service module and organization module. This reflection in the modular architecture shows the complexity of the business ecosystem, and also different platform strategies.

For one thing, the complexity of the business ecosystem, a reflection of the inter-relationship between service module and organization module, could have many forms: one-to-one, one-to-many, many-to-one, and many-to-many. One-to-one means one company delivering one service in the business ecosystem: for example, in the WeChat business ecosystem, only DiDi Dache provides a taxi-calling service to users on that platform. One-to-many means one company actually delivers several services: for instance, JD.com not only provides online shopping services, but also logistics services. Many-to-one refers to a situation like the many restaurants that have seat-booking services for users on the WeChat platform. Many-to-many means that different merchants offer different services to users on the platform.

Another aspect is that different platforms could have different platform strategies, namely open and closed platform strategies. This leads to different choices of forms of relationship in the modular architecture, as discussed above.

With a closed platform strategy, the platform owner normally develops various services by itself, especially evolutionary services. For example, the platform strategy of JD.com is more like a closed strategy. JD.com regards itself as a technology-driven company, so it has invested a large amount in developing its e-commerce platform to enhance its online shopping services. Meanwhile, different business units have developed a range of services around this e-commerce platform. However, there is almost no complementor in the business ecosystem or complementary services developed by other partners to this platform, since the platform is open neither to other partners nor to developers. Hence in JD.com's business ecosystem, there are more one-to-one and one-to-many forms reflecting the relationships between service and organization layers. For an open platform strategy like WeChat (although it is not a fully open platform), the platform owner actually welcomes several complementors being involved in its platform, such as DiDi Dache was involved to provide taxi services. As a result, there are several different forms of reflections between service and organization layers.

Based on these research results, we emphasize the alignment between services and organization layers and develop the following research proposition:

P3: Service modularity should align with business ecosystem modularity (organizational modularity) to ensure the efficiency of platform competition. Different platforms will lead to different forms of the reflection between service and organization layers in the modular architecture of the business ecosystem.

4.4 Product/Service modularity and platform competition

When considering platform competition, the results highlight the importance of service modularity in the business ecosystem. A business ecosystem can be treated as a two-sided market with users and partners/complementors. A successful platform owner always tries hard to bring users and complementor on board

the platform. With more users and partners/complementors, the value of the platform will increase and it will correspondingly attract more users and partner/complementors, which are network effects.

This kind of effort will be largely decided by the platform strategy (open or closed) adopted by the platform owner. An open platform strategy really pulls both sides on board, but there is much more focus on the user side in a closed platform strategy. For example, JD.com and DiDi Dache are relatively closed platforms, and the platform strategy for them is to accumulate users quickly around their platform. That is the reason why they all undertake lots of promotions to attract customers at a very early stage of their business.

In order to attract users and complementors, high product/service variety is needed to meet their demands and satisfy their expectations. One strategy to achieve this is to adopt modularity in product/service design and organization design. In a business ecosystem, the platform (evolutional module), product/services (key and support product/service), and sellers/buyers can all be categories in three types of module, as indicated in research proposition *P2*. By increasing the product/service variety via modularity logic, more customers will be attracted to using those services and binding themselves to the platform. This obviously will increase the value of the platform, and then it will attract more customers and more complementors to develop products/services to satisfy customers. The results in this research lead to the conclusion that modularity can facilitate network effects in a two-sided market.

Overall, the results suggest that established product modularity thinking can be applied to services. This evidence supports our fourth research proposition:

P4: Product/Service modularity and organization modularity will facilitate the network effects within platform competition. Different platform strategies will lead to different focuses of the platform owner on the two-sided market.

4.5 Nurturing the business ecosystem with modular logic

A preliminary research result of our study is that modular logic not only works in the product/service area, but in the organization level, namely at the business ecosystem level, rather than only at the firm level.

The results show that when companies adopt a platform strategy to compete and try to gain competitive advantages, they will put much effort into promoting their platforms to attract users and partners/complementors. On the one hand, this inspires the development of new products/services around the platform, which leads to higher product/service variety in the business ecosystem. On the other, with an increasing number of complementors and other partners, it increases the diversity of the organization modules in a business ecosystem. Meanwhile, with more products/services offered and more complementors involved, this means that it also facilitates the network effects that platform competition pursues.

For a product/service design, if modular logic is being applied in the development and design process, it is believed that the product could better satisfy customer demand with a high variety of product/service choices. Nurturing the business ecosystem with modular logic does not only mean that the organization of the business ecosystem is modularized, that modularity should also be applied to product design, technology design, service design, process design, and also platform design. From this point of view, the modularity of the business ecosystem will reduce the complexity of such a huge network structure, and also it will be much more efficient in response to uncertainties in the real business world, in particular uncertainty issues concerning technology, application, and market (Rong et al., 2013).

Overall, we conclude here that companies should adopt modular logic from the beginning in service design and organization design, especially in nurturing a new business ecosystem.

P5: Nurturing a business ecosystem with modular logic may mitigate the complexity of the business ecosystem, and also it can tackle the uncertainties in the business ecosystem within a context of dynamic economics.

5. CONCLUSION AND IMPLICATIONS

This paper has clarified two layers of modular architecture and three categories of modules in a business ecosystem. It has not only extended the research on modularity to the business ecosystem context, it also enhances current research on the business ecosystem with an understanding of the structural elements of a business ecosystem.

5.1 Theoretical implications

This paper contributes to the operations management literature by extending the previous established product modularity thinking into the emerging topics of platform competition, and in particular by considering all these topics within the context of a business ecosystem, which is beyond the traditional company boundary. In this way, we contribute to the further development of the school of modularity and provide insights for academic and practitioners on how both product/service modularity and business ecosystem modularity (organizational modularity) are contributing to platform competition and network effects.

This is a research addressing the modularity of the business ecosystem and also has developed three propositions for the future research agenda. Since the boundary of the business ecosystem is too complex and hard to identify, it is necessary to simplify the business ecosystem and capture its core construct. As a result, we have proposed a modular architecture of a business ecosystem with two layers, including product/service and organization.

In terms of multiple-level analyses, we have found that previous studies only focus on a single level. For example, Adner and Kapoor (2010) and downstream complements that are bundled by the firm's customers. We hypothesize that the effects of external innovation challenges depend not only on their magnitude, but also on their location in the ecosystem relative to the focal firm. We identify a key asymmetry that results from the location of challenges relative to a focal firm—greater upstream innovation challenges in components enhance the benefits that accrue to technology leaders, while greater downstream innovation challenges in complements erode these benefits. We further propose that the effectiveness of vertical integration as a strategy to manage ecosystem interdependence increases over the course of the technology life cycle. We explore these arguments in the context of the global semiconductor lithography equipment industry from its emergence in 1962 to 2005 across nine distinct technology generations. We find strong empirical support for our framework. Copyright © 2009 John Wiley & Sons, Ltd., "DOI": "10.1002/smj.821", "ISSN": "1097-0266", "shortTitle": "Value creation in innovation ecosystems", "journalAbbreviation": "Strat. Mgmt. J.", "language": "en", "author": [{"family": "Adner", "given": "Ron"}, {"family": "Kapoor", "given": "Rahul"}], "issued": {"date-parts": [{"2010", 3, 1}]}, "schema": "https://github.com/citation-style-language/schema/raw/master/csl-citation.json" have proposed a structure to present a business/innovation ecosystem by introducing the connection between supplier, focal firm, customers, and complementors. However, there is still a lack of a systematic perspective and it is not sufficient to catch the nature of a business ecosystem. It partly focuses on the organizational architecture of the business ecosystem, but fails to address the product/service and how those three levels interact. Hence, it is necessary to conduct a multiple-level analysis of the business ecosystem by linking the products/services and organization into its architecture.

Besides multiple-level analyses, we also classified three types of module, which apply at each level, and this will comprehensively reflect various actors and activities at each individual layer in the architecture of a business ecosystem.

5.2 Practical implications

This research provides a number of managerial implications, with suggestions for companies aiming to pursue competitive advantages through platform competition regarding how they can approach this objective in a manner that is consistent with the established modular logic, which has broadly applied in the product area.

Moreover, the study suggests to managers how different types of service module can be a source of competitive advantages in platform competition within the context of a business ecosystem. We also suggest that service modularity should align with business ecosystem modularity (organizational modularity) to attain competitive advantages for all partners and customer in the entire business ecosystem.

Furthermore, this research provides insights to managers with suggestions of using both service-dominant logic and modular logic to nurture the business ecosystem, and to facilitate network effects in platform competition.

5.3 Limitations and directions for future research

An important limitation of this work stems from the single case study. Historical data analysis provides more insight into when and how a business ecosystem evolves to reach success; however, multiple case studies can provide more comparative findings to make the research results more robust. Moreover, this study did not conduct quantitative analysis, in particular on network effects and performance measurement, so quantitative research may be helpful to develop and test more specific research propositions.

The proposed architecture framework could be adopted as a multiple-level analysis tool for future research on business ecosystem related issues, and the propositions developed could be verified and refined in future research, in particular with empirical case studies.

In the future, it is necessary to link those different layer analyses and explore how those modules operate in each layer, and further exploring the cross-layer interactive effects. Future research also could test the results of this study to determine whether different industry backgrounds would have different results.

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HANDLING BAD DEBT OF COMMERCIAL BANKING SYSTEMS FOR FOSTERING SUSTAINABLE DEVELOPMENT OF NATIONAL FINANCE

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ABSTRACT: *Dealing with bad debts to minimize credit risk is a matter of concerns of Vietnamese credit institutions in order to develop a sustainable national financial system. Vietnamese credit institutions are currently undergoing a major restructuring process in the context of globalization. In that context, the legal corridor regulating the operation of commercial banks are gradually being improved, the business has stabilized and liquidity has been maintained. The bad debt ratio is controlled, tightened and the lending interest rate is reduced, helping businesses recover their production and business, supporting economic growth and ensuring social security. However, the treatment of bad debt still encountered many obstacles. The article is based on the statistics and consolidated reports of the State Bank of Vietnam, the annual reports of commercial banks and credit institutions to analyze the bad debt situation and bad debt policy of banks, identify some remaining constraints and then propose some solutions to deal with bad debts of the bank towards the sustainable development of the national financial system.*

Keywords: *Bad debt; Credit risk; VAMC; Restructuring; sustainable development; Commercial banks*

Credit activity is the basic activity which generate the main source of income of commercial banks. However, the problem that commercial banks are facing is bad debt and credit risk. Bad debt leads to credit risk and causes financial loss, which reduces the market value of bank capital and results in business losses and even bankruptcy. In the effort to strengthen the banking business to foster sustainable development of the national financial system, efforts to deal with bad debts, reduce credit risks, and enhance the credit risk management capacity are what banks put high priority. The article analyzes the bad debt situation and the bank's bad debt treatment during the period from 2011 to present. Based on the analysis of the bad debt situation, the article provides insights on the limited features of bad debt management, and then suggests solutions to reduce bad debt in the process of credit institution restructuring towards the sustainable development of the banking sector in particular, and the national finance in general.

1.1. CURRENT SITUATION OF BAD DEBT AND BAD DEBT MANAGEMENT OF COMMERCIAL BANKS

Bad debt has been negatively impacting capital flow into the economy and the safety and business efficiency of the banks themselves. The bad debt of the banking sector in the recent period reflects partly the real situation of Vietnam economy as well as the effects of international market. Despite the positive results in dealing with bad debt, these are still big challenges to solve.

The year 2011 marked the first time that the State Bank of Vietnam (SBV) actively announced bad debt ratio of banks in the context of Vietnam's economy and the banking system facing difficulties and challenges

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caused by the impact of the global financial crisis and internal shortcomings in the economy. Accordingly, bad debts of the entire banking system at that time stood at 3.6-3.8% of total outstanding loans. The figure, up to the end of 2012, according to the State Bank of Vietnam (SBV) is 4.08%, although according to the independent rating agencies, the actual figure is much higher. Together with efforts to restructure credit institutions towards sustainable development, the establishment of Vietnam Asset Management Company (VAMC) in 2013 has contributed to the transfer of bad debts. There was a downward trend during 2014-2017 and decrease to lower than 3% from 2016.

During 2017 - 2018, together with the thorough efforts to deal with bad debts of the SBV and credit institutions, the issuance of Resolution 42/2017 / QH14 on piloting bad debts of credit institutions has achieved certain achievements. This is the first time that the banking sector has its own resolution on Bad debts, even though it is only a pilot, with time limitation and scope of dealing with bad debts. Resolution 42/2017 / QH14 supports Credit institutions accelerate the process of dealing with bad debts, improves credit risk management capacity, and enhances credit flow in the economy. As a result, after the seizure of Saigon One Tower to deal with 7,000 billion VND of bad debts (August 2017). By 2018, VAMC has processed approximately 5,000 billion VND bad debt. Moreover, a large number of credit institutions also seize the security assets, and at the same time auction many security assets. The total bad debts in the whole system at the end of March 2018 was 2.18%, whereas the figure for 2016 is 2.46%. From 2012 to the end of March, 2018, the system of credit institutions has processed 753.5 trillion of bad debt. Regarding the data on bad debt resolution, according to Resolution 42, by the end of March, 2018, the whole system processed 100.5 trillion VND, of which bad debt disposed by credit institutions was 454.1 thousand billion VND (accounted for 60.3%), the remaining debt (including selling to VAMC and other organizations and individuals) accounted for 39.7%. The results of dealing with bad debt have made important contribution to the improvement of credit and economic growth¹.

1.2. LIMITATIONS IN THE PROCESS OF DEALING WITH BAD DEBTS:

• *Firstly, the volume of bad debt sold to VAMC does not reflect amount of bad debt actually processed.* The bad debt ratio has declined significantly recently due to the key role of VAMC. However, the nature of debt selling through VAMC is only a form of “accounting tips” to remove bad debt from the balance sheet, or in other words, transferring bad debt from on balance sheet to off balance sheet. After five years, if VAMC can not solve the bad debts, these bad debt will return to commercial banks. After selling debt to VAMC, the bank will receive certain bonds issued by VAMC based on the debt purchase value equal to 100% of the book value. Annually, banks that sell debt will have to set aside 20% of their bonds, with a coupon rate of 0%. Thus, instead of a “bad debt” the bank will get back a “VAMC bonds”. This bond has a term of 5 years and when maturity, the value of the bond is defaulted to 0. Obviously, this process is not a financing bargain, the process of collecting debts will be authorized to the bank. When a debt is settled, the bank will receive 85% of the proceeds from the bad debt settlement, while the remaining 15% belongs to VAMC. Although selling debt to VAMC, each year, the bank still has to set up a risk reserve of 20% for VAMC bonds. This means that the profit of the bank will fall sharply, even eroding the charter capital.

According to recent statistics, from its foundation to May 31st, 2018, VAMC has only handled 90,648 billion VND of bad debts, including debt sales, sales of collateral, and debt repurchase on the total debt of 309,710 billion bought from credit institutions. As such, bad debts are only really solved if VAMC can get the debts, otherwise, a bad debt ratio does not reflect the better situation of the banking industry.

Secondly, the law on dealing with security assets to recover debts still has many inadequacies: Resolution 42 opened the door to seize the guarantee property in the absence of debtor cooperation, but the Resolution had not given the creditor the right to dispose absolutely, the law was still in favor of protecting the borrowers. Therefore, the difficulties still hang on the heads of the bankers, so they need the support from relevant authorities, such as the court, to speed up the progress and the amount of bad debt recovery. There are also many cases where the family mortgage their house to borrow capital to do business but the business was losing, unable to repay the loan, causing the house was indebted to the bank. At this point, if the assets are decisive assets, the bank will be condemned for pushing people into being homeless. Therefore, it is difficult to deal with these cases in a sensible manner.

The time of collecting debt and disposing secured assets through court is not effective (processing time is about 400 days, but in fact approximately 2 years, cost accounts for about 29% of the value of debt collection, the lawsuit index of Vietnam only reached 6.5 / 18). The civil procedure law does not permit the application of simplified procedures in the settlement of disputes over the obligation to deliver security assets of the securer and the right to handle security assets of the securee. On the other hand, the Land Law only allows credit institutions to receive security assets being land use rights and assets attached to land, restricting rights to purchase and sell debts secured by land use rights, adjacent to land of other entities other than credit institutions;

The current law allows for the purchase and sale of debt and assets secured by market value, but there are no specific provisions on debt selling lower than the book value. These shortcomings hamper the creation and development of the bad debt trading market, not protect the legitimate creditor of the credit institution / VAMC. In addition, tax law and fees related to the handling of bad debts, security assets still have unreasonable regulations affecting the legitimate creditors of credit institutions. The above mentioned legal obstacles are mostly related to the provisions of the Laws. In order to deal with these shortcomings, difficulties and problems, legal documents of high legal value should be promulgated. Although the Ministry of Finance has issued Document No. 4606 / BTC-TCT dated April 20, 2018 on thoroughly grasping the implementation of Resolution 42 of the National Assembly, the content of the document has not provided detailed guidance on tax payment when dealing with security assets of bad debt. Therefore, many cases of sale of property security has been completed but the buyer can not get the property because the tax has not been paid yet. In addition, in some cases, the law lacks of the jurisdiction to regulate the client's obligations in dealing with collateral. Some typical examples are the customer agrees to hand over assets to the bank but do not willingly. For example, the security property is the car, the car is given to the bank but the car keys are not. In particular, there are customers who have authorized the bank to sell assets and when the bank sells the property back, the customer does not deliver the property to the buyer.

- *Thirdly, the speed of bad debts processing is still slow*

Although statistics show that bad debts of the whole system have fallen from 11.5% at the end of 2016 to 9.5% by the end of 2017, with the prudent assessment of some upcoming bad debts, on balance sheet bad debt and bad debt sold to VAMC, but not yet processed, the bad debt of the whole system is still at 8.61 %, equivalent to about 566 trillion VND. In addition, in order to achieve the target of controlling the bad debt of the banking system at less than 3% by 2020, the system needs to handle around VND 130 trillion of bad debt per year. Thus, it can be seen that the current speed of bad debt processing, which falls to about 78 trillion VND in 2017, is still slower than the expected pace of treatment.

On the other hand, despite the measures taken, Bad debt still exists in the economy because many “debtors” – enterprises -are still in debts. Moreover, at present, the treatment of bad debts of some banks

mainly relies on debt selling to VAMC, there is not a vibrant market for bad debt trading. Because of the “clot” bad debt has not been “dissolved”, the bank has no conditions to reduce interest rates, reduce the cost of loans to support the business community

- *Fourthly, not having a competitive debt trading market.*

VAMC is currently playing a key role in dealing with bad debt. However, the purchase of debt by “real cash” is only for applicable debts, due to the limited chartered capital, VAMC’s chartered capital was only 500 billion VND, and by 2018 increased to 5,000 billion VND. The new mechanism has allowed banks to hold property rights, but the problem is how to sell that property, whether it is sold and who will buy it? The market is still waiting to see how the story of selling collateral to collect debts. This result relates to the real estate market. The positive factors are the real estate market is moving well, which is good for the sale of collateral and bad debt collection of banks in the future. But bad debt management is not efficient because there is no debt trading market, this is a problem to be solved in the next period. Organizing the debt trading market has become an essential issue to ensure the effectiveness of the process of dealing with bad debt in the context of the restructuring of credit institutions. In order to create a market for bad debts, and to attract a large number of domestic and foreign investors who are interested in bad debts of credit institutions, the most important thing is the price of goods and legal framework to ensure transparency and convenience in transactions. If these conditions are met, the debt trading under the market mechanism will be self-formed.

1.3. PROPOSING MEASURES TO HANDLE BAD DEBTS OF THE BANK TOWARDS THE SUSTAINABLE DEVELOPMENT OF THE NATIONAL FINANCE

First of all, developing a debt trading market Many countries experience that debt trading is one of the best ways to deal with bad debt to get out of crisis. The dealing with bad debt will stabilize domestic finance and improve the competitiveness of financial institutions. Many managers argue that if there is no debt trading market, the National Debt Management and Asset Management Company will become a monopoly. The monopoly will lead to a series of issues of transparency, group interests, performance, negativity, etc. The development of the debt trading market is a positive solution since bad debt is also a “commodity. Forming a bad debt trading market which is a way to create a social infrastructure to cope with a future debt crisis. To develop the debt trading market, there are two levels of market, primary and secondary: primary market deals with direct transaction between a credit institution and debt settlement organizations; The trading among investors is on the secondary market. These are two different categories and the policy mechanisms to promote each market is also different. The treatment of bad debt in Vietnam should combine the model of dealing with bad debt concentration and developing the debt trading market in order to socialize demand in the bad debt investment of Vietnam. The state also needs a “stick and carrot” mechanism to develop the primary debt trading market. If there is no sanction by the State Bank to force credit institutions to take more responsibility in dealing with bad debt, they will still gradually process bad debt and it will take 7-10 years to complete. For example, the State Bank of Vietnam (SBV) can stipulate that after a specific period, if commercial banks are not able to reduce their bad debt ratios, they will not be allowed to expand their operations and be required 100% provisioning. In fact, there are countries requiring 150-250% provisioning of bad debts. Recently, SBV has also made certain moves such as not allowing commercial banks to pay dividends if they do not make enough provisions.

In Vietnam, in order for the debt trading market to develop, it is necessary to form debt and asset trading companies. Then, there must be a legal system, a macro-policy mechanism that creates a corridor for a smoothly functioning market.

Secondly, the key to dealing with bad debt is to handle the collateral.

The resolution of the National Assembly on the handling of bad debts will help to handle collateral faster and more convenient. This allows the lender (Credit Institutions) to seize the collateral when the borrowers fails to pay debts; After the seizure of the collateral, the credit institution sold the collateral at market price, which may be lower than the book value; The credit institutions shall transfer the assets to the buyer; make priority payment for debt obligations; When disputes are brought to court, they will be dealt with according to the simplified procedure to shorten the process and proceedings in court, helping the Credit Institutions to handle the collateral quickly.

At the same time, the development of a competitive debt trading market needs to be taken into account in the coming period since the market for debt in Vietnam is still limited, the subjects of the market is restricted in accordance with the law. The seizure and sale of security assets meet many legal obstacles, the rights and responsibilities of debt buyers and sellers are not clearly defined.

Thirdly, it is necessary to take drastic measures to determine the real number of scale and structure of bad debts, because from this data, it is possible to apply specific solutions for each Credit institutions. For each bank, it is necessary to improve financial capacity such as: owner's capital, asset quality. Commercial banks, especially small banks, need to rush to implement the plan to increase equity.

In addition to finalizing bad debt with the risk reserve fund, asset sales, banks can transfer their debt to debt trading companies. In order to improve the quality of the loan, the bank needs to strictly follow the lending process, perform well the inspection and supervision of the loan in accordance with the regulations.

Fourthly, to enhance the efficiency and effectiveness of banking inspection and supervision so that credit institutions can comply with banking regulations, especially regulations on credit extension, loan classification, using of risk provisions and credit security regulations.

In fact, commercial banks have built a risk management system but only at the initial step. To have a sound and reliable risk management system, it takes time to comply with Basel 2 risk management principles, which require relatively high costs.

The SBV should develop criteria to assess the risk management policies and procedures developed by commercial banks in accordance with the size and complexity of each commercial bank. step by step standardizes processes to identify, measure and control risks.

Fifthly, strictly handle the act of concealing bad debts.

Banking business is based on credibility and trust, the morality of banking profession is not only necessary but also compulsory. However, due to many reasons, some bankers have cooped up with clients to hide the truth, cheat, deliberately violate regulations of the SBV and commercial banks. Although there is no data published, but in the total bad debt, there is a large proportion arising from the violations of professional ethics.

At the same time, The SBV need to amend and supplement the classification of debts, the provision for credit risk as well as to intensify the inspection and examination in cases of granting credit, debt classification, setting up and use of reserve funds in contravention of regulations.

CONCLUSION

The banking sector has been struggling to restructure credit institutions associated with dealing with bad debts to ensure the safety, health and sustainability of credit institutions to restrain the inflation, to reform the growth model, to develop the economy in line with the national policies.

In the process, in addition to the limitations, bad debt management has achieved certain results. Currently, bad debt ratio has been maintained under 3%, ensuring the safe and sound operation of credit institutions, initially achieving the set objectives and tasks. Nevertheless, the restructuring and handling of bad debts still face many difficulties and challenges in order to implement the roadmap, requiring the determination of the commercial banks, the State Bank, ministries and local authorities. In addition, it is necessary to focus on developing a consistent policy mechanism, legal system, enhancing transparency, enhancing the management and administration capacity of credit institutions in line with the international practice in order to ensure the safety, health and sustainable development of credit institutions.

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IMPROVING HUMAN RESOURCES IN ACCOUNTING AND AUDITING FIELD DURING GLOBAL INTEGRATION PROCESS TO ACHIEVE SUSTAINABLE DEVELOPMENT

Tran Hai Long* - Ngo Thi Thu Huong**

ABSTRACT: *Vietnamese economy has experienced a rapid growth since the Government implemented economic administrative reform. At the same time, Vietnamese economy has engaged in global integration process. One remarkable milestone of this process is that Vietnam officially became a member of the World Trade Organization. This contributed to a new economic and social situation, thus requiring skilled human resources in general, and an advanced level of labor force working in accounting and auditing field in particular. As regards sustainable development during globalization, accounting and auditing working area faces opportunities and challenges. In this article, we will address solutions to promote the development and innovation in training accounting and auditing to generate skilled labor force for sustainable development.*

Key word: *improving human resources; sustainable development*

The Vietnamese government issued the “Strategic Orientation for Sustainable Development in Vietnam” (Vietnam’s Agenda 21) in order to achieve the sustainable development as mentioned in the Resolution of the National Party Congress on 17th August, 2004. The “Strategic Orientation” points out challenges that Vietnam is facing, then the Government sets out guidance, policies, legal instruments and priority areas that need to be implemented. Based on current plan, there are 19 priority areas that need to be improved. One of these is training human resources for sustainable development. The labor market policy system has been supplemented in three directions, including support for training and retraining, job placement and labor migration.

Human resources in accounting and auditing field during global integration process

According to data provided from the Ministry of Finance, independent audit has appeared in Vietnam since 1991 and has increasingly played an important role in the economy. In fact, there were only 2 independent auditing firms with 15 employees in 1991, then these number rose to over 160 firms with more than 7,000 employees. The rapid growth of Vietnam economy requires an advanced level of auditors to be able confirm reliable and transparent financial statements. This is a labor force that plays the important role in ensuring a strong economy that is attractive to foreign investment, especially the stabilization of Vietnam stock market which is full of potential as well as risks. However, the auditing industry in Vietnam is still a young industry, hence the number of advanced level auditors who have international experience to meet the requirements of integration is limited. In addition, Vietnam is experiencing “brain drain” caused by retired auditors or international certificate holders working and residing abroad.

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In addition, it is undeniable that the average quality of Vietnam human resources is still low. In fact, the auditing certificate issued by the Vietnamese Ministry of Finance has not been widely recognized. The number of international accounting and auditing certificate holders is not great enough to be interested by foreign investors. The most restrictive of labor force in accounting and auditing area in Vietnam is in terms of standard perception. Like many countries, applying IAS and IFRS in the specific situation of each country is not easy. It will take great effort to complete Vietnamese accounting standards, or to apply IAS and IFRS into practice.

In the context of global integration, the Association of Chartered Certified Accountants (ACCA), the first international accounting professional organization in Vietnam, has gradually asserted its position and meet the demand for skilled employees currently. Along with the Ministry of Finance, ACCA has played an important role in supporting Vietnamese employees working in accounting and auditing field to access and use accounting standards in line with international practices, thus gradually improving the quality of labor resources. So far, ACCA has trained around 5,000 ACCA learners, and more than 1,000 learners have attained this certification. In addition, there are 2,000 people holding accounting or auditing certificates issued by Ministry of Finance. However, this figure does not really meet the requirements for labor resources of the current economy. As Vietnam becomes a member of the WTO, and integrates TPP and AEC, this is the best opportunity for the local workforce, especially for holders of international certifications such as CAT, CPA, ACCA, ICAEW ... In addition, there are a lot of enterprises, private companies, joint stock companies and foreign invested enterprises in Vietnam searching for a huge number of skilled employees in accounting and auditing field.

Furthermore, after joining the WTO, TPP and AEC, Vietnam will fully open its financial services, especially accounting and auditing services for foreign parties. According to the international commitments, Vietnam will open the auditing and financial accounting sector, with the goal of fully open by 2020. Given the fact that the AEC is a free service market, it allows freedom of movement of professional workers and recognizes of practice certificates ... then this will be a great challenge for Vietnam workforce. Thus it requires efforts to be responsive and competitive. Integration process leads to the fact that the financial market, especially accounting, insurance and securities services, will attract a lot of foreign investors. They have high demand for transparent and reliable financial information. Therefore, the explosion in the field of audit is inevitable. Local auditing firms have to improve their quality and competitiveness in order to keep their market share ahead of international competition, especially in terms of integration. In the early stage after joining the WTO, this competitive pressure is not so great for Vietnamese auditing and tax consulting firms, because Vietnam has differential customs, habits and language. Vietnamese auditing firms can be assured of many traditional clients such as state-owned enterprises, small and medium-sized local companies. This is due to the fact that these companies may not be familiar with auditing services produced by foreign auditing firms or foreign accounting services. Upon accession to the WTO, Vietnam has paid attention to and applied international accounting and auditing standards as well as introduced legal provisions on accounting and taxation in line with international practices in Vietnam. Today, in order to globally integrate and to develop sustainably, Vietnam has to pay attention to international accounting standards and international audit standards. Thus, local firms have to improve their skills, quality, thus improving accounting and auditing services. This is the only way to enhance their competitiveness in the market, and to ensure their market share in this field.

Currently, to survive and develop sustainably, enterprises must have accurate and timely information for making decisions on production and business activities. To be competitive with competitors, businesses

must have a strong accounting system to provide reliable, timely information for decision making. Global integration has brought many difficulties to Vietnamese economy, however, the economy has gradually transformed thanks to legal system improvement. Thus, organizations are ready to join and take challenge in a competitive environment... in the trend of globalization and economic integration in the world. Therefore, developing human resources in accounting and auditing in Vietnam is a matter of concern now.

THE DEMAND FOR HUMAN RESOURCES IN ACCOUNTING AND AUDITING FIELD IN THE CONTEXT OF TPP AND AEC INTEGRATION.

It is forecast that Vietnamese economy will experience rapid growth from 2016 to 2020. The social demand for human resources in accounting and auditing field is enormous. This demand may develop in two directions:

- Labor force meets the requirements of small and medium enterprises. This sector has showed rapid development recently, and generated most of the employment needs for accounting workforce. The demand of these businesses for skilled employees is not high.

- Large enterprises, financial institutions, state agencies and foreign invested enterprises are directly under pressure of international economic integration process. Therefore, the requirements for the quality of labor force for accounting and auditing area is very high. Employees must have a high level of expertise, proficiency, and good use of the Vietnamese accounting and auditing system; they also need to be able to understand and apply international practices in finance, accounting and auditing; and be fluent in foreign languages and computer skills in communication and in professional...

To improve the quality of workforce in accounting and auditing field to meet international standard, innovation in training is really necessary.

Vietnamese economy has gradually transformed itself thanks to legal system improvement, thus enabling organizations to join and take challenge in a competitive environment. Hence, innovating accounting and auditing training in universities, academies and research colleges is a necessity. Globalization, international economic integration and trade liberalization are emerging issues of the world economy. In that movement, in the area of accounting and auditing, Vietnamese government has issued accounting standards and auditing standards in accordance with international accounting practices. The issuance of this standard system is the foundation for accounting and auditing practices to follow the general principles of the market, facilitate data transparency and create a healthy investment environment. In addition, accounting and auditing sector is allowed for full competition according to Vietnamese commitment. This raised the need to innovate the training of accounting and auditing in universities and colleges.

THE REALITY ABOUT ACCOUNTING AND AUDITING TRAINING IN VIETNAM.

The training of accounting and auditing at universities and institutes has not only had a great influence on the quality of training labor and services provided in the market, but also affects the quality of accounting and auditing services. The training is reflected in the following aspects: training programs and methods; the system of modules in the training program; homework system, syllabus and quality of lecturers. The practice of accounting and auditing training in Vietnam has many issues to consider as follow:

- Firstly, accounting and auditing training at almost universities and academies now follows the form of credit. This form is suitable for hard-working students; self-study reduces cramming knowledge of the teacher, promote the creativity of the learner. However, this method of training in many universities and academies is not really compliance with the nature of training credit. The facilities are

not guaranteed, the place for students to self-study such as library, computer room, reference materials ... do not meet the training in the form of credit. In addition, the volume of lecture hours in the class decreases compared to the the time of self-study increased, however, in Vietnam, the sense of self-study is still low. Inadequate facilities, curriculum and library systems are not enough for students to self-study. Also, learners do not have the right to choose teachers according to their knowledge of their ability as well as the credit training that many universities in the world has applied. Moreover, the specialized knowledge are limited to the extent that each school has developed. Therefore, the ability to change careers in the future is limited.

- Secondly, as regards the learning materials, most of the accounting and auditing learning materials are compiled accordance with guiding circulars despite the issuance of accounting and auditing standards. Circulars are only practical guidance, which limits the students' ability to understand the nature of accounting and to develop their knowledge. It should be noted that the international standards for financial statements is always changing. Therefore, understanding the nature of norms and applying them to Vietnamese conditions is very necessary.

- Thirdly, the training program does not take into account the integration issue. This feature is indicated by the name and content of the modules according to the curriculum, the duration of the modules. This affects the continuation of pursuing international certificates such as CPA, ACCA, ICAEW...

TRAINING PROGRAM IN DEVELOPED COUNTRIES

In order to meet the requirements of integration in accounting and auditing training for sustainable development, the consideration of common practices in training at professional associations should also be taken into consideration.

Currently, in many countries, bachelor programs are not included in the bachelor's degree in auditing. The audit knowledge is only required components in the training process. Students after graduation, should experience related jobs before taking certificates. However, in Vietnam, many universities and institutes open specialized auditing while the actual experience of students is not available. Moreover, there is no similarity in degrees in foreign and domestic universities. The design of a foreign undergraduate program complements the modules that learners can learn to take CPA exams organized by professional associations. Example of this design is the training program of the University of Illinois (USA). Thus, the ability of students to adapt after training is large. This issue calls for the development of training programs that are interested international certifications such as CPA, ACCA, ICAEW. The program is designed in the form of credit training, which divides the knowledge into optional and compulsory modules. Apart from the knowledge of accounting and auditing, there are also knowledge of law, finance, taxation, business administration and other optional knowledge. Open training is an indispensable trend for training programs in the current period. It can be seen that the design of the program is always combined with the knowledge management, so that students can understand the role of accounting in management control. At the same time, it is possible to develop audit perspectives, in which awareness of corporate governance is indispensable. In addition, there are modules having a complementary knowledge of social, natural sciences, art... This seems to be new in Vietnam. The difference in basic education knowledge, in addition to math subjects, also includes English language skills with writing and communication skills (US Program). The knowledge of business subjects includes accounting subjects so that students of other business majors can approach the same problem.

ORIENTATION ON TRAINING IN THE CONTEXT OF TPP AND AEC INTEGRATION.

The above issues show that there are differences in university training in accounting and auditing of our country in comparison with developed countries in the world. The article discusses a few issues:

Firstly, it is necessary to improve the level, capacity and experience of accountants, auditors and those working in the field of accounting and auditing. Solutions to improve the capacity, qualifications and experience for accountants and auditors in the current conditions includes:

Developing a standard training program to ensure uniformity, there must be a close association between compulsory and voluntary training, domestic training combined with overseas training. At the same time, the implementation of training must be in accordance with the program has been developed and the actual requirements set out in accordance with current conditions of Vietnam. Training must always be in the trend of integration with high quality requirements.

The training program must meet 3 requirements, including:

- + Improvement of professional qualifications and practicing skills;
- + Close combination the training of professional knowledge in both domestic and international standard;
- + Improvement in the level and culture of behavior in professional as well as modern and professional manner.

Organizing examinations and raise the professional qualifications of accountants, organize the assessment of accountants' quality on a regular basis, ensuring strict and objective. Develop strict recruitment and conduct recruitment in accordance with regulations to attract talented people and use the right talent.

Developing and immediately applying the standards and titles to the accountant, organizing the assessment process on a regular basis and promoting into place appropriate positions to encourage and facilitate the accountants to develop themselves.

The Ministry of Finance must closely coordinate with universities in order to enhance professional training in accounting and auditing. Universities that have training in the accounting profession must develop an appropriate curriculum that ensures that graduates are able to use the knowledge they have acquired in their professional work. Especially, in the current period, credit training has been implemented by the Ministry of Education and Training. The advantages of this training are that students can broaden their knowledge according to their interests, promote self-control, independence, creativity and initiative in learning. In addition to the core knowledge of the discipline, the supplementary knowledge with the optional system can help students become more specialized in the fields of financial accounting and management accounting. When moving to a credit-based curriculum, the development of curriculum frameworks should also refer to developed countries so that the recognition of qualifications and transfer of higher education courses is more favorable. The content of the program should be in the direction of reducing class time and increasing the self-study hours and practice, so that students can be self-reliant in researching and improving their practical ability. Thus, they can continue to improve the quality and develop their accounting knowledge.

Training in the form of credit must be strictly academic credit. Learners can select lecturers. Learners can select modules included in the curriculum. At the same time, the modules taught in universities must be consistent, compatible with each other. The development of the curriculum should refer to the advanced curriculum of developed countries in order to recognize the degree, transfer of higher education or transition to higher education. The content of the program should be in the direction of reducing attendance hours, increasing self-study hours, practice so that students can self-study and improve their self-study ability and creative capacity.

Secondly, the procedures, methods, professional standards and ethics must be developed, issued and strictly managed.

Accounting companies need to develop and complete regulations on binding and enhancing the inspection and control of accounting activities. Each accounting firm needs to develop a separate regulation to suit its specific characteristics. The regulation should be closely linked with individual and collective responsibility in implementing the process, method as well as professional standards and ethics. At the same time, rewards and incentives as well as penalties should be used regularly.

Thirdly, the Government must have strict quality control policies towards accounting services. It is necessary to develop the Regulation on the control of accounting quality and the quality of accounting services for enterprises to control themselves as well as for State management agencies to inspect and supervise the implementation of the Regulation. There must be strict and punitive treatment of errors committed by accounting service providers such as errors in accounting procedures, accounting standards, changing accounting information affecting the interests of the Government and other subjects, violating the principles of professional ethics. The results of the control and treatment must be publicized and ensure transparency and timeliness. Therefore, the quality control activities of accounting services can be effectively implemented and put into practice and create favorable conditions for customers to select the best service provider for themselves.

Forthly, the Government must improve the legal framework to facilitate the legal environment for enterprises and individuals providing accounting services to promote their capabilities, improve the quality of services. The legal framework also needs to ensure that businesses and individuals operating in the field of accounting services are equal on the law as other enterprises in the economy. In addition, the Accounting Law should be put into practice as soon as possible.

Fifthly, the capacity and quality of activities of professional organizations and associations should be improved, so that accountants have the conditions and training environment to improve their professional capacity and professional experience.

- Increasing in training and organizing the assessment examinations for accountants and chief accountants to provide an advanced skilled labor force for enterprises, accounting service firms...

- Improving the process and content of accounting examinations to ensure the supply of workforce to the market and the quality of accountants.

- Expansion of recruiting sources of accountants: normally, only employees who have degrees in finance, accounting, auditing and banking are recruited. The expansion of recruitment sources, as well as allowing candidates in accounting contests in the current integration trend should refer to appropriate rules.

- Expand training in accounting and auditing in universities. In fact, almost universities and colleges in Vietnam are involved in accounting training, but the quality of graduation in many institutions is low. Therefore, there should be solutions in the direction of reducing accounting and auditing training in universities ranking at low level in this field. At the same time, increase training in experienced and prestigious universities.

To develop the human resources working in accounting and auditing area, below issues should be improved:

- Improve the learning materials, the quality of lecturers, the quality of training process. In particular, it is necessary to change the basic accounting textbook, in which accounting standards are the basis for the learner

to understand the problem, not the current circulars. Thus, the textbooks should not be changed a lot when the circulars change. In the contrary, the tasks need to be linked to the practice works. Important factors in improving the quality of human resources training include training program, curriculum and materials.

- Training professional ethics in universities and colleges, including ethical standards of accounting professionals and ethical standards of audit professionals. Combining theoretical and practical teaching in the direction of suggesting fundamental theoretical issues on professional ethics, emphasizing the professional ethics of accounting and auditing.

- Applying of modern technology, methods and professional standards to raise the quality of services. Formulating and perfecting professional procedures, standards, methods, forms, records, etc.

- Recruiting experts and persons with accounting or auditing experiences into the agencies managing or supervising the practice of accounting and auditing and the agencies issuing the standards of accounting and auditing.

- Sending Vietnamese officers to study abroad and financial support them by the State budget to encourage overseas study. Also, encouraging domestic training institutions to expand international cooperation. At the same time, expanding the training in Vietnam with foreign resources (capital, technology, lecturers ...) to quickly generate advanced level of skilled human resources with international qualifications in the short term. Furthermore, building the international advanced training programs in Vietnam.

Sixthly, English should be the language of instruction in accounting in long term. In fact, in many universities in Southeast Asia (Thailand, Malaysia, Myanmar), English is used in teaching. Thus, graduates can improve their competitiveness in comparison with accountants abroad. Currently, some institutions in Vietnam run this kind of program in accounting and finance and banking major. However, this program is not popular to learners.

Seventhly, teamwork skills should be practiced during lectures in class. In fact, accounting and auditing works require a lot of teamwork activities, thus teamwork skills are really necessary.

In conclusion: Developing and innovating the accounting and auditing training is an urgent requirement to improve the quality of accounting and auditing human resources in the future. Thus, accounting and auditing services in Vietnam can be able to compete with other abroad competitors during integration process. Moreover, quality human resources are important factor to achieve sustainable development. To improve and develop the quality of accounting and auditing human resources in Vietnam, all the above contents must be synchronously implemented, in which the quality of accounting training institutions is key solution.

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EVALUATION OF SUSTAINABLE SEAFOOD EXPORT DEVELOPMENT IN VIETNAM

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ABSTRACT: Sustainable export development is becoming a global trend as well as a target of many countries in the world. It is development that satisfies the needs of the present without compromising the capacity of future generations, guaranteeing the balance between economic growth, care for the environment and social well-being. Vietnam's seafood export industry is not out of the trend. However, in the past few years, Vietnam's seafood export industry has faced many shortcomings such as poor growth quality, non-assurance of technical standards, excessive use of seafood resources, environmental pollution, ecological imbalance. Therefore, the development of Vietnam's seafood export industry in a sustainable manner is absolutely urgent. Based on the method of collecting secondary information and data, the article will analyze and evaluate the current situation of Vietnam's seafood export according to the criteria of sustainable development.

Keywords: export, seafood, sustainable

1. INTRODUCTION

With the rapid growth, Vietnam's seafood export industry has contributed positively to the restructuring of agricultural and rural economy, contributing effectively to hunger elimination and poverty reduction and employment for millions of employees, to improve the living standard of the population community, and also to contribute importantly to the national security and defense in the sea areas of the country. However, development of Vietnam's seafood export has not been sustainable in recent years. The quality of export growth has not been high, contained many risk factors, the export has not shown the trend of industrialization and modernization. The seafood export has caused over-exploitation of the natural resources, environmental pollution and ecological imbalances. The seafood export raises a number of social issues such as inequalities in the distribution of export benefits. On the basis of the criteria for the sustainable seafood export development, the article analyzes and evaluate the current status of Vietnam's seafood export.

2. LITERATURE REVIEW

Fresh seafood has a limited shelf life which creates constraints for export and it is estimated by Riialand (2014) that the value of fresh seafood depreciates by one fourth after two days and after four days the value is diminished to almost zero. It is therefore of priority to get to market, from harvest to consumption, as fast as possible. The Food and Agriculture Organization (FAO) of the United Nations (2017) means that post-harvest handling, processing and transportation of seafood require particular care in order to ensure food quality and safety. The post-harvest value chain of seafood must meet particular requirements to retain the nutritional value, preserve the benefits of the rich composition and avoid fish-borne illnesses. This becomes of special importance with regards to export of seafood when the distance from harvest location to

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consumption location is longer which often is the case in seafood export. Several studies indicate that there are large variations between different nations with regards fresh seafood value chain configuration and exploitation of market opportunities (Trondsen, 2012). There are nations in the world that are prominent with regards to export of fresh seafood, among these countries are for example Norway (Cantillon, 2010). This creates interest to investigate how these countries influence the activities, actors and resources as well as the opportunities, constrains and performances of industrial networks of fresh seafood export with the result of great value creation.

3. ANALYTICAL FRAMEWORK FOR SUSTAINABLE SEAFOOD EXPORT DEVELOPMENT

Based on the theory of sustainable development for the seafood export industry, the sustainable seafood export is maintaining the high and stable export growth rate, the quality of export growth has been increasingly improved, contributing to economic growth and stability, social stability and environmental protection.

According to this definition, sustainable seafood export is a harmonious combination of the said contents. The first is to maintain a high and stable growth rate of seafood export, ensure the quality of growth is improved. The second is to ensure the requirement for harmony between the aspects of sustainable development: economic, social and environmental affairs.

Sustainable seafood export must be a harmonious combination between the objectives of export growth, social stability and environmental improvement. However, in different stages of development, the assurance of harmony between aspects of sustainable development is different. In the early stages of industrialization, the period of capital accumulation, the growth of seafood export must be based on natural resources, fishing or processing technologies that can cause pollution. This is a model for the development of seafood export on a broad scale. In the later stages of industrialization (when the economy moves from an in – width growth model to an in-depth growth model), growth in seafood export is based on the exploitation of advantages for institutional competitiveness, the quality of work and technology, taking account into employment, the improvement of people's lives and the protection of the ecological environment. Thus, the level of trade-offs between economic growth, export growth and improvement of people's living standards, social stability and ecological environment protection varies between countries, based on the policies of development of countries in certain periods. Sustainable seafood export must be based on an in-depth growth model, the exploitation of competitive advantages due to institutional factors, quality of work and technology.

Another issue should be taken into consideration when researching sustainable seafood export is that the sustainability of seafood export must be considered in a long term. The high growth rate of seafood export in the short term on the basis of exploiting the available comparative advantage factors despite the high economic efficiency (gaining a lot of foreign currencies) is not a sustainable export if seafood export is made in the raw form with low added value, exhausting natural resources and polluting the environment, benefiting only an part of export.

4. EVALUATION OF VIETNAM'S SEAFOOD EXPORT DEVELOPMENT ACCORDING TO SUSTAINABLE CRITERIA

4.1. Growth rate of seafood export

Vietnam's seafood exports have made great strides in the past 10 years. Seafood export turnover has seen strong growth year by year with an average growth rate of 15.6% per year. This growth has made Vietnam one of the five largest seafood exporters in the world, playing the leading role in supplying global fisheries resources.

At present, seafood exporters have got the best out of domestic raw materials for export processing that has created many jobs for laborers. However, the unstable source of raw materials, especially the increasingly exhausted resources has caused businesses to import more raw materials from other countries as a solution for export processing, holding firm the market and maintaining production and profits and increasing export sales.

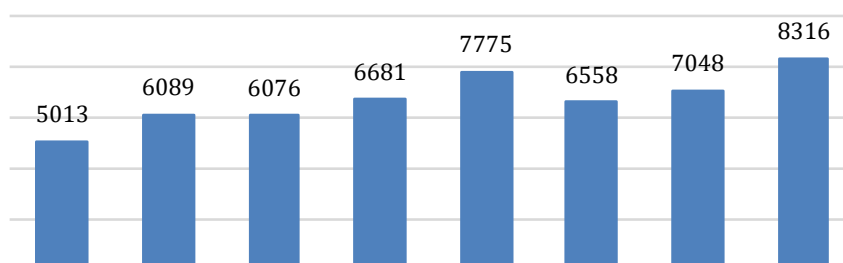


Fig.1. Vietnam's seafood exports in the 2010 - 2017 period

Source: Vietnam Customs

The country exported seafood volumes worth USD 8316 million USD in 2017, jumping 18 percent year-on-year to its highest all-time level, according to latest data from Vietnam Customs. The figure is much higher than a previous target of USD 7048 million USD for 2017 set by Vietnam in December 2016.

Up to now, Vietnamese seafood has been consumed in more than 164 markets in 5 continents. Consumption market is increasingly expanding and gets increasingly important position in the major markets. Top 10 biggest importers of Vietnamese seafood are US, EU, Japan, China, Korea, ASEAN, Australia, Brazil, Mexico and Russia. Among these countries, the United States and Japan are the two leading markets for Vietnamese seafood consumption.

4.2. Quality of seafood export growth

_ Quality of export growth seen from the perspective of export restructuring

Vietnam's exported seafood structure in the past 20 years has had a relatively positive movement such as increase in proportion of processed exports, decrease in export of raw materials, diversified markets, increasing role of the private sector and FDI. However, the restructuring of Vietnam's seafood export has not clearly shown the tendency of industrialization and modernization. Vietnam has only taken advantage of the comparative advantages available to develop the seafood export but not exploited the competitive advantage to develop the seafood export with high technology content and large added value.

_ Value added of seafood exports

Although Vietnam's seafood export growth rate is very high, its value added only accounts for a small proportion in total export turnover. Vietnam's seafood export is mainly based on resource-intensive processing and labor-intensive low-tech processing. Unless competitiveness is improved for Vietnam to engage in higher value-added production phases, the ability to grow rapidly and consistently will be limited.

_ Competitiveness of export seafood

In the context of increasing requirements of seafood importing countries in the world on product quality, Vietnam's seafood exports have been paid more attention to product quality. Especially after the occurrence

of many seafood shipments from Vietnam which were strictly controlled by the authorities of Japan, EU ..., the food safety and hygiene has been more concerned by many businesses. The quality of Vietnamese seafood has been gradually improved, but still low compared to other countries such as China, Thailand and the Philippines. There are some shipments of seafood receiving warnings about food safety and hygiene and product quality during aquaculture and after harvest is not good as well. The abuse of chemicals, antibiotics in production and in preservation of post-harvest seafood is also general. The cause of this situation is that seafood after harvesting is usually collected by the dealers first and then transferred to the processing plant; therefore, the transport and storage take so much of time without proper storage technique

_ The ability to participate in the global value chain

The involvement of Vietnamese enterprises in the global value chain is not deep enough to get the best out of the fisheries sector's advantages. Among stages of input supply, exploitation, aquaculture, purchasing and processing for export, processing can be considered as the strongest stage of Vietnamese seafood in regard of opportunity to participate in the global value chain. At present, however, the processing enterprises are mainly operating in Vietnam, only few enterprises have invested overseas to make use of available materials in such host countries. In spite of the fact that it has made a name for itself in many export markets, the trade promotion of Vietnam is still weak. Distribution network is mainly through importers acting as intermediaries, which makes the presence of Vietnamese exporters' brand in the world market relatively faint. Meanwhile, distribution is the stage potential to bring more value to the seafood value chain.

4.3. Contribution of seafood exports to economic growth and macroeconomic stability

_ Contribution to GDP growth:

According to the General Statistics Office, in 2016 GDP of fishery accounted for 19.97% of total GDP of agriculture, forestry and fishery and 3.07% of total GDP. In 2016, fishery's GDP increased by 2.8% compared to that in 2015, contributing 0.09% percentage point to the economic growth of agriculture, forestry and fishery in particular and the whole country in general. (This is the lowest growth rate of this industry in the past five years due to the difficulties and challenges in weather, disease, price and market of the product). On average, in the period 2011-2016, fishery GDP growth is 4.64% / year, contributing 0.21% to economic growth in agriculture, forestry and fishery in particular and the economy in general (Fig.2).

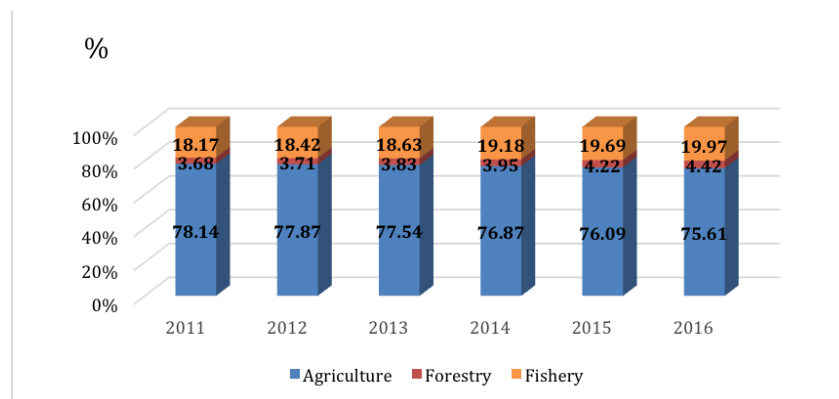


Fig.2. Contribution of seafood export to GDP growth.

Source: Vietnam General Department of Fisheries

_ Contribution to macroeconomic stability:

In addition to balancing the balance of payments, exports of seafood also helps to increase foreign currency reserves. However, export activity has a high potential for economic instability. *Firstly*, due to the high economic opening level, Vietnamese seafood export is heavily dependent on the world economy. Therefore, if the competitiveness is not promoted, fluctuations of the world market will have a great impact on the export turnover of seafood. *Secondly*, the employment in the seafood is not so attractive, hence, the risk of job loss and reduction of incomes of laborers in the seafood in the context of large market fluctuations is very high.

4.4. Seafood export and environmental issues

_ Seafood export in relation to the maintenance and improvement of biodiversity resources

Vietnam has already had some research institutions in universities (Hanoi University of agriculture, Nha Trang University, Can Tho University) with deep expertise in research, development and aquaculture breeding. However, aquaculture breeding is now mostly carried out by private breeding facilities that are relatively fragmented and spontaneous. In addition, boosting fishery exports in width has disrupted the coastal ecosystem due to the expansion of cultivation areas. The use of destructive fishing methods such as explosives and small mesh have resulted in the loss of juvenile fishes and other marine organisms.

_ Seafood export in relation to pollution and environmental improvement

Although the seafood has adopted the model of community link in the production chain (vertical link) with high feasibility whose the core is the processing enterprises achieving considerable successes such as: Model AGIFISH Pure Pangasius Production Association in An Giang; model of ecological shrimp farming in Ca Mau; Link mode of MSC standard implementation in clam farming, the model of shrimp and catfish farming in Ben Tre. However, the strong development in the quantity and production and processing scale of aquatic products has adversely impacted on the environment and the livelihoods of people living in fishery processing establishments. The more, the production grows spontaneously and lacks of depth, the more pressure on the issue of environmental pollution is increasing, that requires more responsibilities for environmental protection of manufacturers, managers.

In addition, the recent over-exploitation of fisheries has caused rapidly degraded marine ecosystems, significantly declining seafood resources, many depleted coastal areas and heavily polluted sea water in many areas.

_ Seafood export with the ability to meet environmental regulations and standards

Many enterprises have applied new production methods, invested in technology innovations, saved input materials and changed fishing and aquaculture methods in order to exploit more effectively aquatic biodiversity resources, while reducing the risks of environmental pollution in the country. However, satisfying the environmental requirements for export seafood is still a challenge for the enterprises in our country. Cause is due to limited awareness, processing technology which is slow to change, lack of information on the rules of importing countries, the status of violations of environmental and hygiene requirements are still quite popular. In particular, the lack of a master planning for the seafood industry, indiscriminate aquaculture and fishing households, etc. have directly threatened the quality of the environment and poses the risks of exhaustion of aquatic resources, leading to unsustainable development.

4.5. Seafood export and impacts on social issues

_Seafood export to employment and income

The characteristics of seafood production require a lot of labor forces, therefore, the expansion of seafood export has created more jobs for workers. On average, the seafood industry receives and creates jobs for about 300,000 workers (of which nearly 70% are in processing and service sectors). In the frozen processing area, female workers account for 83%. It is forecasted that by 2020, the coastal population will increase by about 30.4 million people, of which the labor force in the seafood sector is about 19 million people. This will be an important force in the future development of the seafood sector.

_Seafood export with quality and qualification of labor

Because the quality of exported seafood is improving slowly, the growth of seafood export is mainly based on cheap labor, thus the level of improvement is still slow. In many seafood processing plants, more than 60% of workers do not have technical expertise. Private processing establishments in the private sector of the seafood processing sector account for about 80% of the labor force without training, but only short-term training courses run by training establishments or enterprises.

CONCLUSION

Sustainable seafood export development not only solves the economic problems in order to develop the Vietnamese economy in the direction of marine economy but also contributes to maintaining the security and the sovereignty over islands of the country. Therefore, sustainable seafood export development plays a very important role for Vietnam. Although the export sector has grown tremendously over the past few years, the challenges of quality, growth, environment and social security are being addressed. In order to develop seafood export in the sustainable way, the solutions must be synchronously implemented by the State, enterprises and associations.

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THE IMPACT OF FIRM GROWTH ON PROFITABILITY: EVIDENCE FROM VIETNAMESE LISTED COMPANIES

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ABSTRACT: *This paper investigates the impact of firm growth on profitability in Vietnamese listed companies during the period of 2009-2015. The sample consists of a balanced panel data of 234 companies from various sectors listed on the Vietnamese stock market. Analysis results show that firm growth has a positive impact on profitability. However, other independent variables firm size, leverage, liquidity and economy status are negatively associated with the performance in our sample firms. These findings may reveal that Vietnamese listed companies should particularly focus on sales growth to maximize their rate of return.*

Keywords: *Profitability, firm growth, Vietnamese listed companies.*

1. INTRODUCTION

Growth is an ambiguous phenomena and it can be measured and interpreted in a variety of different ways. For an economic planner it is efficient utilization of resources (Miles and Snow, 1978), while a welfare economist views it as equitable distribution of gains apart from efficient utilization of resouces. In the context of the firm, it can be defined as an increase in the sales of company, expansion of business through acquisition or merger, growth of the profits, product development, and diversification and also an increase in the number of employees of the firm. Thus, growth is viewed differently from different perspectives.

The relationship between firm growth and profitability are important issue for industry practitioners as well as academic researchers (Goddard et al.,2006). Firm excutives generally face the dilemma between pursuing growth and profitability. If companies are obsessed with short-term profit-oriented performance, they will settle for past successes and thus be unable to respond to market conditions, thereby falling into a success trap. On the other hand, if they are devoted to innovation only in the long term, they will fall into a failure trap, jeopardizing corporate survival (Seungkyu Yoo and Jaejun Kim, 2015).

The global financial crisis led to the collapse of large companies in the world and it also impacts on the Vietnamese firms. While large companies find it easier to survive in a long term downturn, as they are enjoyed relatively high bargain power, financing ability, and research and development capability, the small and medium sized Vietnamese firms are vulnerable in all those respects. Thus, these firms are more likely to favor a profitability-oriented management strategy. A profit-driven strategy in a relatively stable economic environment can help generate free cash flow and lower the probability of bankruptcy. Moreover,

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it can improve the growth potential of a firm as investment activities, the expansion of R&D, foster high profitability. However, in a long term macro-economic downturn, it is difficult to use a profitability-focused strategy as a means to improve business resilience. In such a context, the focus of management strategy should switch from profitability to growth. However, the very poor level R&D investment awareness among Vietnamese firms is a considerable barrier.

Thus, the study aims to identify the impact of firm growth on profitability of Vietnamese firms listed on the Stock Exchange in the context of effects of the economic downturn (2009-2015). The findings of this study may provide some insights to management in steering the corporate growth strategies of firms.

The rest of this paper is organised as follows: section 2 reviews the prior literatures and develops the hypothesis. Section 3 presents the data and methodology, while Section 4 shows the empirical findings and discussion. Finally, conclusions of this study are presented in Section 5.

2. LITERATURE REVIEW

The relationship between firm growth and profitability is first mentioned in the the U-shaped long-term cost function defined by Viner (1932). According to this theory, fixed costs are reduced in accordance with an increased production scale, while average costs are reduced according to the U-shaped long-term cost function. Such a situation is referred to as “economies of scale” in economics. However, when the firm’s size increases further, “diseconomies of scale” occur due to an increase in management costs; thus, the average cost increases accordingly. Similarly as above argument, The Kaldor Verdoorn Law in economics (Kaldor, 1966; Verdoorn, 1949) claims that firm growth contributes to an increase in firm size, larger firms could benefit from an economy of scale and in turn enhanced profits. That is, growth can help increase profitability.

Incontrast, Gibrat (1931) emphasized in the law of proportionate effect (LPE) that the firm growth rate and firm size are independent of each other, the reason being that changes in the market demand and uncertain external factors have the same effect on the growth of all companies.

According to evolutionary economists, companies make an investment based on their current financial performance rather than the present value of the expected future profits. Some companies gain a competitive advantage and high profitability by reducing production costs or by practicing efficient business processes. On the other hand, companies that do neither, lose market share and are eliminated Alchian (1950). According to this theory, current corporate performance can be regarded as a source for future growth.

On the other hand, from the resource-based perspective, firm growth does not increase future profitability. This theory is demonstrated by Penrose (1995). The author pointed out that firm growth is achieved not because of the characteristics of the company itself, but because of the “economy of growth” inherent in the company’s growth process. Although “economy of growth” temporarily provides companies with an incentive to grow, companies that have grown rapidly are burdened with high operating costs compared to those that grow slowly. As the result, there is an inverse relationship between current firm growth and future profitability. Similar as the argument of Penrose, the managerial theory proposed by Marris (1963) conclude that the expansion of firm size and rising profits contradict each other. Marris assumed that firm growth is achieved exclusively through product diversification, and the related empirical analysis indicated that product diversification that is not relevant to the core product of the company reduces its profitability. Consequently, increasing the firm size can decrease its profitability.

Empirical studies have proven the inconsistency in the relationship between growth and profitability. Markman and Gartner (2002) found no significant relationship between growth and profitability. Along the

similar lines, Gschwandtner (2005) declare that there is no remarkable relationship between growth trend and the differential profitability for American companies. Roper (1999) indicates that high profitability is not persistent above average growth rates for Irish companies. Moreover, Sexton et al (2000) show that a very weak relationship between sales growth and profits, whereas Capon et al. (1990) reported that firm growth is related to high financial performance, but it was significant in only some industries.

On the other hand, Robson and Bennett (2000) in their research on small and medium-sized British firms, observe a positive relationship between sales growth and profitability. Cox et al. (2002) reported a positive relation between sales growth rate and profit growth rate in the survey on 672 registered member of the Institute of the Entrepreneur of the Year. Bottazzi et al. (2008) also investigate a sample of Italian manufacturing firms, and observe that the correlation between the profitability ratio and firm sales growth is positive but barely significant.

In an opposite manner, Mueller (1977), in his empirical analysis, suggested that the firm's profitability can converge to a certain level because of market competition. Mueller argued that market entry and exit are completely free, and accordingly, any excess profit will rapidly disappear and converge to a long-term average. Coad (2010) states a negative relationship between growth and profitability, using sales growth and employment growth as an indicator for firm growth. Markman and Gartner (2002) examines their relationship with the profit growth. Accordingly, there is negative relationship between both firm growth measures and profitability.

The relationship between growth and profit rates is even more complicated when the inter-relationship is examined and time lags of the two variables are considered. Goddard *et al.* (2004) proved that the current growth rate for a given corporate size has a statistically significant negative effect on the profit rate in the next period. Coad (2007) claimed a quite small significant effect of current profitability on the firm growth but a positive effect of current growth rate on the next quarter's profit rate. Nakano and Kim (2011) identified that the current rate of returns acts as a positive factor for the future growth rate of firm size, while the current growth rate of firm size has a negative effect on future rate of returns.

3 DATA AND METHODOLOGY

3.1 Data collection

The data is compiled from balance sheets and annual financial statements of nonfinancial companies listed in Vietnamese Stock Market from the year 2009 to 2015. We excluded financial sector including banking, investment banking, securities, and insurance due to the differences in terms of sales activities, financial structure, or accounting policies with other sectors. Our study only covers the period from 2009 to 2015. However, to measure the firm growth for 2009, the data from 2008 was also needed. After screening firms with missing data, the final sample consists 243 firms with 1701 observations.

3.2 Data analysis

We used a package of STATA software version 13 to estimate the regression equations. First off, bivariate relations among variables were explored via examining correlation. Next, we used ordinary least square (OLS) to examine the effect of leverage to business performance. Then, Hausman's test was employed to discover which models are more suitable for the data set between Fixed Effects Model (FEM) and Random Effects Model (REM). The result suggests that FEM is suitable for the character of data in this research. The research also examined some necessary test for regressive assumption to ensure the result of

regression is blue such as autocorrelation, multicollinearity and heteroskedasticity. Finally, to validate our research results, the robust option was performed to recalculate standard errors in case the models violate regressive assumptions.

3.3. Variables

Dependent variable

Previous researches often used the basic earning power ratio, return on assets, or return on equity to measure the profitability of a company. In this study, we used both ratio return on assets (ROA) and return on equity (ROE) as the dependent variables to identify the profitability of companies.

Independent variable

Prior studies on firm growth have shown that sales growth is the most popular measure. Fitzsimmons, Steffens, and Douglas (2005) find that more than 60% of their 82 reviewed articles use sales growth as their measure of firm growth. In this study, we also used sales growth (SG) indicate for firm growth. To calculate the sales growth of a particular year, we measured the growth rate from the previous year to the current year, expressed as a percentage. We did this for the seven years from 2009 to 2015.

Control variables

Control variables include firm size (LTA), Leverage (LEV), Asset structure (TANG), Liquidity (LIQ), and economy status (ECO). The relationship between these variables and the profitability are explained in many previous studies. The variable economy status (ECO) is introduced in the model as a control variable for the purpose of assessing the impact of macroeconomic factors on business performance. Due to the period of study from 2009 to 2015, there are many fluctuations in Vietnamese economy. Especially, in the period of 2011-2014, Vietnamese companies faced the difficulties of the economy, such as: high interest rate, high inflation in 2011, tighten monetary policy. ECO variable is considered as a dummy variable with a definite value for the crisis period from 2011 to 2014, and 0 value for the remaining years.

Table 1: Variable and measured scale description

| N | Variables | Scales |
|---|---------------------|--|
| 1 | ROA _{i,t} | Return on asset _{i,t} = Net profit _{i,t} /Total Assets _{i,t} |
| 2 | ROE _{i,t} | Return on equity _{i,t} = Net profit _{i,t} /Total Equity _{i,t} |
| 2 | SG _{i,t} | Sales Growth _{i,t} = (Total sales _{i,t} - Total sales _{i,t-1})/ Total sales _{i,t-1} |
| 3 | LEV _{i,t} | Financial leverage of firms _{i,t} = Total liabilities _{i,t} / Total assets _{i,t} |
| 4 | LTA _{i,t} | Firm size _{i,t} = Ln(Total Assets _{i,t}) |
| 5 | TANG _{i,t} | Asset structure _{i,t} = Fix assets _{i,t} / Total assets _{i,t} |
| 6 | LIQ _{i,t} | Liquidity _{i,t} = Current Assets _{i,t} / Short term debt _{i,t} |
| 7 | ECO _{i,t} | The dummy variable |

3.4. Research Model

In respond to the research objective, this study tests empirically the following multiple regression models:

$$ROA_{i,t} = \beta_0 + \beta_1 SG_{i,t} + \beta_2 LTA_{i,t} + \beta_3 LEV_{i,t} + \beta_4 TANG_{i,t} + \beta_5 LIQ_{i,t} + \beta_5 ECO_{i,t} + \varepsilon_{i,t} \quad (1)$$

$$ROE_{i,t} = \beta_0 + \beta_1 SG_{i,t} + \beta_2 LTA_{i,t} + \beta_3 LEV_{i,t} + \beta_4 TANG_{i,t} + \beta_5 LIQ_{i,t} + \beta_5 ECO_{i,t} + \varepsilon_{i,t} \quad (2)$$

Where β_0 is the constant term, $\varepsilon_{i,t}$ is the error term.

4. RESEARCH RESULTS

4.1 Descriptive statistics on the variables

Table 2: Descriptive statistics

| Variable | N | Mean | SD | Min | Max |
|----------|------|----------|----------|-----------|----------|
| ROE | 1701 | .130452 | .143796 | -.9696568 | 1.594448 |
| ROA | 1701 | .061251 | .0738744 | -.3522118 | .721911 |
| SG | 1701 | .1491079 | .3113461 | -.687058 | 3.454186 |
| LTA | 1701 | 1.744378 | .1585253 | .5813698 | 2.099593 |
| LEV | 1701 | .5385813 | .1989267 | .0002812 | .9261392 |
| TANG | 1701 | .2468029 | .2004581 | .000046 | .9764187 |
| LIQ | 1701 | 10.25359 | 137.0891 | .1155694 | 3382.61 |
| ECO | 1701 | .5714286 | .4950172 | 0 | 1 |

(Resource: Author's evaluation)

Table 2 illustrates the descriptive statistics of the full sample. The table shows that the average return on asset and average return on equity of the companies is approximate of 6.12% and 13.04% respectively in the period from 2009 to 2015. The companies had an average sales growth is 14.9%. Furthermore, the average liabilities on total asset ratio is 0.53, which means that on average, the debt of a company is little greater than its shareholders' equity. However, the debt level is very high in some enterprise with the maximum of 0,92. The average fix assets ratio is 24.6%. The average current ratio of 10.2, which means that an average company had current assets which can pay off the current liabilities almost ten times. The dummy variable indicates the impact of macroeconomic factor on the performance of the business. It can be deduced that in over half of the research period (from 2009 to 2015), companies are faced with the fluctuations of the economy. The effect of inflation, interest rates and economic crisis have a strong impact on the performance of enterprises.

Table 3: Correlation matrix

| | ROE | ROA | SG | LTA | LEV | TANG | LIQ | ECO |
|------|---------|---------|---------|---------|---------|---------|--------|-------|
| ROE | 1.000 | | | | | | | |
| ROA | 0.8577* | 1.000 | | | | | | |
| | 0.0000 | | | | | | | |
| SG | 0.2709* | 0.2103* | 1.000 | | | | | |
| | 0.0000 | 0.0000 | | | | | | |
| LTA | 0.0208 | 0.0000 | 0.0564* | 1.000 | | | | |
| | 0.3904 | 0.9990 | 0.0200 | | | | | |
| LEV | 0.0943* | 0.4137* | 0.0995* | 0.1743* | 1.0000 | | | |
| | 0.0001 | 0.0000 | 0.0000 | 0.0000 | | | | |
| TANG | 0.0392 | 0.0075 | 0.1029* | 0.0705* | 0.0240 | 1.0000 | | |
| | 0.1064 | 0.7572 | 0.0000 | 0.0036 | 0.3228 | | | |
| LIQ | 0.0205 | 0.0483* | 0.0339 | 0.0325 | 0.1523* | 0.0783* | 1.000 | |
| | 0.3977 | 0.0463 | 0.1628 | 0.1810 | 0.0000 | 0.0012 | | |
| ECO | 0.1981* | 0.1604* | 0.2181* | 0.0328 | 0.0162 | 0.0439 | 0.0049 | 1.000 |
| | 0.0000 | 0.0000 | 0.0000 | 0.1770 | 0.5050 | 0.0702 | 0.8405 | |

(Resource: Author's evaluation)

Table 3 shows the correlation results between profitability of companies and independent variables which are included in empirical model 1 and model 2. The correlation results display that sales growth are positively correlated to both dependent variables including return on asset and return on equity.

The result also shows the high correlation between the independent variables. However, the variance inflation factor (VIF) is 1.05; therefore, the possibility of multicollinearity is very low.

4.2 Regression models

For the sample of our research, the fixed effects method is more appropriate than the random effects in both model 1 and model 2. This assumption was also formally tested. Breusch-Pagan Lagrange multiplier test is based on verification and selection an appropriate model between Ordinary Least Squares (OLS) or random model. The test result suggests rejection of the null hypothesis with on all levels of reliability, what implies that random model is more appropriate. Further, Hausman test helps us in making decision about better model between fixed and random. Main point is about whether the errors are correlated with regression. The null hypothesis presupposes that they are not, what goes in favour of random model, but if results are opposite, more appropriate is fixed model. The result of Hausman's test indicates rejection of the null hypothesis at all levels of significance, and fixed effects is better model than random effects. As the result, we have concluded that the fixed effects method should be applied in this case.

Modified Wald statistic test and Wooldridge test is used in this study to check the groupwise heteroscedasticity and autocorrelation. The result shows that the data is characterized by heteroscedasticity. We use robust option in Stata software to utilize this model and mitigate the effect of heteroskedasticity.

Table 4: Regression models: The impact of sales growth on return on asset

| Variables | FEM Coefficient (t statistic) | REM Coefficient (t statistic) | ROBUST Coefficient (t statistic) |
|---------------------------|--|-------------------------------------|--|
| SG | 0.0533*** (12.35) | 0.0520*** (12.28) | 0.0533*** (6.39) |
| LTA | -0.203*** (-3.80) | 0.0137 (0.75) | -0.203* (-2.45) |
| LEV | -0.206*** (-13.07) | -0.196*** (-17.25) | -0.206*** (-6.67) |
| TANG | -0.0291* (-2.03) | -0.00991 (-0.92) | -0.0291 (-1.50) |
| LIQ | -0.0000121 (-0.38) | -0.0000511** (-2.76) | -0.0000121*** (-5.42) |
| ECO | -0.0137*** (-5.55) | -0.0159*** (-6.58) | -0.0137*** (-4.85) |
| _cons | 0.534*** (5.85) | 0.147*** (4.67) | 0.534*** (3.79) |
| N | 1701 | 1701 | 1701 |
| R ² adjust (%) | 0.2361 | 0.2248 | 0.2361 |
| Hausman | Prob>chi2 (= 33.17) = 0.0000 | | |
| | t statistics in parentheses * p<0.05, ** p<0.01, *** p<0.001 | | |

The results of model conclude that the regression model is consistent (p-value (F) = 0 is significantly lower than the significance level of 0.05) (The F statistic is highly significant). The coefficient of determination of the model R² = 0.2361.

There is a significant positive impact of sales growth (SG) on return on assets (ROA) (0.0533; $p < 0,01$). This means that a company with high growth has higher return on assets. This empirical result could be explained by the phenomenon of dynamic increasing returns. In other words, companies reduce production costs and improve productivity based on the experience gained through high growth. Thus they increase the gap between themselves and their competitors and boost their profitability.

Firm size and profitability show a significant negative relationship. This implies that larger firm size is associated with decreasing profitability. The leverage ratio has a strong negative effect on the profitability. This indicates that the debt ratio increases financial costs and thus acts as an element inhibiting profitability. The state of economy also impacts negative on profitability. This means that the firm faced many difficulties in the downturn period, thus their profitability was reduced.

Table 5: Regression models: The impact of sales growth on return on equity

| Variables | FEM Coefficient (t statistic) | REM Coefficient (t statistic) | ROBUST Coefficient (t statistic) |
|---------------------------------|--|--|---|
| SG | 0.121*** (12.05) | 0.115*** (11.79) | 0.121*** (6.25) |
| LTA | -0.548*** (-4.41) | 0.00261 (0.07) | -0.548** (-3.17) |
| LEV | -0.234*** (-6.41) | -0.158*** (-6.56) | -0.234*** (-3.78) |
| TANG | -0.0229 (-0.69) | 0.0184 (0.80) | -0.0229 (-0.55) |
| LIQ | -0.0000327 (-0.44) | -0.0000418 (-1.10) | -0.0000327*** (-6.62) |
| ECO | -0.0342*** (-5.97) | -0.0404*** (-7.19) | -0.0342*** (-5.62) |
| _cons | 1.220*** (5.76) | 0.213*** (3.42) | 1.220*** (4.09) |
| N | 1701 | 1701 | 1701 |
| R² adjust (%) | 0.1785 | 0.1598 | 0.1785 |
| Hausman | Prob>chi2 (= 49.73) = 0.0000 | | |
| | t statistics in parentheses * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$ | | |

Table 5 show the impact of sales growth and other independent variables on return on equity, the regression model is consistent (p -value (F) = 0 is significantly lower than the significance level of 0.05). The coefficient of determination of the model $R^2 = 0.1785$.

The regression result shows a significant positive impact of sales growth on return on equity (0.121; $p < 0,01$). Similar to the impact on return on asset, companies with high sale grow are more likely to achieve higher return on equity.

The regression result also indicate that except the asset structure, remaining variables have significant negative effect on return on equity.

5. CONCLUSION

The impact of firm growth on profitability is an important concern in corporate governance. Even though theoretical perspectives indicate the relationship between firm growth and profitability but the

direction of the causality between both variables remains unclear defined in the empirical researches. In this paper, multiple regression method is employed to estimate the impact of firm growth on profitability for the 243 Vietnamese listed companies during the period 2009-2015.

The study reveals that sales growth has a strong positive effect on profitability, which is measured by return on asset and return on equity. The reason is that Vietnamese firms focus on the profitability driven management strategy rather than growth. This implies that growth has positive effect on current profits. Growing firms will have accumulated experience of implementing projects and increasing productivity, and the gap in competitiveness between firms will thus result in increased profitability. Furthermore, the result indicate that firm size, leverage, liquidity and economic status have a negative impact on the profitability of companies. The evidence presented here may contribute the perspective that firm growth does play its role in generating higher profitability for a firm. However, some limitations of this paper should be commented, as follows: the dataset used in this analysis are not sufficient to generalise the results over the all Vietnamese firms; different profit ratios and growth variables may be used to confirm these findings; time lags are not mentioned.

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BUSINESS MODEL SUSTAINABLE DEVELOPMENT

Bui Thi Yen Minh* - Vu Viet Dung** - Khuat Khang*** - Nguyen Tien Dung****

ABSTRACT: *In Vietnam, we are in the midst of a transition from a hot, large-scale to stable and sustainable growth. In this context, the agricultural and food sectors receive special attention from many investors, organizations and the whole society due to the practicality of market demand and stability in the long run. Along with the natural resources and conditions, Vietnam has all the necessary elements to develop these two areas. However, failing to fully evaluate the changing factors of the day will increase the risk for participating organizations. Environment, climate change, human perceptions, international norms, technical barriers ... will be issues that we need to assess comprehensively to make the right decisions and actions for each stage.*

The aim of the article is analysis business model sustainable development and proposal for sustainable development for small and medium enterprises in agricultural sector.

Keywords: *business model, sustainable development, small and medium agricultural enterprises.*

1. INTRODUCTION

Vietnam is facing the pressure of industrialization with the growth models applied to make the role of agriculture with the economy in many periods of decline, neglect. But in the face of the new demands of socio-economic development, agriculture is gradually gaining ground and therefore needs to be placed in the right place in the growth model with the introduction of supportive policies. , more rational social resource allocation for the task of reforming the growth model, enhancing the added value and sustainable development of the economy and the agricultural sector according to the Resolution of the XIth National Party Congress (2011).

Countries that are out of underdevelopment and moving to middle-income countries, if they continue to grow broadly, they will fall into “growth traps” or “middle income traps.”

In Vietnam, we are in the midst of a transition from a hot, large-scale to stable and sustainable growth. In this context, the agricultural and food sectors receive special attention from many investors, organizations and the whole society due to the practicality of market demand and stability in the long run. Along with the natural resources and conditions, Vietnam has all the necessary elements to develop these two areas.

However, failing to fully evaluate the changing factors of the day will increase the risk for participating organizations. Environment, climate change, human perceptions, international norms, technical barriers ... will be issues that we need to assess comprehensively to make the right decisions and actions. for each stage

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2. PRINCIPLE OF SUSTAINABLE DEVELOPMENT

Sustainable development is development that satisfies the needs of the present without compromising the capacity of future generations, guaranteeing the balance between economic growth, care for the environment and social well-being. There are three elements of sustainable development: Economic development, Environmental responsibility, Social progress.

Main factor in sustainable development for production

Natural resources: Rational exploitation of resources. Limit the use of natural resources, switch to using recycled materials, alternative sources of energy

Capital Sustainable development needs large scale of capital and diversified capital structure. Use import investment namely: Foreign direct investment (FDI), Foreign indirect investment (FII), International commercial credit (ICC), Official development Assistance (ODA)

Labor Worker are well-trained and well-equipped with modern knowledge. Sustainable development requires good human resources. For developed countries, workers are trained and equipped with modern knowledge. In contrast, developing countries have abundant human resources but do not know how to exploit them, and their quality is low, so they need to be trained to serve the sustainable development.

Technology (most important) :Using Clean - technology, high-tech and technology are the advantages of Sustainable development. Developing Countries often import science and technology from developed Countries.

Sustainable development is a characteristics of Knowledge Based Economic.

Knowledge Based Economic: is the economy which is directly based on the production, distribution and use of knowledge and information.

Social progress

- Knowledge Based Economic is capable of opening up new industries and services using advanced technology and high labor productivity. Therefore, it can create a lot of products to better meet the needs of people. In addition, the knowledge economy has created many jobs, contributing to increasing incomes and improving the lives of people. This is the basis for political

Environmental responsibility

- KBE use clean-technology, high-technology, to help protect environment, consume less raw material.

Economic development

- In the KBE, information technology development has shortened the distance between producers and consumers through a diversified information system that improves productivity. The economic growth rate is relatively fast and sustainable.

- Maintaining a relatively fast, long-term economic growth rate due to the use of input factor which are invisible resources and less tangible resources.

3. BUSINESS MODEL SUSTAINABLE DEVELOPMENT

A business model is a clear, concise way of picturing how a business operates. The management team should be able to describe the business model in a few sentences. All companies strive to provide value to their customers. The stronger this value proposition, particularly when compared to that of competitors,

the more likely it is large numbers of customers will purchase from the company. The business model is a means of translating the value proposition into the potential for rapid revenue growth and profitability.

Sustainable development is development that satisfies the needs of the present without compromising the capacity of future generations, guaranteeing the balance between economic growth, care for the environment and social well-being.

There are three elements of sustainable development

- Economic development
- Environmental responsibility
- Social progress.

A knowledge-based economy is the most important factor in Sustainable development

A knowledge-based economy (KBE) is the economy which is directly based on the production, distribution and use of knowledge and information.

Economic development

In the KBE, information technology development has shortened the distance between producers and consumers through a diversified information system that improves productivity. The economic growth rate is relatively fast and sustainable.

Maintaining a relatively fast, long-term economic growth rate due to the use of input factor which are invisible resources and less tangible resources.

Environmental responsibility

KBE use clean-technology, high-technology, to help protect environment, consume less raw material.

Social progress

KBE is capable of opening up new industries and services using advanced technology and high labor productivity. Therefore, it can create a lot of products to better meet the needs of people. In addition, the knowledge economy has created many jobs, contributing to increasing incomes and improving the lives of people. This is the basis for political and social stability.

Advantages of sustainable business model.

- Using information technologies to shorten the gap between consumers and producer.
- Help the economic growth rate is relatively fast and sustainable.
- Using high technologies and clean technologies to protect environment.
- Opening up many new industries and services with advanced technologies and high labor productivity that can create many jobs, create a lot of products to better meet the needs of people, contributing to increasing incomes and improving the lives of people.
- Stabilize the political and social situation.

Disadvantages

For small businesses in developing countries, it is difficult to try to grow their business in all three directions: economic, environmental and social. The venture capital is not plentiful to apply the new technology, using the old technology will adversely affect the environment. Moreover, when the enterprise is in the process of development, it will not be able to produce high quality products to meet the needs of the people and improve the social life.

Opportunities

Enterprises can develop the market: enterprises produce products that meet the needs of consumers, as measured to increase the turnover for enterprises.

Improve the social life, while improving the living standards of workers, leading to increased labor quality. Therefore, enterprises can improve production efficiency and business expansion.

Businesses that focus on protecting the environment, exploiting resources effectively will avoid the negative effects later, better economic development.

Challenges

Sustainable growth is the result of improving the quality of management systems, technology development product innovation and human capital development.

The difficulties faced by developing economy and small company which follow sustainable development

The capital is still difficult

- The potential of country is still poor, nation reserves is small
- The domestic company 's size of capital is limited.
- Mint-set
- Over-reliance on FDI.

The difficulties in the field of science- technology.

- Equipment and machinery are backward, especially state-owned enterprises.
- It depends on the technology imported from foreign countries, not yet being able to produce and manufacture machinery and equipment.
- The agricultural production is main, which does not attach much importance to the manufacturing industry.

The difficulties about Human Resources.

- Has a great number of labor but low quality.
- The structure of labor isn't reasonable.
- The quality of labor training is low, focus on theory, not practice.
- The government does not yet have appropriate policies that lead to brain drain or human capital flight
- Weaknesses in the management and administration of the Government, together with the inherent weaknesses of the economy, have made our economy vulnerable to adverse changes from the outside.

4. PROPOSAL FOR SUSTAINABLE DEVELOPMENT FOR SMALL AND MEDIUM ENTERPRISES IN AGRICULTURAL SECTOR

Characteristics of vietnamese agriculture today

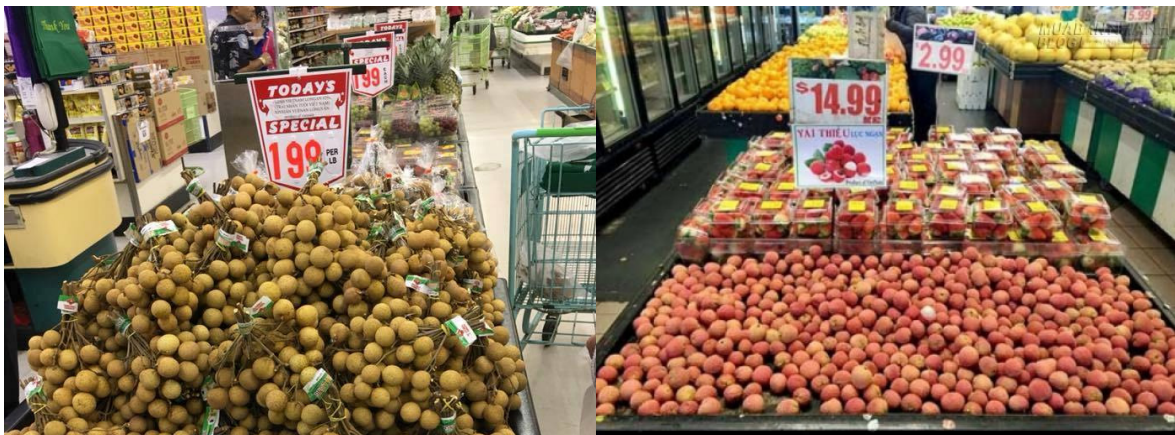
Agricultural growth in recent years has been largely based on the width, the current growth model has only created a large volume but low value, the efficiency of exploiting resource use is not high and is slowly reaching the limit. Due to the over-exploitation of the Vietnamese economy, this model of economic growth has led to many limitations and shortcomings in economic efficiency and competitiveness, macroeconomic imbalances seriously, social instability and environmental pollution

With the advantage which is a tropical agricultural country and has been integrated deeply into the global economy, Vietnam is able to produce a wide range of agricultural products with high nutritional and commercial value. By the end of quarter II / 2018, Vietnam has more than 10 major export agricultural

products, sold more than 160 countries and territories in the world. The value of exported products is over \$1 Billion, there are a number of products namely coffee, rice, cashew nuts, fruits and vegetables, etc. There are available in most major import markets of the world such as USA, EU and Japan. If the value of fruits and vegetables exported in 2003 is only 105 million USD, then by 2017 will reach 3.5 billion USD. According to statistics of MARD, export turnover of agriculture, forestry and fishery in the first five months of 2018 reached \$ 15.6 billion, up 9.9% over the same period of 2017 and Vietnam has the opportunity to be in the top 5. the largest exporter of agricultural produce in the world.

Limited processing capability, do not develop brand strong lead to the quantity of Vietnamese exported agricultural products, food of Vietnam but the turnover value is not matched and Export profits must be shared through many intermediaries.

Due to the information presented at the Seminar promoting trade of agricultural products and foodstuffs to EU and Japan market. 90% of Vietnam's agricultural exports are in raw form, with low processing content. In particular, about 80% of the agricultural products sold on the world market are not branded, and must use foreign brands which are negative affect the process of participating in the global value chain of agricultural products in Vietnam.



Climate change issues, production habits lack of environmental concern make great obstacles in changing the model of economic growth from the breadth to the economic growth depth in Vietnam agriculture today.

While the livelihood of the majority of farmers in Vietnam is extremely difficult as most of the labor force in the economy is still in rural areas, that make incomes and employment are not guaranteed. Vietnamese farmers find it difficult to access advanced science and technology and sustainable development goals.

More than that, the pressure of international economic integration with the active participation of Vietnam in new economic integration mechanisms such as TPP, AEC, FTA of Vietnam - Economic Union of Asia and many other cooperative agreements where agriculture is one of the top issues of concern for cooperation will create tremendous opportunities for the Vietnamese agricultural industry to transform profoundly the quality of growth and Sustainable development, but at the same time creates tremendous challenges, without preparation steps.

Production activities of Vietnamese enterprises towards sustainable development

Currently, Vietnam has about 49,600 enterprises (8%) invest in agriculture, of which, investment capital in agriculture accounts for only 8% - 10%.

In the period of 2005 - 2016, the number of enterprises operating in agro-forestry-fishery sector increased from 2,217 enterprises to 4,400 enterprises, an average increase of 6.4% / year. In 2017, there are 1,955 registered enterprises established in the agricultural sector, bringing the number of enterprises operating in the field of agriculture to over 5,661 enterprises. By the second quarter of 2018, there were about 7,600 agricultural enterprises. In addition to the increase of small and medium enterprises in agriculture, some large enterprises besides agro-forestry -fishery products also promoted agricultural investment, such as Vingroup, MaSan, Himlam, Viettel, FLC, Hoang Anh Gia Lai, Pan group ... These units also apply modern production processes, apply new technology and have good initial results.

However, investment in agriculture in recent years is not commensurate with the potential of the country and not really sustainable and effective. According to the Minister of Planning and Investment Nguyen Chi Dung, there are more than 49,600 enterprises investing in agriculture, accounting for 8% of the total number of enterprises operating in the country; However, enterprises directly producing agricultural, forestry and fishery products account for only 1% of the total number of enterprises with the number of 7,600 enterprises; the remaining enterprises in the chain of agricultural related industries such as commodity processing; Provide input materials, commercial service enterprises ...

The business model and production activities of Vietnamese small-scale agricultural enterprises do not go in the direction of sustainable development and the limitations of the model.

The main form of agricultural production is still in the form of households with nearly 14 million farm households, which owns 78 million small plots of land, which is difficult for large-scale agricultural production with high quality. This leads to obstruction when enterprises want to invest in agriculture. Vietnam's agriculture is still based on small scale farms, so it is difficult to produce large scale. In terms of labor size, 96% of enterprises invest in agriculture mainly in small and micro scale.

The capital of enterprises operating in agriculture only accounts for 8% - 10% of total capital of the whole enterprise sector. In particular, the capital of direct enterprises only accounts for about 1%

According to the survey, about 70% of agricultural materials are purchased from farmers, the rest is from enterprises themselves invested or purchased from the state farms. Harvesting and pre-processing are handled mainly, the area of agricultural raw materials far from the processing plant makes the loss rate after harvesting up to 25 - 30%, the cost of transportation is high, raw materials can not meet the quality requirements can not be processed for export. . Also due to the small and spontaneous production characteristics, the lack of linkage leads to low quality of agricultural products in Vietnam. Only 5% of products are VietGAP certified; post-harvest processing has many problems ...

Moreover, the farmers have not been thoroughly guided in the treatment measures in cultivation and husbandry, which makes the productivity of agricultural production low. The area of growing vegetables is scattered, scattered and difficult to handle. The harvest is not uniform, products are uneven, causing difficulties for processing and exporting to the market extremely harsh like EU , America, Japan.

Remarkably, there is still the use of unknown chemicals in processing and preserving fresh vegetables. Not only that, the post-harvest technology in Vietnam is poor, very little of high technical progress in this field was transferred to farmers.

Business model and production activities of Vietnamese agricultural enterprises have been following the trend of sustainable development and achievements.

Over the past time with the contribution of businesses, we have from 3,300 to 3,700 enterprises, 33,000 farm households, thousands of large cooperatives.

Public Private Partnership (PPP) model states that the State and the investor jointly implement the infrastructure development project, provide public services on the basis of the project contract. .

Under the PPP model, the State will establish standards for the provision of services and private sector incentives to be provided through a quality service payment mechanism. This is a form of cooperation to optimize the efficiency of investment and provide high quality public services, which will benefit both the state and the people.

Participants in the PPP Working Group on Tea invested 440,000 Euros to train and link production models with more than 23,000 farmers in six provinces. Train enterprises under the Rainforest Alliance (RA) certification, of which 18 enterprises are RA-certified, providing 32,000 tonnes of sustainable tea for export markets; Increase fresh tea yields by 20% compared to prior to training; increased income to 113% for tea farmers.

The PPP working group on coffee has implemented a total of 256 demonstration orchards and three PPP cooperatives in four provinces (Dak Lak, Dak Nong, Lam Dong and Gia Lai), bringing positive impacts to 130,000 ha (20% of total coffee cultivation area in the country); The productivity of the sample garden coffee increased by 17% (from 2015 to 2016); The average income of coffee growers is about 14%; The model helps reduce the greenhouse gas emissions by using a reasonable amount of fertilizer.

Through the failure of sustainable development, the experience of enterprises should be closely linked with farmers to be able to develop sustainably.

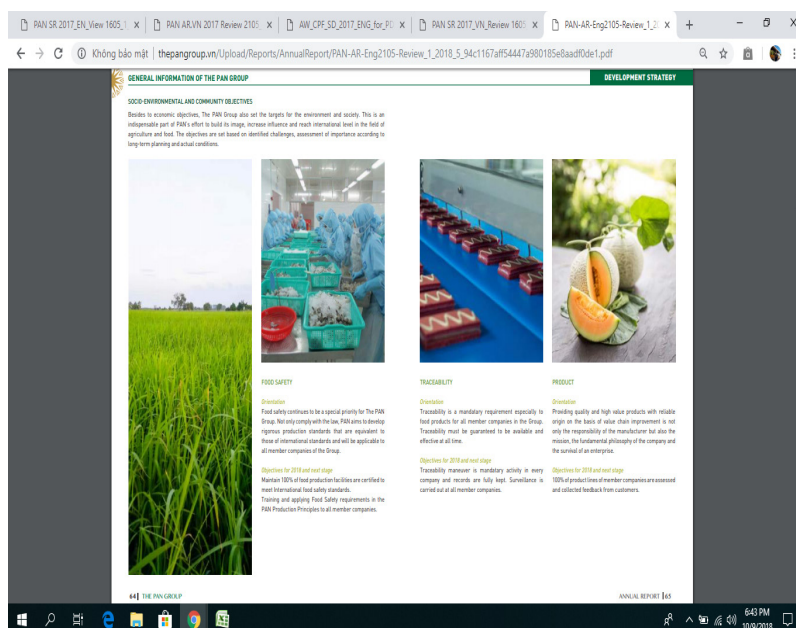
Nafoods is a typical enterprise in the transformation and development of business model in the direction of sustainable development. After many experiences, Nafoods is keenly aware that in order to be determined to pursue and grow sustainably with the agro-processing industry, only one option is to change the management model (chain model global competitive agricultural value). With this core value, Nafoods insists on the strategic goals, vision, mission set. Application of high technology in agricultural production and processing. According to this model, in recent years, Nafoods has strongly changed both in quantity and quality. Up to now, after the ups and downs, Nafoods has risen to become the No.1 company in Vietnam and the Asian region for export of fruit juice and nutritious drinks derived from nature. With the model of linking four houses: farmer, entrepreneur, state and scientist, Nafoods has been completely active in the raw material area. Up to now, Nafoods has planned over 900 hectares of high-quality lemon in Que Phong, 250 hectares of Gac in two districts of Anh Son and Quynh Luu (Nghe An), 300 hectares in the southwestern provinces ... Not only monotonous products, Nafoods advocated diversification of products. Nafoods products, in addition to lemon juice concentrate, condensed pineapple juice, nutritious drinks ... also added puree Gac (pure g ac oil) and Nafoods are proud to be the Enterprise Gac oil is the largest exporter in the world and is the first company in Vietnam to be active in high yielding lemons. Successfully followed success, Nafoods has boldly invested a frozen vegetable line and now Nafoods is a manufacturer and exporter of fruits and vegetables prestigious reputation to the fastidious markets such as: Australia, USA, Korea, Japan. Nafoods' products have obtained international certificates such as: International Quality Assurance System (SGF IRMA); Certificate of Global Food Safety and Quality Certification for Retail Food KOSHER, HALAL, BRC; Food safety management system ISO 22000: 2005 / HACCP.

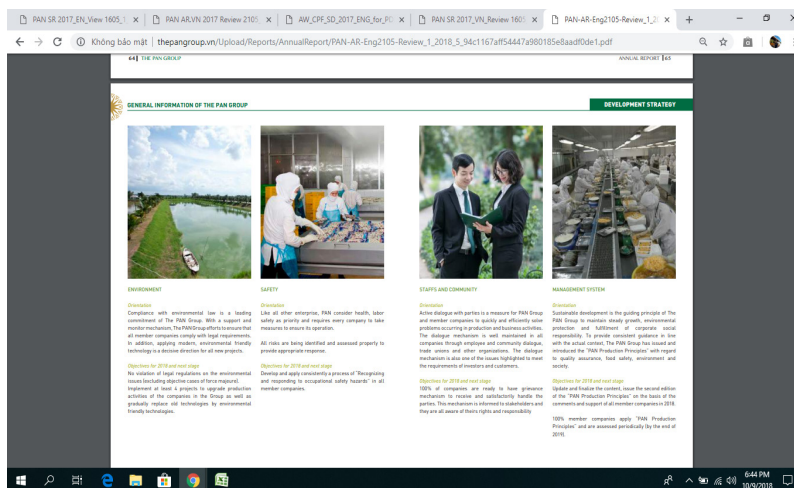
Comparison of sustainable development between vietnam’s businesses and foreign businessse

| Items | PAN Group | CP Food |
|---------|---|--|
| Model | <p>3F : Farm-Feed-Family Based on a solid financial foundation and management experiences, together with an experienced and dedicated professional teams, The PAN Group has built and comprehensively controlled the supply chain, towards sustainability- the key to creating superior market dominance.</p> <p>-SUPPLY CHAIN AND FARMING SYSTEM: Actively build the sourcing area for the Group. The PAN Group has our own vast farming area which can be controlled to ensure clean, safe and traceable materials. - Farms system meet the standards of good</p> <p>-PROCESSING, PACKING AND EXPORTING FACTORIES SYSTEM: Ensure food safety according to HACCP, BRC, IFS, ISO 22000 standards. - Apply modern production technologies and equipment to improve productivity and increase the value of products.practice/production such as VietGap, GlobalGap, and ASC). - Establish a close relationship with suppliers to ensure a stable source of materials and apply modern technologies to keep the supply sources.</p> <p>- DISTRIBUTION SYSTEM: Our professional and nationwide distribution system includes more than 132,000 outlets in major supermarkets to convenience stores across the country and exported to over 20 countries around the world including high-end markets such as USA, Japan and EU.</p> | <p>3F: Feed-Farm-Food Charoen Pokphand Foods Public Company Limited or CPF operates integrated agro-industrial and food business, including livestock and aquaculture such as swine, broiler, layer, duck, shrimp and fish. The businesses are categorized into 3 categories, namely Feed, Farm and Food.</p> <p>Our production process involves business partners, who supply us with raw materials, products, and services, as well as customers, consumers, and the society. It also follows international standards, utilizes modern technology, and is under close monitoring to ensure the delivery of high quality, safe products and services that are friendly to the communities and environment.</p> <p>FEED BUSINESS ->Feed Manufacturing and Distribution -> Feed Products</p> <p>FARM BUSINESS->Breeding and Animal Farming->Primary Processed Products</p> <p>FOOD BUSINESS->Production of Processed and Ready Meal-> Cooked and Ready Meal Products</p> <p>FOOD RETAIL OUTLETS->Expansion of Distribution Channels</p> <p>Primary Processed Products->Cooked and Ready Meal Products ->Expansion of Distribution Channels</p> |
| Mission | <p>With a passion to nurture the world, we set to provide people with food security, food safety and nutrition; creating sustainable values on behalf of farmers, families and society.</p> | <p>In order to drive business according to the strategy of “Sustainable Growth, Aiming for Excellence, and Building Solid Foundation”, the Company places utmost importance to be “Innovative Organization” in process, products and services, organizational management, and business platform that is readily adaptable to technology and changing trends. At the same time, the Company prioritizes its business expansion to be in line with rising opportunities, human resource development and retention to support growth, and social investment that focuses on creating shared value</p> |

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| Distri- buted | <p>The Company's products are widely distributed in both national and international markets, thanks to the huge distribution networks of over 150 distributors to 132,000 selling points in 63 provinces. Products like rice, aqua products, flowers, cashews and seeds are also spread across many important global markets such as China, Japan, Europe, America, Canada, Australia, Hong Kong, Middle East, etc.</p> | <p>Operations and investment in 14 countries, export to more than 30 countries across 5 continents, catered to over 3 billion citizens of the world</p> |
| AWARDS, | <p>-The PAN Group is a member of the Food Safety Working Group in Vietnam since 2016 and has actively participated in this group's activities. In 2017, PAN and the Food and Agriculture Organization have successfully organized the 6th FSWG meeting with the theme "Better management of antibiotic usage for safer food production in livestock and aquaculture".</p> <p>In 2017, The PAN Group and a number of ministries, agencies and typical enterprises attended the 2nd Vietnam Private Sector Forum at the invitation of the General Secretary of the forum. At the meeting, The PAN Group has raised a lot of ideas in the agricultural sector base on the target to reorganize the agricultural production according to the market demand</p> <p>In 2017, The PAN Group officially joined the Corporate Sustainability and Reporting for Competitive Business (CSR CB) program of the Global Reporting Initiative (GRI).</p> <p>-Lafooco is a member of the Vietnam Cashew Association ((Vinacas), the American Food Industries Association (AFI), the Combined Edible Nut Trade Association (CENTA), Vietnam-Laos-Cambodia Association for Economic Cooperation Development, Vietnam Food Safety Association.</p> | <p>Listed as a member of Dow Jones Sustainability Indices for the 3rd consecutive year for the 2017 DJSI Emerging Markets Index for FAO Food Products Industry, and recognized at Bronze level in the Food Products Industry in the Sustainability Yearbook 2018. ...from RobecoSAM and S&P Dow Jones Indices</p> <p>Be a participant in the United Nations Global Compact in accordance with its 10 Guiding Principles and one of 15 founding members of the Global Compact Network Thailand (GCNT)</p> <p>Received CDP Hong Kong and South East Asia Awards 2017 under Best Performance Across Program and achieved the Leadership (A-) level for CDP Water, the Management (B) level for CDP Climate, and the Management (B) level for CDP Forest. ...from CDP which is an internationally recognized organization who assesses companies' environmental sustainability</p> <p>Selected, for the first time, as a member of FTSE4Good Emerging Index which measure the performance of companies demonstrating strong Environmental, Social and Governance (ESG) practices. ...from FTSE Russell</p> <p>Ranked 191th out of 2,000 best employers worldwide. ...from Forbes Magazine</p> |

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| <p>RECOGNITION AND PARTICIPATION</p> | <p>-ABT is a member of the Vietnam Association of Seafood Exporters and Producers (VASEP), a member of Vietnam Pangasius Association and Vietnam Chamber of Commerce and Industry.</p> <p>-Bibica is a member of Business Association of Ho Chi Minh City, Saigon Entrepreneurs Association, Vietnam Quality Association of Ho Chi Minh City, Vietnam Association for Numbering and Barcoding, Brands Vietnam, Vietnam Chamber of Commerce and Industry (VCCI), Business Association of High Quality Vietnamese Products, Vietnam Exporters Association (VEXA)</p> <p>- SSC is a member of the Vietnam Seed Trade Association, the Vietnam Plant Seed Association, the Asia & Pacific Seed Association (APSA) and is in the partnership with many research institutes, universities, organizations and scientists in the country and oversea.</p> <p>- PAN Saladbowl is a member of Science and Technology Association of Lam Dong Province</p> | <p>Granted the “Thailand Sustainability Investment” (THSI) for the 3rd consecutive year. ...from the Stock Exchange of Thailand (SET) Also received the Sustainability Report Awards 2017 under Outstanding Awards categories ...from Thai Listed Companies Association, under the support of the Securities and Exchange Commission Thailand and Thaipat</p> <p>Received an “Excellent CG Scoring” rating in 2017 for our corporate governance performance. ...from the Thai Institute of Directors (IOD) under the support of the Stock Exchange of Thailand (SET).</p> <p>Received Outstanding Workplace for Safety, Occupational Health, and Environment Awards 2017 in total 22 awards ...from the Department of Labor Protection and Welfare, Ministry of Labor</p> |
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In recent years, the change had been noticeable, such as the Chamber of Commerce and Industry (VCCI), which had collected information on hundreds of enterprises had plans related to sustainable development and had initial remarkable results. The report of the Vietnam Report showed that not only the businesses that had been pointed out had great revenue, high profits and contributions to the state, but also created more jobs, especially with the most attention to regular activities on environmental protection. That was very encouraging.

Today, businesses are more and more focused on sustainable development because this is the trend of the times, it is the trend in the long-term development of the global economy. Businesses that follow this trend are likely to grow larger than small and medium-sized enterprises that are only interested in growing in size and revenue (immediate benefits). Companies in the world such as CP Group in Thailand have changed their business model towards a sustainable economic model and they have achieved great success in the world market. This business is considered as “The Kitchen of the World”, their products are internationally recognized and the level of safety, provenance of origin that adds value to the product. The Company operates its business on the principle of Corporate Social Responsibility towards Sustainability under 3 pillars - “Food Security, Self-Sufficient Society and Balance of Nature”, which supports UN Global Compact principle and Sustainable Development Goals (SDGs). In 2017, the Company determined to uplift food quality and safety, resulting in the Company’s broiler production being certified with food quality and safety standard (QS Standard) from Germany. Currently, CPF has affirmed their brand value and products in the world market, they are constantly growing when they operated and invested in 14 countries, export to more than 30 countries across 5 continents, catered to over 3 billion citizens of the world. As a result of driving business with principle of sustainable development under good corporate governance. In 2017, the Company have been a member of DJSI Emerging Markets for three consecutive years, and a member in FTSE4Good Emerging Index for the first year. The Company retained the Excellent rating for Corporate Governance from Thai Institute of Directors, and was ranked 191th Best Employer of 2,000 companies Worldwide by Forbes magazine. At the same year, the Company successfully delivered business growth as planned, with revenue from sales of 501,507 million Baht, increased by 8% from 2016, and net profit of 15,259 million Baht. The improvement in performance was mainly attributed to overseas business expansion according to the expansion strategy to potential countries.

Thanks to the sustainable development based on 3 pillars - “Food Security, Self-Sufficient Society and Balance of Nature”, CPF can develop and affirm its position on the world market. From there, we can see the potential development of businesses towards sustainable development. Vietnamese businesses that follow this development model will be a very solid foundation in winning the world market, raising the value of Vietnamese products in the world.

Like CPF, PAN group is also moving towards sustainable development, and builds production and business strategies based on SUPPLY CHAIN FROM FARM TO TABLE (Farm-feed-family). Sustainable development and social responsibility are one of the special interests of investors. Although the concept is still new in Vietnam but PAN assess the importance and the inevitable trend in the future to make a consistent orientation in development strategies. 2017 is a successful year for The PAN Group. Not only continue to perform well several business activities, the Group also succeeded in expanding its scale in term of capital, finding more potential partners, merging more member company and creating close relationship with key members of the Agri-food chain. The operational structure of The PAN Group is being shaped clearly so that we can expect the better growth of Vietnamese brands. Together with promoting the economic growth, The PAN Group also strives to establish a sustainable operating platform with investment and improvements in infrastructure and management systems that enable businesses to be productive and more responsible for the environment, community and society. PAN has been contributing to the development of Vietnam's agriculture and food sector, bringing in more value than its economic value. PAN's goal is to bring the Vietnamese brand beyond the Vietnamese territory. It is easy to see that PAN Group's image for investors has become more prestigious and friendly when it comes to a clear sustainable development strategy and concrete actions. With this strategy, PAN has attracted many prestigious domestic and international investors such as SSI, NDH, CSC (Vietnam), IFC (World Bank), ADB, TAEL Fund (Singapore) , Daiwa Group, Sojitz (Japan)

Conclusion: Compared with other economic sectors, agriculture has low economic efficiency and the proportion of the economy is decreasing. However, Vietnamese agriculture still plays a role in ensuring food security, supplying raw materials for processing industries and creating export sources. Therefore, overcoming the shortcomings, taking advantage of opportunities and facing challenges in the context of integration need to have uniform and rational solutions. Within five years, the number of sustainability reporting firms has doubled, with 90% of registered businesses having the 500 largest companies reporting sustainability. Moreover, the network of cooperation has also been strengthened with strong and active linkages between enterprises and countries.

In the 21st century, sustainable development is seen as the biggest and only opportunity to create competitive advantage. Investors are increasingly using the "lens of sustainable development" for investment decisions and management processes. Sustainable development brings sustainable benefits to the business by creating more cohesive relationships with the stakeholders, creating a satisfactory working environment for the employees, the satisfaction of customers, customer loyalty therefore revenue are higher when new business opportunities are created, cost savings, and risk reduction. Therefore, the profit maximization business model is gradually being supplanted by the benefits maximization model for stakeholders.

Policies to promote the development of sustainable agricultural model in Vietnam

For the sustainable development of agriculture in the context of integration, it is necessary to have synchronous solutions from the Government and concerned agencies, which should focus on the following objectives:

Firstly, renew the growth model, continue to restructure agriculture towards enhancing added value and sustainable development associated with building new rural areas. The restructuring of agriculture should focus strongly on the restructuring of public investment and public services in agriculture, creating a favorable environment for effective and sustainable formation of agro-based agricultural value chains based on comparison of region, each locality; continue to invest in infrastructure ; research and application of science and technology, especially technology of agricultural production and processing, focus on developing products with comparative advantage, competitiveness and consumption market; market diversification, both domestic and export; invest in developing human resources in agriculture.

Secondly, implementation of agricultural planning based on open markets, should not fix the area of rice, should conserve agricultural land. Agricultural development planning should be implemented both in the medium and long term (50 or 100 years), in order to have a strategy for preserving and using agricultural land prior to the implementation of industrial and urban development plans. In the case of agricultural land, it should be possible for land users to decide on the use of each type of land according to market signals rather than the fixed method used for each type of land. Farmers can switch to growing flowers, ornamental plants, vegetables, other valuable agricultural products according to market signals.

Thirdly, mechanisms and policies for comprehensive renovation of management systems and public services for agriculture. To perfect the state management system in agriculture from the central to local levels on the basis of appropriate assignment and decentralization and clearly define the functions, tasks and responsibilities of the heads. Ensure transparency, strict control of quality and price of agricultural inputs, pest management and food safety. Agricultural service agencies should only provide public services in range and field where the market does not meet the key areas. The remaining scope should be for private and professional organization supply. Public service budget, necessary and can be freely, public bidden.

Enhance the application of scientific and technological advances and reorganize agricultural production in forms of cooperation, organization of association, formation of associations, development of cooperative groups, cooperatives, participatory and extensive participation of enterprises. This will be a new impetus for Vietnam's agriculture to increase value added and sustainable development in the coming period.

Fourthly, in order to respond to climate change effectively, we have to focus on improving the capacity for managing and responding to weather-related risks and mitigating the impacts of climate change as well as the risks on the market; Improve the system of forecasting, warning early and linking this system with agricultural advisory services; Change farming methods and select varieties suitable for areas with different climatic variations; Research and development capacity to address the emerging challenges of climate change and rising sea levels. Promote the agricultural insurance market, Improve resilience of farmers to risks, Ensure that agriculture is less vulnerable to climate change; Localities should have a timely response plan and appropriate agricultural production

Fifth, take measures such as increasing public investment in natural disaster prevention and mitigation works, reducing adverse environmental impacts, enhancing agricultural waste water management, intensifying the application of reduction measures greenhouse gas emissions; Conscious thinking green economy in agricultural development..

Some targets have been implemented: In order to attract enterprises to invest in agriculture, Minister Nguyen Chi Dung said that it is necessary to cut 40-50% of the current administrative procedures, improve the business environment and develop the business seriously. At the same time, to review and avoid overlapping in management, so that not one item is under the management of too many units; To change the management mode in the direction of increasing post-inspection, reducing the inspection charge.

On August 17, 2018, the Prime Minister approved the communication program on sustainable development and national competitiveness of national competitiveness. objectives of the program

1. Propagate widely to raise awareness of agencies, organizations, enterprises and people about sustainable development and enhance national competitiveness; Integrate the content of economic development with environmental protection and socio-cultural development.

2. Promote timely guidelines, solutions, measures and results of the implementation of sustainable development goals and enhance national competitiveness in each stage of national development.

Proposal for sustainable development model in agricultural sectors.

Bocken et al. (2013) claim that the SBM archetypes are important in implementing and driving business model innovation for sustainability. They can help attach sustainability into business processes and purposes, and serve as a key driver of competitive advantage. One of the key challenges addressed in this regard is to design a business model in such a way that it enables the firm to capture economic value for itself through delivering social and environmental benefits (Bocken et al., 2013; Schaltegger et al., 2012; Girotra and Netessine, 2013; Esslinger, 2011).

Sustainability itself does not necessarily lead to increased profitability, but sustainable behavior, as a result of the business models, can cause the company to offer new types of value to the customer, attracting new resources or they are able to carry out new value-added activities that they otherwise would not be able to execute (Jørgensen and Pedersen, 2015; Esslinger, 2011; Jolink and Niesten, 2013).

All the companies are working with various elements, which are integrated to all levels of the companies. Mainly they correspond to three parts of the companies' business models when BMC are used as a framework of analysis. The various companies' focus on sustainability and actual integration of sustainability not necessarily are related in a high degree. This might be due to several reasons, but lack of knowledge, initiative programs, regulations and demands from the government seem to influence these decisions for the case companies.

The companies can contribute to creating value related to the three dimensions of sustainability by integrating elements related to the economical and social dimension of sustainability, in addition to the economical dimension.

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ACCOUNTING AND AUDITING TRENDS IN INDUSTRY 4.0 FOR SUSTAINABLE DEVELOPMENT

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ABSTRACT: *The Fourth Industrial Revolution has been affecting all aspects of our life and society today. In the context of countries accelerating industrialisation and modernisation, this is one of the important keys to the new era of humanity. Through technologies such as the internet, artificial intelligence... the Fourth Industrial Revolution will bring about fundamental changes in most industries, including the accounting and auditing industry. This article outlines the Industry 4.0 and its implications for accounting and auditing. Therefore, accounting and auditing trends in Industry 4.0 must also be transformed to suit the era in order to develop sustainably and thus offer solutions for accounting development in the Industry 4.0 era.*

Keywords: *trend, accounting and auditing field, sustainable development Industry 4.0*

Industry 4.0 is a keyword that appears in many places today. So, what is the Industry 4.0? How does it affect the accounting and auditing sector? This article will help you clarify.

The Fourth Industrial Revolution or Industry 4.0, which is the current trend of automation and data exchange in manufacturing technology based on three key areas: Digital includes Big Data, the Internet of Things (IoT), Artificial Intelligence (AI); Biotechnology applying in agriculture, medicine, pharmaceutical products, environmental protection, renewable energy, chemistry and materials; and Physics: new generation robots, self-driving cars, new materials, nanotechnology..., is essentially based on digital technology; it integrates all the smart technologies to optimize the production process and methods, and emphasises the technologies that are and will have the greatest impact such as 3D printing technology, biotechnology, new materials technology, automation technology, and robots... It includes physical networking, IoT, and cloud computing.

Meanwhile, Industry 4.0 is a revolution in smart manufacturing, based on the use of IoT to transform the whole real world into a digital world. This revolution has a powerful and comprehensive impact on the economy, society and the environment around the world and affects all sectors and areas with unprecedented technological breakthroughs speed in history, including accounting and auditing. Vietnam is integrating deeply into the world economy, and obviously, is not standing outside this global revolution.

According to Gartner, the Industry 4.0 (or the Fourth Industrial Revolution) derives from the term “Industrie 4.0” in a German government report in 2013. “Industrie 4.0” connects embedded systems and intelligent manufacturing facilities to create digital convergence between the industry, businesses, functions and internal processes.

If Gartner’s definition is confusing, Klaus Schwab, founder and president of the World Economic Forum, gives a simpler view of the Industry 4.0 as follows:

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“The First Industrial Revolution used water and steam power to mechanize production. The Second used electric power to create mass production. The Third used electronics and information technology to automate production. Now, a Fourth Industrial Revolution is building on the Third, the digital revolution that has been occurring since the middle of the last century. It is characterised by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres.”

Followed by Klaus Schwab’s definition, the 4th Industry Revolution will take place on three main areas: Biotechnology, Digital and Physics.

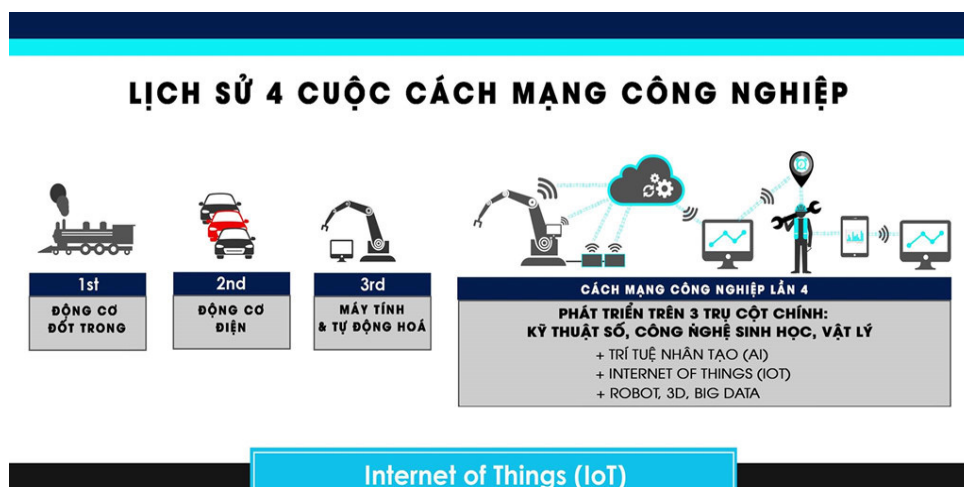
The core elements of Digital in Industry 4.0 will be AI, IoT and Big Data.

In the field of biotechnology, Industry 4.0 focuses on research to create leaps in agriculture, fisheries, medicine, food processing, environmental protection, renewable energy, chemistry and materials.

Finally, it is the field of physics with new robots, 3D printers, self-driving cars, new materials (graphene, skyrmions...) and nanotechnology.

Currently, the 4th Industry Revolution is taking place in developed countries like USA, Europe, part of Asia. In addition to the new opportunities, Industry 4.0 also pose challenges for mankind to face.

Specifically:



The 4th Industrial Revolution and the impact on accounting – auditing

Industry 4.0 provides opportunities as well as challenges for the field of accounting and auditing.

In the era of increasingly developed information technology, Industry 4.0, with the internet, helps accounting– auditing work not be limited by geographic distance. Accountants - auditors in Vietnam can perform accounting and auditing work in any countries in the world, if the individual, who performs the accounting and auditing work, is qualified to do so.

In contrast, any accountants - auditors in any countries that are permitted to practice in Vietnam can perform the accounting and auditing work for enterprises and organisations in Vietnam. This creates both opportunities and challenges, for those practicing accounting - auditing in Vietnam. It is necessary to improve our competence as well as our self-conditions so that we can meet the conditions of international practice, improve our position and broaden the scope of our practice.

Big Data gives people the access to an infinite knowledge base that helps people learn anything they need to know, but there are also limits which are informal information. It makes us cautious when accessing and using information.

In addition, there are many factors affecting Industry 4.0, in which, the factor affects greatly Industry 4.0 is artificial intelligence.

Many people think that artificial intelligence cannot replace humans but we cannot deny the threat of artificial intelligence. According to Elon Musk, founder of Tesla, artificial intelligence is what he calls an immortal dictator. This immortal dictator is a dark scenario for humanity's future if we do not control the research on artificial intelligence. In a recent AI documentary entitled "Do You Trust this Computer?", Musk said *"We are rapidly headed towards digital super intelligence that far exceeds any human, I think it is very obvious. [...] If a company or a small group of people manages to develop godlike digital super intelligence, they can take over the world"*.

With artificial intelligence, economists predict that many industries are at the risk of disappearance because of automation trend. And the fact that it happened; the development of artificial intelligence led to redundancy. In the world, McDonald's recently announced that it will build 25,000 new restaurants, mostly operated by robots and automation, that could cut hundreds of thousands of employees. And recently, the Foxconn Technology Group, which supplies components for Apple and Samsung, also announced that it would cut 60,000 workers and replace them with robots. As a result, many automated industrial sectors replace human and the skills requirements for workers will be high.

In Vietnam, the electricity industry will collect electricity bills completely through the transfer system or the form of collection with the support of internet banking, smart phone or other modern forms of payment. However, how to deal with the force of tens of thousands of employees who are doing the work of directly collecting monthly electric bills? These are great issues not only for the electricity industry in particular but also for the whole society.

In the field of accounting - auditing, artificial intelligence can replace manual accounting – auditing works such as collecting, processing and calculating data, but stages such as analysis, finding cause, giving solution for each specific situation cannot be replaced. However, to synthesize data and make financial decisions for the company, there is always a need for human participation. Although artificial intelligence cannot replace humans, it is changing the environment and the working context of accounting - auditing.

The trend in accounting – auditing areas in the era of Industry 4.0

All the above factors are creating new trends for accounting – auditing profession. According to the survey conducted by the Association of Chartered Certified Accountants (ACCA) on future professional accounting in 2016, that took place in 22 countries around the globe (including Vietnam): Regarding the trends expected to have the greatest impact in the next 3 to 10 years, up to 55% of respondents said that the development of automated accounting systems was rated the greatest impact among trends, in addition to trends such as accounting standards harmonisation (42%), penetration of cloud computing in business (41%), economic fluctuations (42%) ...

Accounting includes stages such as collecting, processing, analysing and providing information. All these stages can be replaced by machines. At this point, the accountant must be someone who understands technology and uses technology for his/her job.

Machines are artificial intelligence that can do what humans can hardly do. However, they are solely tools to support accounting – auditing works, operating under the inherent programming; they can hardly come up with verdicts, advices in each case arose especially with new and unprecedented situations.

In addition, accounting - auditing needs to follow certain legal norms; people are always needed with the update period for equipment as tools for their job. Artificial intelligence is a man-made product that

serves the purpose of human. Automation can change the circumstances and conditions of work, but it cannot be asserted that artificial intelligence can completely replace human in the field of accounting and auditing. It will also place higher demands on accounting: processing by computers, information security, data analysis and computer networks.

However, every individual and organisation working in the field of accounting - auditing must be aware of the importance of technology to apply it to suit the trend, save resources and increase working efficiency. ACCA has conducted many surveys. The results of the joint research show that in order to survive and develop in the digital age, future accountants - auditors need not only factors such as intelligence and emotional quotient but also need to be supplemented with necessary elements for career development such as technology skills, visions ...

ACCA's research report on future professional accountants – factors that lead to the change and future skills, which announced in 2016, also indicated that in the digital age, each professional accountant would be reflecting competencies and skills across 7 areas: professional skills and ethics, experience, intelligence, digital skills, creativity, emotional quotient, and visions.

Accounting development solution with Industry 4.0 in the new era

For individuals who have been and will be working in the field of accounting - auditing, there are two highlights in the digital age that every person must be aware of to change, namely, the technological ability and the ability to make judgments (visions); and a core factor beside professional competence is professional ethics.

When all the work can be handled by technology, professional ethics become more necessary than ever, so that it is possible to build and define the true image of enterprises. Only accountants with professional ethics and respect for the truth are able to create true value for shareholders so that shareholders continue to invest in enterprises. Only ethical auditors are able to help investors determine a direction that is less risky and has more opportunities, and help protect the legitimate interests of the public.

In order to take advantage of opportunities in the digital age, first and foremost, each accountant - auditor must be aware of the fundamental principle of any behaviours in the professional field to know whether the conduct is right or not in accordance with the standards and principles set forth, and must understand the most basic knowledge, then be able to advance to the higher knowledge in the process of becoming professional accountants – auditors.

In order to do this, people working in the field of accounting - auditing must understand the background of expert knowledge, improve experience, and frequently update the changes. In addition to that, it is necessary to maintain professional ethics, and put the public interest above self-interests. This will contribute to the formation and development of professional skills and ethics, experience and visions for accountants and auditors.

In addition, accounting and management accounting are also playing a growing role in the new trend, helping enterprises regulate business operations in both the present and the future. Thus, at the basic level, accounting works can be automated; enterprises also need people to examine, analyse and even make assessments for current and future financial situation. Depending on the level at which the employer pays his/her employees.

An accountant – auditor seizing opportunities, is someone who not only foster his/her professional skills, but also has the ability to use technology for his/her job, visions, professional ethics, creativity, sensitivity, and intelligence.

At this point, every existing and future accountant – auditor needs to cultivate the use of artificial intelligence (using technology) for his/her job from simple things such as excel functions to the accounting software, management and analysis software..., and the way to secure information for the enterprise itself and customers, thereby exploiting the customer market thoroughly. In addition, they need to cultivate knowledge, and apply the ability to recognise the problem of management accounting in enterprises, besides the trend of financial accounting as today. This is the field that helps increase the investment interests for the enterprise itself.

In addition, an indispensable means that help existing and future accountants – auditors reach beyond their range of activities is the international language. Particularly in the area of accounting and auditing, the language provides added value not only in communication but also in international professional knowledge.

Therefore, the opportunity will be expanded for accounting and auditing teams of international standards that are recognised in many countries around the world such as ACCA, CMA, CIA, CPA Australia. These certificates can help Vietnamese accountants – auditors maximise their scope of activities and enhance the competitiveness of human resources in the field of accounting and auditing in Vietnam.

For organizations providing accounting, auditing, financial consulting services, in the global trend, investment far beyond the national boundaries, it is required for professional accountant - auditor to have a vision, and to be able to evaluate the financial capacity honestly, keep investors interested in the enterprise. Financial consulting companies are forced to make changes so that they do not fall into disruption or be removed from the market when they do not exploit the value that the digital age brings forward.

Basic, easy-to-carry services, such as accounting services, providing financial information in the form of basic data, yields normal returns, but more advanced services such as providing financial analysis data, specialised consultancy... are sources of high profits for enterprises. Thus, globalisation, Big Data, the internet, technology is bringing a global market for enterprises operating in this field, especially for those that have international employees and service quality.

Conditions of implementation

On the side of regulatory agencies

The 4th Industrial Revolution requires regulatory agencies to prepare a better information technology (IT) infrastructure to keep pace with the technology, and ensure safety in the management of network security. Industry 4.0 has pushed up the level of information sharing, thus, creating a huge need for network security. Accounting and auditing regulatory agencies should pay special attention to build data backup centers, upgrade a security system at a high level and with multi-layer, and ensure that the expansion of the scope of activities is stable, safe, bringing long-term efficiency...

It is necessary to continually promote international cooperation, research and application of international accounting - auditing standards which are being used by countries in the world, thereby, learning and exchanging experiences in preparing for Industry 4.0.

On the side of accounting and auditing firms.

It is necessary to continually increase the number, size and quality of auditing services. Advanced training courses should be held so that auditors can catch up and adapt to IT applications and modern auditing tools in order to meet the increasing demands of the job. The auditors need to be trained and fostered to grasp the new audit trail and program set up on the technology and digital platform, and must be proficient in using auditing software, understand the processing process as well as how to synthesise accounting information, how to prepare and present financial statements in accordance with financial reporting standards in the context of digital technology.

On the side of higher education institutions

The 4th Industrial Revolution requires the educational programs, contents, and methods of bachelor's degree in accounting – auditing at the university to be fundamentally innovative. Educational institutions need to study and analyse the characteristics of this revolution so as to propose and recommend innovations in all aspects, especially the innovation in teaching methods. It is necessary to continually improve the quality of the curriculum with the knowledge that is associated with the development trend of Industry 4.0.

It is also essential to apply virtual accounting and auditing model about economic activities which is both simulated and skilful for students to practice. When software, electronic documents, electronic signatures, calculations, rotation and recording of information on available forms have been programmed and automated, it is necessary to step by step abandon accounting – auditing teaching method according to regimes as well as by manual processing.

On the side of accountants and auditors

Each accountant - auditor must be aware of the fundamental principle of any behaviours in the professional field, to know whether the conduct is right or not in accordance with the standards and principles set forth. In addition, they need to cultivate the use of artificial intelligence (using technology) for their job from simple things such as excel functions to the accounting software, management and analysis software..., and the way to secure information for the enterprise itself and customers, thereby exploiting the customer market thoroughly. Furthermore, it is needed to cultivate knowledge, and apply the ability to recognise the problem of management accounting in enterprises, besides the trend of financial accounting as today.

Therefore, globalisation, Big Data, the internet, technology is bringing a global market for enterprises operating in this field, especially for those that have international employees and service quality. Vietnam's accounting and auditing industry needs to make more efforts to take advantage of the opportunities, and overcome the challenges in the process of integration that has been going on and deepening for sustainable development in the future.

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RASING TAX TREND TO STABILIZE STATE BUDGET

Phan Huu Nghi - Le Hung Son

Summary: *The 2011-2016 period, there are 13/63 provinces, cities under the central having abilities to do financial autonomy, 2017 this number has increased to 16 provinces, cities under the central. Governor`s budget revenues estimate of these 16 provinces has occupied 80% of budget revenues. The group of consumption taxes (value added tax, special consumption tax, environment tax, import tax) has made up 50% of budget revenues. Especially, when considering the structure of regular revenues and expenditures, it is able to see that the stability of state budget has the trend of decreasing, lacks sustainability. So increasing taxes in the next years is obvious trend but what taxes and how to increase?*

Key words: *State budget, taxes, regular revenues, regular expenditures*

1. SETTING THE PROBLEMS

In 2017, the Ministry of Finance showed the plan to increase the value added tax 2% more, which met the tensed reactions from public, finally the Government concluded not to raise value added tax permanently. In the early 2018, the offer to increase the environment tax to oil and gasoline more 1000 dong/1 liter can bring more than 15000 billion dong has met many contrary opinions, but almost disagreed, incoming there is the draft of asset taxes with the tax rate 0.3%-0.4% to houses having the value over 700 million dong or over 1 billion dong. Parallely, there are plans and drafts of changing six tax laws like extend the tax base : value added tax law, cooperate income tax law, personal income tax law, special consumption tax law, natural resources tax law and import-export tax law with the aim to extend the tax base to increase revenues for state budget according to international general rules. So what problems can be prioritized to be considered today with fixing tax writings?

Increasing tax is the result of increasing budgetexpenditures according to the rule “Extending the government”. Vietnam is not beyond the exception to other countries all over the world when budget expenditures increased faster 10%/year, 20% in some periods, budget expenditures` speed of increase is much faster than economy`s one (6-7%) as a result, it will put a burden on state budget: where can it be taken to sponsor expenditures ?

Especially, considering objectively, the stability of state budget has been very “weak” for a long time so when the economy comes into troubles, revenuesare decreased, limits are revealed. Specifically, basic rules in management are: regular revenues of state budget is generally higher than regular expenditures of state budget to set aside a small part of regular revenues for development investment expenditures. So governments make loans just for development investment expenditures, not for regular expenses and that is government bond tool or public debt but from many years ago, regular revenuesare just enough for regular expenditures, if decreasing income from crude oil, natural resources tax or reclaiming capital from cooperation, revenuesare still not enough for expenses, it means that governments have to make loans for regular expenditures.

2. SITUATIONS OF STATE BUDGET OVER YEARS

One rule mentioned in public finance field is: “extending government rule”. Extending here is not the territory, almost countries in the world extend government expenditures. In fact, the speed of increasing budget expenditures is very fast, absolutely and comparatively, speed of increasing budget revenues and expenditures is much faster than speed of the economy. From that fact, there is a question to be set: how to raise the limit of increasing budget revenues, expenditures at which appropriate levels? Numbers of state budget over years has shown:

State budget estimates in 2013-2017 (Passed by Congress)

Unit : Billion Dong

| Items | Targets | 2018's estimates | 2017's estimates | 2016's estimates | 2015's estimates | 2014's estimates | 2013's estimates |
|----------|--|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| A | Total balanced state budget revenues | 1.319.200 | 1.212.180 | 1.014.500 | 911.100 | 782.700 | 816.000 |
| 1 | Domestic revenues | 1.099.300 | 990.280 | 785.000 | 638.600 | 539.000 | 545.500 |
| 2 | Revenues from crude oil | 35.900 | 38.300 | 54.500 | 93.000 | 85.200 | 99.000 |
| 3 | Revenues from import- export | 179.000 | 180.000 | 172.000 | 175.000 | 154.000 | 166.500 |
| 4 | Revenues from aids | 5.000 | 3.600 | 3.000 | 4.500 | 4.500 | 5.000 |
| B | Total balanced state budget expenditures | 1.523.200 | 1.389.180 | 1.273.200 | 1.147.100 | 1.006.700 | 978.000 |
| | <i>In that:</i> | | | - | - | - | |
| 1 | Development investment expenditures | 399.700 | 357.150 | 254.950 | 195.000 | 163.000 | 175.000 |
| 2 | Expenditures for paying interests (from 2016 to the past including principals) | 112.518 | 98.900 | 155.100 | 150.000 | 120.000 | 105.000 |
| 3 | Regular expenditures | 940.784 | 896.280 | 823.995 | 767.000 | 704.400 | 658.900 |
| 4 | Additional expenditures for reserving financial funds | 100 | 100 | 100 | 100 | 100 | 100 |
| C | State budget deficit(2017 not including paying principals) | 204.000 | 177.000 | 254.000 | 226.000 | 224000 | 162.000 |
| | <i>Ratio deficit compared to GDP</i> | <i>3,7%</i> | <i>3,47%</i> | <i>4,95%</i> | <i>5,00%</i> | <i>5,30%</i> | <i>4,8%</i> |

Source: State Budget Department – Ministry of Finance

With the rule that budget revenues must always be higher than budget expenditures to spend a part for development investment expenditures, every year's state budget estimates are made to the rules. Based on numbers of state budget announced international in the latest 3 years, according to unaccounted estimates:

Structure of regular expenditures and regular revenues

(Numbers according to estimates announced international)

Unit: Billion Dong

| Items | Contents | 2015 | 2016 | 2017 | 2018 |
|-------|-------------------------------------|---------|---------|----------|-----------|
| 1 | State budget's regular revenues | 867.195 | 961.093 | 1144.631 | 1.227.750 |
| 2 | State budget's regular expenditures | 862.040 | 935.600 | 1004.030 | 1.091.403 |
| 3 | State budget's reserve expenditures | 25.000 | 29.300 | 25.000 | 32.097 |

Source: Ministry of Finance website

So over years regular expenditures have been almost equal to regular revenues; if adding obligatory reserve expenditures every year, then budget revenues will be less than total regular expenditures in some years. It means that state budget must go to make partial loans for regular expenditures, and 100% loans for development investment expenditures (especially 2015-2016).

However, the classification to items in regular revenues of Vietnam has been received lots of warnings from domestic and international researchersthat: There is a need to review the regular and irregular qualities of every items. Revenues from crude oil, from selling capitals from state enterprises, from environment tax about 30000 billion/year should not be classified into regular revenues. It is needed to set aside for development investment expenditures to make new revenues for the future, because these are unrenewable revenues, not having regular qualities like value added tax or lending lands and infrastructures... If splitting these revenues from regular revenue group, state budget need to be reviewed the stability as the definition above clearly, also the rule that revenues have to be higher than expenditures has not been followed anymore.

With the 2108 state budget estimate, total revenues of 16 provinces having contributions to state budget approximately 1 million billion (1.050.000 billion), especially 4 Mekong delta provinces have made up 541.000 billion, revenue estimates of Hanoi and Ho Chi Minh city are expected to bring about 611.000 billion for state budget in 2018.

According to calculations from researching state budget numbers over years, with the difficulties in finding new revenue sources for state budget in front of the force of increasing expenditures, short-term solution is loans and in advance is raising indirect taxes in the incoming times (such as value added tax, special consumption tax and environment tax), because these taxes primarily contributing state budget revenue have made up 50% of budget revenues.

While direct taxes and import-export taxed will be hard to have ability to increase because the general trend is competing tax among countries and integrating in economy. For example, the tax rate of value added tax in common maybe no more 10%, special consumption tax will raise in some items which have great incomes, environment tax to oil and gasoline will be raised and some revenues will be found such as asset tax.

3. REALITY OF TAX POLICIES AND REVENUES

| Items | 2018's estimate (billion) | 2017's estimate (billion) |
|--|---------------------------|---------------------------|
| State budget revenues and aids (I+II+III) | 1.319.200 | <u>1.212.180</u> |
| Regular revenue | 1.227.750 | 1.144.631 |

| | | |
|--|------------------|----------------|
| Tax revenues | 1.027.408 | 956.607 |
| Cooperation income revenue | 242.393 | 221.051 |
| Person income revenue | 96.869 | 80.977 |
| Non-agriculture land use tax | 1.303 | 1.180 |
| Registration fee | 32.270 | 26.069 |
| Value added tax | 355.158 | 337.315 |
| Special consumption tax | 102.681 | 89.477 |
| Natural resource tax | 29.818 | 26.781 |
| Agriculture land use tax | 13 | 27 |
| Export tax, import tax, special consumption tax and environment tax for imported goods | 91.000 | 132.310 |
| Environment protection tax | 48.804 | 17.420 |
| Revenue from lottery | 27.100 | 24.000 |
| Revenues from fees and revenue outside taxes | 200.342 | 188.024 |
| Fees | 35.243 | 28.270 |
| Lending lands | 21.294 | 12.427 |
| Others | 143.805 | 147.327 |
| Revenues from capitals (selling houses, land using fee) | 86.450 | 63.949 |
| Non-refundable aids | 5.000 | 3.600 |

Source: State budget department

According to these data, it can be seen that direct taxes (cooperation and person income tax) have the revenues about 338.000 billion, almost equal to revenues from value added tax after reducing tax refund. Revenues of direct taxes have the trend to grow in the long run in Vietnam.

Indirect tax including value added tax is 460.000 billion if not reducing 104.000 billion value added tax refund. If adding special consumption tax, environment tax and export-import revenues, it will occupy more than 50% of total state budget revenues. Experiences have shown that countries are always developing indirect taxes and the ratio of indirect taxes is always higher than that of direct taxes. Because indirect taxes are easy to be collected, managed, checked, they don't meet harsh reactions from taxpayers like direct taxes. Besides, developing countries will need capitals to develop so they will prioritize attracting investment, not concentrate on raising direct taxes. So raising indirect taxes is not only the obligatory trend but also the accurate trend to Vietnam.

To raise indirect taxes, what taxes should be concentrated on and how? Experiences in raising taxes have shown that if government want to raise tax, they will find the biggest, easiest revenues to raise, least to face reactions and find new revenues so in the indirect tax group, value added tax will be put into consideration first because if raising 1% on tax rate, revenues will raise at least from 32.000-40.000 thousand billion.

Next is special consumption tax with the current revenues is more than 100.000 billion, but in 16 groups of goods, services, there is a need to choose the high ratio revenue goods groups to raise tax and there are : beer, alcohol, tobacco, cars and gas and at the same time extend the tax base to soft drinks and sugar-containing products.

With special consumption tax, environment tax will be studied to raise, but about 97% of environment tax or 45.000 billion comparatively is oil and gas. So why raises more 1000 or maximum about 5000 dong/1 liter gasoline.

Export-import tax, cooperation income tax and person income tax check again in order to open tax base. Preventing price transfer will be considered to bring synchronization to integration.

Researching to enact asset tax law, this is a tax sooner or later will be needed to be published in order to support cooperation income tax. Because income can hide but assets are hard to hide. Moreover, asset tax belongs to direct tax, it is applied by almost countries in the world and a part of tax agreement having international quality when being negotiated to sign among countries. The problem in Vietnam is how to tax and how much is the tax rate to really create social balance heading adjusting incomes of the rich?

4. RECOMMENDATIONS

To head to a stabilized state budget, it need to be reviewed the structure of regular revenues and regular expenditures, raised controls and adjustments to indirect tax groups and concentrations in 16 provinces having contributions to state budget.

-For taxes:

+ Value added tax: Government needs to raise tax base according to the route to threshold of 14%. For example, 2020 is 1%, 2022 is 2% and 2025 is 4%, also review the lists of non-tax and 5% tax. Especially, Government needs to consider to apply tax exemption experiences or apply the 0% tax rate to goods like necessary food like meat, fish, vegetables and dairy products for children, the elder like many countries. Because this is the group of products affecting most to people having medium, low income in society.

+ Environment tax can be raised from 1000-2000 dong/liter of gasoline according to the route calculating the pace of price in planning raising tax phase. But research group does not offer to raise special consumption tax to cars because gasoline is used for cars, motorbikes. Because special consumption tax has 10% to gasoline already and added environment tax so it need to be kept stable or reduced special consumption tax to cars, also Vietnam's special consumption tax to cars is the highest in the area, some countries do not apply special consumption tax to cars.

+ Special consumption tax needs to add group of gas drink and sugar-having drink with the tax rate about 10%, estimated to have 4.800 thousand billion revenues. Also raising tax to beer and alcohol to 70-75% and tobacco to 80-85% according to the route.

+ Researching early the asset tax law taxing on housing at the level of progressive tax rate according to international practices, to insure equality in vertical way and to tax the rich, the tax base can be applied

Asset tax base (Expect)

| Tax levels | Tax base (asset value) | Tax rate % |
|------------|------------------------|------------|
| 1 | 0 – 1 billion | 0 |
| 2 | 1 – 3 billion | 0,1 % |
| 3 | 3 – 7 billion | 0,2 % |
| 4 | 7 -12 billion | 0,3 % |
| 5 | > 12 billion | 0,4 % |

+ Besides, quickly applying information technologies into tax management. Because the rate of loss in tax revenues of Vietnam is evaluated to be very high compared to area's by international organizations. The reason is the lack in managing the cash flows and the destinations of these flows. Information technologies in tax are still behind the times and cannot catch up with information technologies in banking and telecommunication. The data systems of selling goods at the end of the day of taxpayers are not computerized to be transferred back to the servers of tax authorities at levels of management ... While the Tabmis system has just helped a basic part of managing state budget expenditures.

+ Managing tax debts and preventing price transferring with preference in cooperation income tax which are needed to be enhanced will bring many thousand billions to state budget. Concentrating enhancement in managing revenues from 16 provinces having contributions to state budget group.

-For state budget expenditures

+ Needing to check and evaluate periodically the expenditure management mission (from distributing to disbursing and checking, controlling expenditures) in order to distributing effectively resources to limit the force of raising state budget expenditures therefore impact on raising state budget revenues. Now the evaluation, distribution, checking expenditure criteria are not clear, not evaluated well enough to be the base for budget management science, combined with the ability to forecast. If it is not good enough, it will be hard to perform midterm expenditure efficiency.

+ Promoting reform in administration procedures, reducing the government system. Because the salary of officers is a part occupying large proportion of state budget. Besides, there is a need to review public investment expenditures and exploit financial potentials from public assets, because public assets' value is much greater than twice of Vietnam's GDP and every year there is a need of regular expenditure in order to maintain, which is approximately high. Combining with the fact that managing capitals, assets at state enterprises needs to be really effective. If exploiting the source of public assets well, this will become a regular revenues for state budget in the long term.

Conclusion : with the fact that state budget has the need to have basic changes in operating state budget heading to a stabilized balance for both state budget and local budget, also enhance the economy to develop better, since then effect back on the tax system to hold the policy system to be stabilized, create conditions to develop the economy.

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THE EXPERIENCES OF SOME ASIAN COUNTRIES IN ENHANCING COMPETITIVE CAPACITY OF EXPORTING WOOD PRODUCTS TO THE EUROPEAN MARKET AND POLICY IMPLICATIONS FOR VIETNAM

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ABSTRACT: Wood and wood products are one of the key export items of Vietnam, with export turnover of the industry rising to the top of Southeast Asia, second in Asia and fifth in the world (2017 \$ 7.66 billion). Until 2018, Vietnam's wood and wood products are sold in 120 countries and territories in the world, with five main markets being the United States, China, Japan, the EU and Korea. However, of more than 7 billion USD in exports of wood and wood products of Vietnam, the EU market accounted for more than 700 million USD while the potential of the EU market is quite large. Therefore, the study of the experience of some countries such as China, Malaysia and Indonesia is necessary to help Vietnam boost export turnover of this product to the EU. In addition, these countries have good market policies, product development policies, creating long-term supply assurance. This is a valuable experience for Vietnam to look forward to sustainable development for the export of wood and wood products in Vietnam in the coming time.

Keywords: wood and wood products, EU, EU market, Vietnam

1. INTRODUCTION

Since Vietnam integrated into the world economy, the wood processing industry in Vietnam has achieved enormous achievements, especially from the year 2007 to now, when Vietnam became an official member of the World Trade Organization (WTO). This is reflected in the fact that annual export growth always reaches 2 digits during the period 2010-2015. In addition, Vietnam's wood processing industry has increasingly diversified its products for exported wood products are just raw products (logs, sawn timber). However, the competitiveness of Vietnamese wood products exported to the EU market is still limited, so the output and value of Vietnam's wood exports are still lower than those of China, Malaysia, Indonesia, Vietnam should learn lessons from the export of wood from these countries.

2. OVERVIEW OF WOOD EXPORT VALUES OF VIETNAM AND SOME COUNTRIES IN THE EU MARKET

To have a comprehensive view on enhancing the competitiveness of Vietnam's export wood products in the EU market since Vietnam joined the WTO, in addition to the analysis based on the following criteria: Export turnover, market share, exporting price, quality, brand. For each criteria, there are comparisons with direct competitors in Vietnam such as China, Malaysia, Indonesia. By comparing the export value of wood

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and wood products in Vietnam and other regional competitors into the EU market. Therefore, it is necessary to draw lessons from other countries in the region so that there will be solutions to improve the competitiveness of Vietnamese wood products exported to the EU market by the government and wood product processing and exporting enterprises.

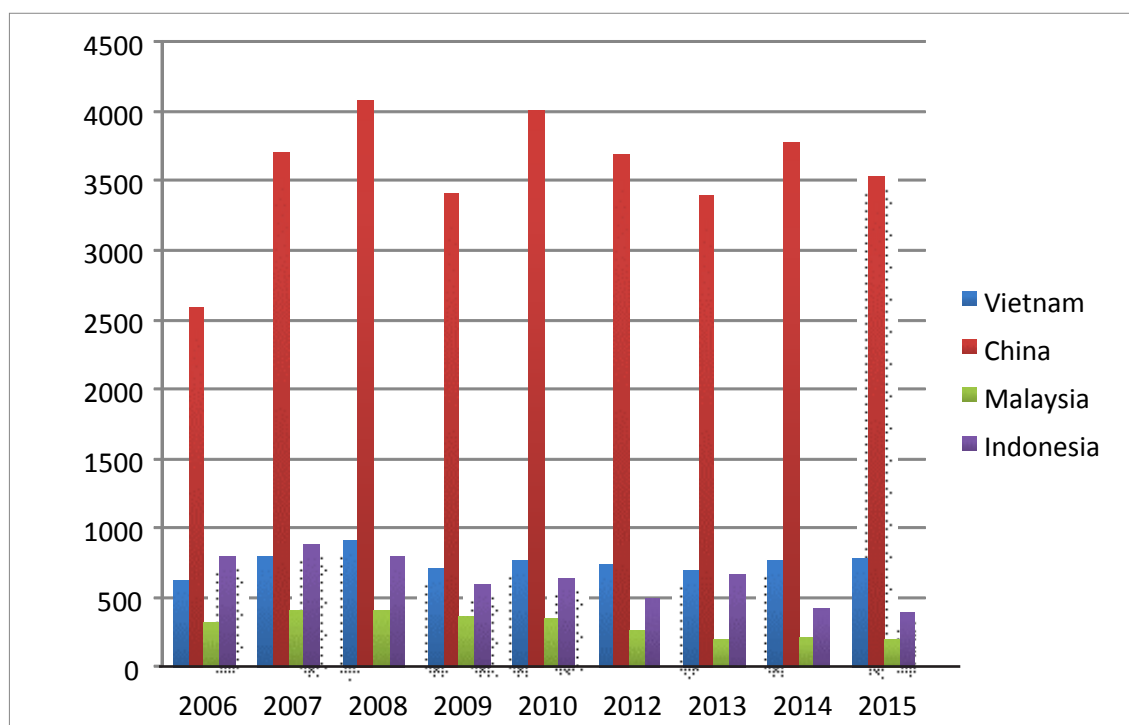


Figure 1. Export turnover of wood and wood products of Vietnam and some direct competitors in the EU market in the period of 2006-2015.

(Source: Data collected by the author on Trademap, 2015)

Compared with direct competitors: China, Malaysia and Indonesia finding that the period 2006-2015 was like Vietnam, the export turnover of timber and wood products of all three countries to the EU market gained. unstable growth (see Figure 1.1).

+ In the period 2006-2008, while both Vietnam, China and Malaysia both had impressive export growth and reached a record export turnover in 2008, Indonesia had a sharp decline when it reached only \$ 797.4 million. For example, China's wood products export turnover to the EU market reached \$ 4.077 billion, while Malaysia reached \$ 403.8 million.

+ In terms of the longest continuous decline, Malaysia has the longest continuous decline in export turnover from 2008 to 2013, export turnover in 2013 reached only a half over the year. 2008. The reason is that the cost of producing wood and wood products from Malaysia is increasing, leading to high exporting prices. At the same time, the Malaysian government has forced wood processing enterprises to use the input wood material with the legal Certificate of origin. This led to a sharp fall in timber producing and processing.

+ In terms of the largest decrease in export turnover, Indonesia was the country with the largest decrease in export turnover in the period 2006-2015 to the EU market, the country's export turnover in 2015 reached US \$ 382.1 million, down 56.73% from 2007, followed by Malaysia down 48.53% and China was the country with the lowest decline of only 4.8%.

+ In terms of export value, China is the largest exporter of wood products to the EU market in the period 2006-2016. In 2006, China's exports totaled \$ 2.585 billion, 4.19 times higher than that of Vietnam, 8.1 times higher than that of Malaysia and 3.25 times higher than that of Indonesia. By 2015, this gap has narrowed when the export value in 2015 reached \$ 3.526 billion, 4.5 times higher than that of Vietnam, but the gap widened for Indonesia with 9.23 times. times and especially for Malaysia, this gap reached 17.27 times. This shows that Vietnam is improving its competitive capacity against its strongest competitor, China, while Malaysia and Indonesia are lagging behind. Alone for Indonesia as the largest exporter of ASEAN wood products to the EU market from 2007 and earlier, since Vietnam's accession to the WTO, its competitive capacity has significantly improved, surpassing Indonesia to become ASEAN's largest exporter of wood and wood products to the EU market from 2007 to now. In order to provide appropriate measures and policies to improve the competitive capacity of wood products in the international market in general and in the EU market in particular, the review and learning experiences of some leading countries and strength in enhancing the competitive capacity of wood products to the EU market is very necessary.

3. LESSONS DRAWN FROM SOME ASIAN COUNTRIES

3.1. Chinese experience

China has rapidly become the world's largest exporter of wood products in terms of value and the second largest one behind the United States in terms of imports in 2007. China's forests now meet only a small fraction of the demand. for consumption of input materials of the domestic wood industry. Currently, Chinese wood products are mainly exported to big markets such as USA, EU, Japan Of which, the EU market is one of the key export markets for Chinese wood products. China and China is the largest exporter of wood products to the EU market, both in terms of value and volume. China's market share of wood products accounts for 20% in the EU market. In order to gain such achievements, China has implemented very effective policies and strategies to improve the competitive capacity of its export wood products. This is shown as follows:

In order to meet the domestic demand for wood and to create stable material areas, early in the 1980s, the Chinese government made adequate investments in sustainable forest research and development. China has also promoted an ambitious national forest plantation program while maintaining strict control on illegal forest destruction in the country. As a result, China's forest cover increased from 157 million hectares in 1990 to 197 million hectares in 2005. for recent years realizing an increase in the trend of EU consumption of wood products with their sustainable forest origin. China's wood product processing and exporting enterprises have sought and invested in developing countries with abundant forest resources such as Vietnam, Laos and Myanmar. In addition, in order to ensure stability of inputs for the wood industry, China has reached an agreement with the governments of countries with abundant wood resources, has bought the rights to exploit wood legally in the forests with forest certificates and wood materials must have clear certificate of origin. Namely, China has imported wood from Russia, China annually imports 19.2 million m³ of timber from the country. In addition, since 2003, Chinese wood companies have signed contracts to exploit more of the forests in Germany and export back to the Chinese market about 50,000 m³ of sawn timber valued at \$ 7.5 million. Since that time, more and more Chinese wood companies have come to Germany to sign wood purchase agreements.

In addition, China established a wood processing zone at home to exploit the forest. For example, China has become the first overseas wood processing zone in Russia under an agreement between 18

wood processing companies in Wenzhou City, China, with the Russian government. According to the above project, the industrial zone has an investment capital of US \$ 81 million with an output of 1.5 million m² of timber, mainly sawn timber, grafted wood and pressed wood products. The project is known to be one of six overseas industrial parks funded by the Chinese government. The Ministry of Commerce and the Ministry of Finance of China provided a loan of 200 million yuan (\$ 25 million) to the 18 companies above.

In order to limit anti-dumping lawsuits from the EU, the Chinese government has assigned local chambers of commerce to disseminate knowledge about this field. For example, the Guangdong Chamber of Commerce and Furniture Association held a workshop on a discussion on countermeasures against European anti-dumping investigations of wooden furniture in order to raise public awareness of furniture exporter of the province.

To ease the competitive pressures, the Chinese wood industry for flooring has launched a marketing campaign to encourage consumers to use real flooring instead of using other flooring materials.

China has also established large-scale production centers very early. Following the policy of market reform and opening, China's wood furniture industry started to develop strongly with leading manufacturing centers such as Guangdong, Zhejiang, Northeast area, China South area and there are now 4 more manufacturing regions which are newly established including the Southern Furniture Industrial zone, located between Guangdong and Fujian; Eastern wood Furniture Industrial Zone, located in the center of Zhejiang, Jiangsu and Shanghai; The Northern wood Furniture Industrial zone, located between Beijing, Tianjin, Hubei and Shandong; and the Northeast wood Furniture Industrial Zone, located between Shenyang and Dalian.

The Chinese government is trying its best to improve the rural economy by accelerating the speed of urbanization, aiming at consumer markets and stimulating consumer demand of people. The above solution will clearly stimulate demand for housing construction and the development of related industries. The construction of housing participating in market as a kind of goods has facilitated the development of the wood furniture industry. Although China's local wood furniture manufacturing industry has a trend of enterprise centralization, medium-sized wood enterprises account for a majority and the level of concentration is low, as up to now there have not been any enterprises, which accounts for over 1% of the market share. This, on the one hand, will create opportunities for large businesses, but on the other hand it will lead to the bankruptcy of small companies and companies with ineffective management.

The Ministry of Commerce and the General Department of Taxation jointly issued a circular on the collection and refund of value-added tax (VAT) on scrap wood and furniture wood. This Circular encourages the utilization and exploitation of all wood sources and applied to scrap wood, including by-products from timber trees (eg branches, bark, leaves, roots, etc.) and scrap wood in processing (wood bars, by products from, bamboo, sawdust, broken wood, wood cores, etc.). wood furniture waste includes secondary wood logs with bad quality, small diameter timber and logs with less than 2 m in length and less than 8 cm in diameter. The decision also requires taxpayers to ensure that quality products meet standards before applying VAT refund.

With the support of the government, investments in factories and transportation contributed to the strong development of manufacturing sector of the high value wood products, especially wood furniture. In the past, wood export turnover of China is estimated to grow at an average of 34% per year. China has become the largest supplier of wood furniture to the EU market. The advantage for the Chinese wood

furniture industry is that cheap labor, offsetting the rise in raw material costs, energy and transportation costs. However, competition for cheap Chinese wood products has also led to an increase in trade disputes. Many EU wood suppliers have filed complaints against China's wood exporters.

3.2. Experience of Malaysia

For a long time, Malaysia was the number one country in South East Asia in exporting wood products to the international market in general and to the EU market in particular, in 2013, Vietnam surpassed Malaysia to become the number one wood product exporter. Malaysia's wood processing and export industry has been employing more than 300,000 employees at 1,202 enterprises, contributing an annual amount of about \$ 7 billion to the Malaysian economy. Wood products are one of the five key export items of Malaysia to the international market in general and the EU market in particular.

Malaysia is the largest world timber and log exporter and the second largest exporter of plywood; ranked 10th in export of wooden furniture. Malaysia's strength is abundant in forest resources, so Malaysia can be self-sufficient in its source of raw materials. However, this country is limited in human resources and high labor costs, but thanks to proper development strategies for the wood processing and export industries, Malaysia has become one of leading exporters of wood products in the world.

3.3. Indonesian experience

Indonesia's wood furniture sector is ranked third in Southeast Asia, behind Vietnam and Malaysia. Export revenue reached \$ 3 billion in 2014, recovering from the global recession, lasting for years and affected by the decline of western markets. Recovery is the result of new government regulations that help improve the quality of wood furniture by legalizing the source of timber and logs.

The Indonesian Ministry of Industry aims to strengthen the structure of the wood furniture industry and reduce the cost of input materials for wood furniture production in order to increase the competitiveness of the exporting wood industry. Therefore, the Indonesian Wood Furniture and Handicraft Association has announced a strategy to improve the competitiveness of the wood furniture industry, the need to reduce the cost of all input materials to producers, especially the cost of accessories and completing costs.

4. LESSONS DRAWN FROM THE EXPERIENCE OF ENHANCING THE COMPETITIVE CAPACITY OF EXPORTING WOOD PRODUCTS

4.1. Lessons drawn from China's experience in improving the competitive capacity of exporting wood products

Firstly, to stabilize the input materials for the wood industry. For this problem, the Chinese government has proposed a strategy for stabilizing the wood material for timber production. This is an important factor contributing to the success of the Chinese wood industry compared to competitors such as Vietnam, Malaysia.

Secondly, the establishment of overseas wood processing zones right in the country exploiting wood materials to save costs.

Thirdly, in order to concentrate the largest resources and create linkages in the timber industry, the Chinese government has established large timber product production and export centers in the advantageous provinces.

Fourthly, the government through the Ministry of Commerce, Ministry of Finance, General Department of Taxation, through tax collection and value-added tax (VAT) refund on scrap wood to stimulate enterprises to exploit and use raw wood materials effectively. Value-added tax refunds to encourage the utilization of wood

wastes as by-products from timber trees (eg branches, bark, leaves, roots, etc.) and scrap wood in processing (wood bars, by products from, bamboo, sawdust, broken wood, wood cores, etc.). wood furniture waste includes secondary wood logs with bad quality, small diameter timber and logs with less than 2 m in length and less than 8 cm in diameter. The decision also requires taxpayers to ensure that quality products meet standards.

Fifthly, governments, wood and forestry organizations and associations, enterprises should cooperate with other international organizations to implement marketing campaigns to drive consumption to export markets.

Sixthly, agencies, organizations and businesses should be well prepared to deal with anti-dumping lawsuits of countries. Organize workshops, meetings to raise awareness for businesses.

4.2. Lessons drawn from Malaysia's improving competitive capacity of wood products

First, like China, Malaysia has also identified a strategic vision for wood material sources from early on. Being a country with abundance of forest resources, Malaysia does not exploit massively for export but its exploitation is based on a well planned plan. Forest plantations are developed to make up for in time the exploited forests. Therefore, Malaysia not only has a very stable source of raw materials for producing wood products, but also exports a lot of raw wood materials to the world market in general and the EU market in particular. However, due to the EU requirement for timber certification for tropical wood products, the Malaysian Timber Certification Council (MTCC) was established in 1999. Accordingly, all companies, organizations Certified by the MTCC must meet the standards of the MTCC and be allowed to use the MTCC logo as a guarantee that timber materials exploited from forests certified by the MTCC in a sustainable manner. This is also Malaysia's strength when the world trends in general and especially the EU market in particular increasingly require the use of wood products from sustainable plantations. In addition, Malaysia is also trying its best to prevent the illegal export of timber, not allowing the precious wood material source to be illegally consumed, affecting the processing and export of the country. This is a reference point for Vietnam to improve its competitive capacity of wood products to the EU market.

Secondly, sign a voluntary partnership agreement in accordance with the law of forest protection of the exporting country to prevent illegal wood product production and to create a competitive advantage over other countries exporting to that market.

Thirdly, Malaysia has many restrictions on labor and high labor costs, so the government has invested and developed wood processing technology. Improving the level of wood product processing technology reduces the dependence on workers, turning the weakness into strengths. Most of Malaysia's wood processing plants are equipped with modern technology lines from Italy and Taiwan. As a result, Malaysia's wood products are very uniform and of stable quality, giving them a competitive advantage over regional competitors such as Vietnam and Indonesia.

Fourthly, it is important to focus on the value chain to remain competitive capacity in the international market, so designing, model improvement and creativity increasing are to create high quality wood products and trademark registration for the product becomes the designer with its own brand.

Fifthly, the Malaysian government has special policies to protect the wood furniture production industry, such as applying a competitive exchange rate policy to the dollar and applying taxes to foreign workers who work in this country for more 3 years to help this production industry maintain its competitiveness and growth. At the same time, the Malaysian government is trying to provide low-interest loans to businesses to help them increase their forest coverage area.

Sixthly, Malaysia considers the wood processing and exporting industry as a key exporting sector. Therefore, the country will soon have export promotion activities and build brands for wooden furniture right after entering the world furniture export market. In particular, the Malaysian government uses incentives to promote the export of wood products through: no export taxes on raw wood products, logs, plywood, wood to create a mold, except for timbers with 15% tax rate. The Malaysian government has set a timber export quota of 5 million cubic meters per year, and has abolished log export quotas from the year 2002.

The solutions above adopted by the Malaysian Government are the valuable lessons drawn for Vietnam in enhancing the competitive capacity of wood products exported to the international market in general and the EU market in particular.

4.3. Lessons drawn from Indonesia's Enhancement Competitive capacity of Wood Products

Indonesia has become the first country to be exempted from monitoring operations to ensure that wood source is used in products comply with EU regulations in the Asian region, resulting in a huge boost to export to European markets in particular and other markets in general. Indonesia basically has similarities in climate with Vietnam, China, Malaysia. However, Indonesia's access to export market for wood furniture is quite different

- First; Indonesia has implemented the legal system of origin of wood and national timber products under the name (SVLK,) in order to meet the FLGT certification of the EU market, thereby Indonesia's timber export volume and value have grown significantly over the last few years. Indonesia's export value of wood products has increased to \$ 10.6 billion in 2015 after the SVLK standard is launched in 2013. Currently the forestry sector accounts for 1% of Indonesia's GDP.

Secondly, Improvements in design, such as finding out to produce more durable wood furniture, will become important factors. This should be noted along with supervision of illegal export activities that have hindered the timber industry for a long time. Thus, changing the design of wooden products and wood furniture of Indonesia is an important step, determining the growth of Indonesia's wood export sector to the EU market.

Thirdly, Indonesia expressed its clear commitment that in 2011 Indonesia ended FLGTVPA negotiation and signed in 2013, until 2016, FLGTVPA came into effect. This said that the Indonesian wood and forestry sector realized the competitiveness of the wood exporting sector from countries in the region.

5. IMPLICATIONS FOR VIETNAM

By analyzing the lessons drawn from enhancing the competitive capacity of exporting wood products of some countries such as China, Malaysia and Indonesia, these countries are known to consider the EU as a key market in exporting wood products. Each country has its own challenges and policies consistent with the circumstances and potentialities to enhance the competitive capacity of wood products in this difficult market. The policies and practices of China, Malaysia and Indonesia in improving the competitive capacity of exporting wood products have suggested some implications for Vietnam in enhancing its competitive capacity of wood products in the EU market as follows:

Firstly, it is necessary to develop a stable and sustainable wood raw material area. This is proved in China, Indonesia and Malaysia, when these countries have developed policies and methods to develop wood raw material areas in a stable and sustainable way so as to be active in production, reduce production costs and prices. For China, in the 80s of the 21st century, the Government has made adequate investments in sustainable forest

research and forest plantation planning at the same time implementing a national program of afforestation while maintaining a policy of tightening management of illegal timber exploitation in the country.

In addition, in order to ensure stability of inputs for wood industry, China has reached an agreement with the governments of countries with abundance of wood resources, buying the rights to exploit timber legally in the forests which has forest certifications and wood raw materials have a certification of origin. For Malaysia, despite a abundance of forest resources, Malaysia does not exploit massively for export and the wood exploitation is based on a well-planned plan. In addition, the Malaysian Government established the Malaysian Timber Certification Council (MTCC) to manage and license wood exporters to the international market in general and to the EU market in particular. This is a very good idea for Vietnam to establish stable and stable wood raw material areas.

Second, science - technics and new technologies must be invested in processing and production of wood products, so wood products will have more diversification, reducing costs and lower prices at the same time quality of wood products will be improved and meeting the increasing demand in the EU market. Realizing the importance of science and technology in enhancing the competitive capacity of Chinese exporting wood products, Malaysia has significant investment in processing and wood production technologies such as Most of the Malaysian exxporting wood processing and production factories have imported advanced technologies from Italy and Taiwan, while China has considered investment in technology in the wood industry as an important point to create a absolutely competitive advantage of China's export of wood products to the international market in general and the EU market in particular.

Third, there must be special mechanisms and policies to support the development of the timber industry. According to Chinese experience, the government through the Ministry of Commerce, the Ministry of Finance and the General Department of Taxation, through value added tax (VAT) collection and refund on scrap wood to stimulate enterprises to exploit and use wood material effectively. For Malaysia, the government has adopted a number of special policies, such as a competitive exchange rate policy with the dollar or a tax policy for foreign employees operating in the country for more three years. to help the industry maintain competitiveness and growth; Providing preferential credits to wood processing and manufacturing enterprises. Special supporting mechanisms and policies from the government have helped Chinese, Indonesian and Malaysian timber processing and manufacturing enterprises to increase the competitive capaccity of the EU market.

Fourthly, it is necessary to carry out diversified and effective trade promotion programs. Trade promotion activities will advertise trademark of exporting wood products of countries in importing markets; raise the awareness and demand of markets for exporting wood products, thereby the competitive capacity of wood products for export has improved. China has been very successful in promoting trade for wood products. The Chinese government not only promotes trade promotion through state promotion units, industry associations, commercial counselors in EU but also through the policy of encouraging overseas Chinese in the EU to promote the promotion of Chinese wood products through cultural exchanges and, especially, the widespread distribution channel system. of the overseas Chinese in the EU market. This is a good suggestion for trade promotion activities of wood products of Vietnam in the EU market.

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DIVIDEND POLICY AND STOCK PRICE VOLATILITY

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ABSTRACT: *We investigate the impact of dividend policy on the stock price volatility in the context of Vietnam. The panel data derived from 108 listed companies in Vietnam during the period from 2008 to 2015 (809 observations) is analyzed by using Fixed Effect Model (FEM) and Random Effect Model (REM). The results indicate a significantly negative relationship between payout ratio (PAYOUT), dividend per share (DPS) and stock price volatility, and a positive relationship between dividend yield (DY) and stock price volatility of the companies.*

Keywords: *Dividend policy; stock price volatility; panel data; Fixed effect model; Random effect model.*

1. INTRODUCTION

Reaction of stock price to the dividend policy is a debate topic during the last several decades. In terms of the relation between the dividend policy and the firm value, there are two conflicted theories which are dividend irrelevance and dividend relevance. According to the dividend irrelevance theory developed by Miller and Modigliani (1961), there is no relation between the stock value and the dividend policy in the perfect market. However, the bird-in-the-hand theory presented by Linter (1956) and Gordon (1963) argues that shareholders prefer receiving dividend payments rather than uncertain capital gains in the future. The payment of dividend would create the value for the shareholders; hence the dividend policy possibly affects the firm value. In addition, several previous empirical studies about the relation between the dividend policy and the stock price volatility have been conducted and shown different results.

In this research, we analyze the influence of cash dividend policy on the stock price volatility of firms in Vietnam which has not much been considered previously. We use price volatility as a dependent variable to see the effect of cash dividend policy on stock price over the long run period.

2. LITERATURE REVIEW

Although study of the dividend policy has attracted considerable attention of finance experts and economists for more than a half century, the main contradictory approaches of dividend policy impact can be briefly summarized in two theories: the dividend irrelevance theory proposed by Miller and Modigliani, (1961) and the dividend relevance theory proposed by Graham and Dodd (1951). Moreover, some of other arguments including the information content of dividends (signaling), efficient market hypotheses, the clientele effects, and the agency cost hypotheses can be also used to explain corporate dividend behavior.

One of the most important theoretical studies about the impact of the dividend policy on firm value was firstly proposed by Miller and Modigliani (M&M) in 1961. They indicated that under certain assumptions of perfect capital markets and rational investors, a firm's dividend policy does not affect its value, i.e., the

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dividend policy would be irrelevant. Instead, the value of firms is estimated based on the capitalized value of their future earnings and it does not matter that the firms pay dividends or not. In other words, the firm value is determined by the income generated from the investment decisions of a firm. M&M mentioned that the pre-existing dividend clientele effect hypothesis probably determines the dividend policy under certain conditions. They also argued that these imperfections might cause investors to choose securities that reduce costs and supposed the tendency of investors to be attracted to a certain type of dividend-paying stocks a “dividend clientele effect”.

Other empirical studies including Black and Scholes (1974), Miller and Scholes (1978, 1982), Chen et al. (2002), Adefila et al. (2004) and Uddin & Chowdhury (2005) have been done to support the M&M theory. However, this theory also received strong criticism from different studies conducted by Ball et al. (1979), Baker et al. (1985) and Baker and Powel (1999) since the theory strongly relied on unrealistic assumptions.

An alternative view which needs to be considered is that the dividends affect firm value. Indeed, the bird-in-the-hand theory developed by Linter (1956) and Gordon (1959) showed that in a world of uncertainty and imperfect information, dividends are valued differently to retained earnings (or capital gains). For risk-averse investors, shareholders are more likely to prefer a higher dividend payment in the present rather than uncertain capital gains in the future since “a bird in the hand is worth two in the bush”. Indeed, a high dividend payout ratio would reduce the cost of capital associated with an increase in firm value. The empirical studies which support the bird-in-the-hand theory consist of Bhattacharya (1979), Travlos et al. (2001), Baker et al. (2002), Mayers and Frank (2004), Dong et al. (2005) and Maditinos et al. (2007).

The asymmetric information between the managers and the shareholders is also a hypothesis for an inadequate dividend irrelevance hypothesis of M&M. It is likely that the dividends have implicit information about a firm’s prospects and convey this information to the market. This proposition has been considered as the “information content of dividends” or the “signaling hypothesis”. The announcement of increased dividend is good news leading to higher share prices. On the other hand, the announcement of decreased dividend causes unfavourable prospects which tend to reduce share prices. More details about the dividend signaling models can be found in John and Williams (1985), and Miller and Rock (1985).

Several empirical studies have been carried out to examine the effect direction of the dividend payments on the stock price fluctuation and showed different results. Indeed, Friend and Puckett (1964), Basin (1989), Nishat and Irfan (2003), Nazir et al. (2010) and Asamoah (2010) found that there is a positive correlation between dividend and share price volatility. However, the results obtained by Fama and French (1988), Ohlson (1995) and Hussainey et al. (2011) indicated a significantly negative relation. On the other hand, Allen and Rachim (1996) and Rashid and Rahman (2008) claimed that no evidence of the impact of dividend yield on price volatility was found. In Vietnam, Vinh (2014) investigated the correlation between dividend policy measured by payout ratio and dividend yield and firms’ stock price volatility by using panel data regression methodology. The data of 103 listed firms in Vietnam in the period 2008-2012 showed a significant correlation between dividend policy and stock price volatility.

3. DATA AND METHODOLOGY

We analyze the long-run impacts of cash dividend policy on stock price volatility. Based on the sample consisting of 403 listed companies in Vietnam, we decide to select the companies that had paid

cash dividends continuously during the period 2008 to 2015. As a result, a panel data derived from financial statements of 108 listed companies in Vietnam during the period from 2008 to 2015 (809 observations) is utilized (unbalanced panel data) for this study. This data was collected from the annual reports of companies listed on the Vietnamese Stock Exchange. The stock prices were obtained from the website www.cafef.vn and www.stockbiz.vn. (Following Muhammad et al., (2011), firms in the financial sector or services sector have been excluded).

We investigate the relationship between dividend policy and stock price volatility by using estimation models which are Pooled OLS, Fixed Effect Model (FEM), Random Effect Model (REM). The regression model can be designed as follows:

$$PV = C + \beta_1 * \text{PAYOUT} + \beta_2 * \text{DY} + \beta_3 * \text{DPS} + \beta_4 * \text{EPS} + \beta_5 * \text{ROA} + \beta_6 * \text{GROW} + \beta_7 * \text{SIZE} + \beta_8 * \text{CAP} + u$$

The Breusch-Pagan test and the Hausman test are used to determine which model is more reasonable. Finally, in order to increase the significance of the results, we estimate the regression model with robust option.

Measurement of Variables

Price volatility which is a statistical measure of the dispersion in stock returns is set as the dependent variable. Two proxies of the dividend policy which are the dividend yield and dividend payout ratio are used as the explanatory variables:

Dependent variable: *Price volatility (PV)*: Price volatility indicates the degree of change in the price of a stock over time. High price volatility shows that a stock value can theoretically span to cover a large range of values, meaning that the stock price can change significantly within short time horizon in either direction.

Following Parkinson (1980), price volatility can be measured by using the following formula:

$$PV_i = \sqrt{\frac{H_i - L_i}{\left(\frac{H_i + L_i}{2}\right)^2}}$$

Where: H_i and L_i are the highest and lowest stock price during the period i .

Independent variables: Three proxies of the dividend policy which are the dividend payout ratio, dividend yield and dividend per share are used as the explanatory variables. The other variables of the regression model are presented in the table below.

Table 1. Definition of variables

| Variables | Code | Measurement | Related empirical studies |
|------------------------------|--------|---------------------------------------|--|
| Explanatory variables | | | |
| Dividend Payout Ratio | PAYOUT | Dividends / Net Income | Allen & Rachim (1996), Pani (2008), Rashid & Rahman (2008), Khan (2011), Khan (2012), Nishat & Irfan (2003), Vinh (2014) |
| Dividend Yield | DY | Dividends Per Share / Price Per Share | Rashid & Rahman (2008), Nishat & Irfan (2003), Habib (2012), Vinh (2014). |
| Dividend Per Share | DPS | Dividends / Total Shares | Nazir et al. (2010), Asamoah (2010), Khan (2012). |
| Control variables | | | |
| Earn Per Share | EPS | EPS | Baskin (1989), Allen & Rachim (1996), Adefia et al. (2004), Khan et al. (2011). |

| | | | |
|-------------------|------|-----------------------------|---|
| Profitability | ROA | Return/ Total Asset | Allen & Rachim (1996), Nishat &Irfan (2003), Rashid & Rahman (2008), Vinh (2014) |
| Firm's growth | GROW | Growth in Revenue | Rashid & Rahman (2008), Habib (2012), Vinh (2014) |
| Firm Size | SIZE | Log ₁₀ (Revenue) | Rashid & Rahman (2008), Nazir et al. (2010), Asamoah (2010), Vinh (2014), Hussainey (2011). |
| Capital Structure | CAP | Debt / Total Asset | Rashid & Rahman (2008), Nazir et al. (2010) |

4. EMPIRICAL RESULTS

4.1. Descriptive Statistics

The descriptive analysis in table below shows the mean, standard deviation, minimum, and maximum values of the variables. It is useful to mention that in order to limit the impact of outliers in the sample, we reduced and winsorized the number of extreme observations.

Table 2. Descriptive Statistics

| Variable | Number of Observations | Mean | Standard Deviation | Minimum | Maximum |
|--------------------------|------------------------|-------|--------------------|---------|---------|
| PV | 769 | 0.722 | 0.357 | 0 | 2 |
| PAYOUT (%) | 769 | 52.59 | 29.24 | 0 | 179 |
| DY (%) | 769 | 13.81 | 12.67 | 0 | 119 |
| DPS (thousands VND) | 769 | 1.761 | 1.393 | 0 | 22 |
| EPS (thousands VND) | 769 | 2.882 | 2.882 | -8.65 | 20.59 |
| ROA (%) | 769 | 10.33 | 10.56 | -0.32 | 170 |
| GROW (%) | 769 | 16.28 | 35.91 | -100 | 342 |
| Log ₁₀ (SIZE) | 769 | 5.794 | 0.659 | 4.24 | 7.35 |
| CAP (%) | 769 | 44.45 | 23.08 | 4 | 94 |

Table 2 shows that the price volatility has a value ranging from 0.0 to 2.0 with mean value of 0.722 and standard deviation of 0.357. This indicates that the degree of change in the price of different listed companies in Vietnam is totally different.

The correlation analysis results are shown in table 3. Our results imply that there is no multicollinearity among the independent variables in the regression model.

Table 3. Correlation matrix

| | PV | PAYOUT | DY | DPS | EPS | ROA | GROW | SIZE | CAP |
|---------------|----------|----------|----------|----------|----------|----------|----------|----------|----------|
| PV | 1 | | | | | | | | |
| PAYOUT | -0.11 | 1 | | | | | | | |
| DY | 0.18 | 0.29 | 1 | | | | | | |
| DPS | -0.08 | 0.29 | 0.46 | 1 | | | | | |
| EPS | -0.14 | -0.16 | 0.08 | 0.63 | 1 | | | | |
| ROA | 0.03 | -0.14 | 0.21 | 0.51 | 0.56 | 1 | | | |
| GROW | 0.05 | -0.11 | 0.03 | 0.02 | 0.10 | 0.09 | 1 | | |
| SIZE | -0.19 | -0.09 | -0.14 | 0.05 | 0.11 | -0.08 | 0.15 | 1 | |
| CAP | -0.01 | -0.07 | -0.06 | -0.23 | -0.23 | -0.46 | 0.11 | 0.44 | 1 |

Table 4 reports the results of the regression analysis based on the Pooled OLS, Fixed Effect Model (FEM), Random Effect Model (REM).

Table 4. Regression Results and model tests

| Dependent Variable: PV | Regression Models | | | |
|-------------------------|---------------------|---------------------|---------------------|---------------------|
| | Pooled OLS | FEM | REM | Robust FEM |
| C | 1.3292*** (0.0000) | 5.7320*** (0.0000) | 1.3815*** (0.0000) | 5.7261*** (0.0000) |
| PAYOUT | -0.2276*** (0.0000) | -0.1179** (0.0400) | -0.2252*** (0.0000) | -0.1184*** (0.0052) |
| DY | 0.6326*** (0.0000) | 0.7628*** (0.0000) | 0.7003*** (0.0000) | 0.7633*** (0.0000) |
| DPS | -0.0110 (0.4678) | -0.0346** (0.0170) | -0.0145** (0.0306) | -0.0345* (0.0530) |
| EPS | -0.0270*** (0.0007) | 0.0150 (0.1711) | -0.0261** (0.0006) | 0.0149 (0.1880) |
| ROA | 0.2744* (0.0926) | 0.2812 (0.1094) | 0.8289** (0.0349) | 0.2822 (0.1950) |
| GROW | 0.0517 (0.1370) | 0.1302** (0.0003) | 0.0522 (0.1009) | 0.1298*** (0.0011) |
| SIZE | -0.0951*** (0.0000) | -0.8769*** (0.0000) | -0.1067*** (0.0000) | -0.8757*** (0.0000) |
| CAP | 0.0824 (0.2231) | -0.0107 (0.9400) | 0.0916 (0.1690) | 0.1790 (0.9412) |
| R ² | 0.3262 | 0.3953 | 0.2323 | 0.3857 |
| Adjusted R ² | 0.3170 | 0.3888 | 0.2219 | 0.3684 |
| Prob. (F-statistic) | 0.0000 | 0.0000 | 0.0000 | 0.0000 |
| Number of observations | 769 | 769 | 769 | 769 |
| | Breusch-Pagan Test | | Hausman Test | |
| λ^2 | 46.693 | | 151.58 | |
| Prob. > λ^2 | 0.0000 | | 0.0000 | |

***, ** and * represent significance at the 1%, 5% and 10%.

Based on the results of Breusch-Pagan test and Hausman test, the fixed effect model is chosen to analyze the influence of cash dividend policy on the stock price volatility of the firms in Vietnam. Then, this model is estimated with robust option in order to remove the heteroscedasticity and increase the significance of the regression results. The results of the regression analysis based on Robust Fixed Effect Model (Robust - FEM) are also presented in the Table 4.

As seen in Table 4, the relationship between dividend per share (DPS) and share price volatility is negative and statistically significant at 5%. A negative and significant association at 1% between price volatility and dividend payout ratio is also observed in this table. This means that as long as the firm's dividend per share or payout ratio increase, the price volatility decreases. Since this observation is consistent with the view that the high cash dividend reduces the firm's cash flow uncertainty, leading to more stability in the price, it could provide a supporting evidence for the duration effect theory. This result also shows that the high dividend can be considered as an indicator of the firm's stability and therefore there would be an expected inverse association between the dividend and the price volatility. In addition, our finding is in good agreement with the assumption in which an increase of the dividend causes a reduced stock value uncertainty and in good agreement with the previous studies, e.g, Travlos et al. (2001), Akbar and Baig (2010), Nazir et al. (2010) and Khan (2012).

The results of regression provide an evidence of a significantly positive relationship between dividend yield (DY) and stock price volatility (significant level at 1%). In other words, the market reacts favorably to the announcements of dividend policy, i.e., dividend yield of the companies listed on the Vietnamese stock market. This implies that the dividend policy announcement relating to the dividend yield of the listed firms

in Vietnam conveys positive information to market participants. It is useful to recall that according to the dividend signalling theory, a company decides to announce its dividend yield to signal its future prospects to the market, leading to a change of its stock prices. Investors invest their money in stocks to earn a return either by dividends or stock appreciation. The dividend yield is a financial ratio which measures the amount of cash dividends distributed to common shareholders relative to the market value per share. Dividend yield is usually used by investors to show how their investment in stock to generate either cash flows in the form of dividends or increments in asset value by stock appreciation. A good signal relating to dividend yield seems to be more attractive to investors. In addition, in the context of Vietnam's emerging financial market, continuous buying and selling behavior in stock of investors in short time may create the high fluctuation of stock price. This result agrees well with the previous works, e.g., Nishat & Irfan (2003), Rashid & Rahman (2008), Muhammad et. al., (2011), Zakaria et al. (2012), Habib (2012), however not with Bakisn (1989) and Vinh (2014). The effects of the internal factors, such as growth rate and firm size on the stock price volatility of the companies listed on the Vietnamese Stock Exchange is also clearly illustrated.

Overall, in terms of the long-term impact, our results show that the dividend policy strongly influences the stock price volatility. Indeed, there is a significant negative effect of the dividend policy's components comprising the dividend payout ratio and the dividend per share on the share price volatility. Particularly, in Vietnam, when the firms increase their dividend payout ratio or their dividend per share, the stock prices tend to be stable, i.e., the price volatility fall, leading to a decrease in the share price risks. Furthermore, our results indicate a positive significant association between the firm's stock price volatility and its dividend policy measured by the dividend yield. Consequently, when the dividend yield rises, the price volatility or the uncertainty of the stock value rises.

5. CONCLUSION

Our study has investigated the effects of dividend policy on the stock price volatility in the context of Vietnam. The results indicate the significantly negative relationship between dividend per share, dividend payout ratio and stock price volatility, and a positive relationship between dividend yield and stock price volatility of companies. These conclusions have also supported the dividend relevance theory.

Our findings would enhance current understandings of the dividend policy impact on the stock price and that allows financial managers to be able to determine an optimal dividend policy which improve the performance of the firms.

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ANGEL FINANCING: WHAT WE KNOW AROUND THE WORLD

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ABSTRACT: This study conducts a comprehensive review of recent literature on angel financing and its effects on entrepreneurial firms from a corporate finance dimension. Previous literature emphasizes the role of angel financing as the fundamental funds for innovative startup firms. Apart from venture capital funds and private equity funds, angel investors are private investors, who are willing to take high risk to exchange for equity. This paper not only reviews the very sparse academic literature on angel financing in Vietnam but also identifies previous research gaps and provides recommendations for future studies.

Keywords: *entrepreneurial financing; angel investor; venture capital; Vietnam*

1. INTRODUCTION

One of the most challengeable issues of entrepreneurial firms is their ability to find financing resources. Entrepreneurship finance, previously, seems to be seen separated from corporate finance since financial issues faced by public corporation are totally different from entrepreneurial firms. However, recently, financial economists consider financial issues of entrepreneurial firms in the light of corporate finance theory. Since such firms are lack of profitability, tangible assets, and cash flows, debt financing is not easy to access. Thus, entrepreneurs seem to rely on three fundamental sources of outside equity financing including venture capital funds, angel finance, and corporate investors (Denis, 2004). Previous studies on entrepreneurial finance tend to put more weight on the importance of venture capital funds or corporations, the institutional investors while relatively little work has been done on angel investors. National Venture Capital Association indicates the size of the angel finance to be roughly US\$100 billion and the size of the independent venture capital market to be US\$48.3 billion as of January 2000 (Wong, 2002). The dominance of capital volume funded by angel investors at the seed and early stage expresses the need for more studies on angel capital, both from macro and micro perspectives.

Regarding to the staged financing for entrepreneurial firms, it is undeniable the role of angel investors during the seed or early stage. Especially, angel finance becomes prime funds for investment with small amount of initial money and less attractive to venture capitalists. Venture capital funds invest their money based on the risk pooling; hence, entrepreneurial firms have to satisfy many requirements in case of approval. One of the essential conditions is the profitability of entrepreneurial firms in markets. However, it is difficult to predict and prove the probability of success of an entrepreneurial firm in reality. Hence, venture capital is ideal fund for entrepreneurial firms yet not easy to access. Venture capital tends to get a lot of attention

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from policy makers but the primary source of external seed and early stage equity financing for many start-ups is angel financing. This fund via providing start-up enterprises not only financing but also managerial experience increase the surviving and growing likelihood of entrepreneurial firms. Moreover, the investment of angel investors provides a signal of a firm to the market and allows a hybrid model, a combination between angel investors and venture capital funds in funding an entrepreneurial firm. Hence, fostering business angel investment in start-ups has shown significant impacts on economies and societies (BAF, 2010).

Topica Founder Institute indicated that Vietnam was given 92 investment deals for entrepreneurship, innovation, and creation with a total investment amount of US\$291 million in 2017. This is double the number of deals in 2016 with a 50% increase in total deal size. The ambitious “startup nation” plan of the Vietnamese government will better succeed via considering the valuable lessons from the success of other nations. This paper conducts a comprehensive review of recent research on angel financing around the world and outline policy recommendations for Vietnam to enhance start-up ecosystem. The previous studies emphasize the role of angel investors during seed and early stage of start-up enterprises, as well as the differences between angel financing and venture capital funds. Recent literature emphasizes the key drivers of angel investors when selecting a start-up enterprise and the underlying motivations of an individual to become an angel investor. This study not only reviews the very scant academic literature on angel financing in Vietnam but also identifies previous research gaps and provides recommendations for future studies.

The remainder of the paper is organized as follows. Section 2 reviews the recent literature to discuss the importance of angel financing in entrepreneurial firm’ performance. Section 3 presents the differences between angel financing and venture capital funds as well as the factors of being an angel investor. Section 4 summarizes the recent empirical studies literature on angels in specific markets. Section 5 introduces angel financing in Vietnam and provides an outlook for future research.

2. ANGEL INVESTORS AND THE ROLES IN ENTREPRENEURIAL FIRM’S PERFORMANCE

The term “angel” was first used as a business term by Wetzel (1983) to describe the investors who supported those entrepreneurs as “angels”. Angel investors have a long history as informal investors in the narrow subset of the private equity market (Lamoreaux et al., 2004; Shane, 2009). Wong et al. (2009) indicates “Angel investors are high-net worth individuals who typically invest in small, private companies on their own account”. Angel-backed firms are usually high-risk, high-growth in an early stage (Frear et al., 1994). Angel financing is at the second round of a start-up cycle, after seed capital from family circle but before formal types of institutional investments such as venture capital funds. Being different from venture capitalists, who make investing decisions in the interest of the limited partners, angel investors act on their own money. Hence, in some cases, instead of returns, enjoyment of fun in involvement is the priority when angel financiers make investment decision (Ibrahim, 2008; Van Osnabrugge, 2000).

Angel investors can be classified into two general groups: related and unrelated angel investors. The first group refers to the people with business relationship such as suppliers, customers, employees, or competitors while the second one includes individuals without any connection to the entrepreneur or business (Edelman et al., 2017). Some authors generated their own clusters for angels, for example, 5 groups by Evanson (1998) including corporate, entrepreneurial, enthusiastic, micromanagement and professional.

Many studies indicate angel investors as “the most important source of capital for start-up firms”. However, it is undeniable that business angels play a major role in the development and growth of entrepreneurial firms considering financial capital investments, governance, and quality signal.

Being a direct investor: Since angels invest their own money without any particular compensation plans, they can nature ventures' long-term innovation. Moreover, the high probability of failures at early stage of an innovation may require angels more time and efforts to develop and commercialize innovation.

Providing value added to entrepreneurial firms: The most important role of angel investors is to add value to entrepreneurial firms through angels' involvement. Involvement was defined first by Tybjee & Bruno (1984) as all activities unrelated to supplying financial capital. Lennart Page (2014) defines involvement as all activities of the angel investor apart from the provision of capital and uses the set of roles of Politis (2008) to classify different types of involvement: sounding board/ strategic management, supervision and monitoring, resource acquisition and mentoring. The first value added role of angels is advising the entrepreneur based on extensive business know-how and management expertise. From the perspective of resource-based arguments, business know-how and strategic management from experienced angel investors can generate competitive advantages for smaller firms, which are lack of knowledge in critical management as finance and marketing (Prahalad and Hamel 1990; Barney, 1991; Teece et al. 1997; Shepherd et al. 2000). The second dimension of angels' involvement in entrepreneurial firms is monitoring and supervising (Ehrlich et al., 1994; Politis, 2008; Sætre, 2003). The conflicts between business angels (principal) and the entrepreneur (the agent) can lead to moral hazard or adverse selection problems (Jensen and Meckling, 1976). Hart (1995) proposed that in the risky small firms, the best way to gain ex post control and exert power over the investment would be through active involvement in the investment. Supervising and monitoring role of angel investors can mitigate the agency problems, hence, minimize potential asymmetric information, and reduce agency costs.

The last value-added function of angel investors is resource acquisition and mentoring. Angels can use their personal networks to help the venture better in preparing for unexpected events in marketplaces (Harvey and Evans, 1995). The resource acquisition aspect of involvement includes activities such as interfacing with investor groups, providing important business contacts and raising additional funds (Lennart Page, 2014). With the support of angels, small firms in the early phases of development can overcome the lack of connection to major key stakeholders (Aldrich and Zimmer, 1986) as well as the dependence on external environment. About mentoring, it refers to establishing a stable business relationship between angels and the entrepreneurs (Freear et al., 1997; Mason and Harrison, 1997; Brettel, 2003). The mentoring role of business angels refers to the theory of relational governance, which emphasizes the role of norm-driven definitions of appropriate behavior in regulating an economy (Huse, 1993). The attendance of angels in entrepreneurial firms can generate added value for firm through mutual understanding, vision sharing, and trusting between the angels and the entrepreneurs.

Quality signal: Angels may provide an early endorsement of quality that alleviates uncertainty around the initial stages of technology development (OECD, 2011; Elitzur and Gavius, 2003). Taking into account a situation of co-invest in deals between angels and venture capitalists, thereby gaining the expertise of a professional investor, or albeit in relatively rare cases, even invest as a limited partner in a venture fund (Mason and Harrison, 2000). Additionally, investment by an angel investor may send a positive signal of a start-up firm to the venture capital funds, thus mitigating possible moral hazard issues (Elitzur and Gavius, 2003) in future VC investments.

3. THE DIFFERENCES BETWEEN ANGELS AND VC/PE

Previous studies on entrepreneurial financing indicate several major differences between angel investors and VC/PE funds. These points are clarified in following table.

Table 1. A comparison of angel financing and PE/VC funds

| Criteria | Angel Financing | PE/VC funds |
|-------------------------------|---|---|
| Stage of the start-ups | The seed or early stage | Later-stage/mature |
| Type of firms | Local firms | Not limited |
| Screening process | Based on personal relationship Informal procedure | Due diligence & portfolio management |
| Investment amount | Small | Large |
| Source of investment | Private money | Financial intermediaries |
| Investment method | One time On going support | Staged financing |
| Control mechanism | Geographic proximity | Board seats, staged finance, contract provision |
| Required returns ¹ | 20%~30% on average | 35%~45% on average |
| Incentives | Not only returns Others: social or economic reasons; investing personal knowledge and time | Financial returns |

(Source: Cumming and Johan, 2013; Sudek, 2006; Ibrahim, 2008; Sohl, 2003; Avdeitchikova et al., 2008; Aernoudt, 1999; Cochrane, 2005; Shane, 2005; Chua and Wu, 2012; Wong et al., 2009, 2010)

4. EMPIRICAL STUDIES ON ANGEL FINANCING

Despite of the importance of angel investment in filling the equity gap at early stage of a start-up firm, studies on angel financing seem to be spared. Most of the studies on angel financing were conducted in the developed economies such as the US, the UK, and OECD countries. The emerging markets and frontier markets attract little attention of academic research. Generally, prior studies on angel investors focus on three main contents: the profile of angel investors; the differences between angel investors and venture capitalists; the public policies for angel financing. Empirical studies were conducted mostly in the US and the UK, where data of angel and venture investment deals were available. Struggling with the lack of data is the most challenging of researchers (Wong, 2009).

In term of the profile of angel investors, Wetzel (1983) is the earliest author providing the profiles of angel investment in the survey of New England area angels. Prowse (1998) describes the characteristics of angel investors in the Dallas area. Ehrlich et al. (1994) publish survey results comparing the level of investor involvement of venture capitals and angels. Sohl, Van Osnabrugge, and Robinson (2000) provide survey evidence on the investment behavior of angels within certain industries. Recently, study of Wong (2009) uses the final sample consists of 215 investment rounds made by angel investors in 143 companies from 1994 to 2001 in the US focuses on the control aspect of angel investors. This paper presents the characteristics of angel finance, from the implemented control mechanisms to the determinants of funding levels. A part from venture capitalists, angels are not given the traditional control rights. Rather, one of the primary mechanisms to control agency costs is the alignment of the entrepreneur's interests with those of the firm through the large ownership positions. Angels receive a higher equity stake to compensate for the extra risk of investing under greater uncertainty. The statistically significant and positive coefficient on the first round dummy indicates angels receive a premium for investing early

About the dissimilarities between angels and venture capitalists, Casamatta (2000) develops an empirical model that captures some of the differences between angel investment and venture capital. The

author indicates that the optimal choice of security is a function of the size of investment. Moreover, this study finds empirical support the hypothesis that larger investments (mainly by VC) should use complicated securities while smaller investments should adopt common equity and straight preferred equity. The study of Wong (2009) also identifies several differences between venture capitalists and angel investors. Angels fund is smaller amounts than venture capital. Firms that require larger amounts will seek venture capital investment, while angels may be preferred for small capital. Angel investors appear to nurture younger firms until the company is established enough for venture capital consideration. Chemmanur and Chen (2006) developed a model to explain the reasons behind why entrepreneurs might want to obtain angel investments first before approaching VCs. Schwienbacher (2009) assumed that both angels and VCs can add value, and his model explains the differences in choosing early-stage financiers between angels and VCs from the perspective of entrepreneurs. Hellmann and Thiele (2014) presented a “Friends or Foes” theory that models the interdependences between angels and VCs. This model assumes that the investee firms want to proceed from angel financing to VC financing, and those VCs might use their market power or control rights to squeeze out angels in later stages.

Cumming and Zhang (2016) using the data from PitchBook with a collection of over 5,000 angel deals and 80,000 PE/VC deals from 96 countries in the period from 1997 to 2012 developed 2 hypotheses about the differences between angel investors and venture capitalists in term of market conditions, legal environments, and cultural dimensions (higher levels of individuals and risk endurance). This study is the first to use a multi-country private equity deal-level database to observe the investment behaviour of angels versus PE/VC funds. The authors found legal and cultural differences around the world have a more pronounced impact on angel investors relative to PE/VC funds.

Regarding to the public policies supporting angel investors, prior studies tend to concentrate on the tax regime and institutional framework. Lerner (1998) analysed the plausibility of public efforts to fund new firms via angels. The investment tax credit program and its impacts on entrepreneurial activities were studied in the US. Hendon, Bell, Blair, and Martin (2012) found that more than 20 states offered angel investment tax credit programs for the purpose of increasing entrepreneurial activity. Bell et al. (2013) developed the hypothesis that “the rate of increase in entrepreneurial activity will be significantly greater after the introduction of a state angel investment tax credit programs.” The results of this study supported the theory that state angel investment tax credits affect state level entrepreneurial activity.

5. ANGEL FINANCING IN VIETNAM AND SOME RECOMMENDATIONS FOR FUTURE STUDIES

Previous literature reviews on the angel financing around the worlds indicate not only the importance of angel investors in development and performance of entrepreneurial firms but also various aspects of academic studies on such topic. However, it is clear that most of the prior research is about the developed markets with a focus on the US, UK, and big markets in OECD, where dynamic financial system and legal institution support angel investment strongly. Studies on Asian markets tend to focus mostly on developed economies as Japan, Singapore, and Korea (Wong and Ho, 2007; Kutsuna and Harada 2004; Hindle and Lee 2002; Tashiro 1999). Emerging markets as Thailand and Philippines have received little attention of academic studies. However, emerging markets are becoming the most attractive due to the investment from MNCs in developed markets. Hence, studies on investment opportunities in Southeast Asian markets, including Vietnam, will increase in the near future.

Scheela et al. (2012) conducted a survey to study the business angel in 4 Southeast Asian markets including Vietnam. The profile of business angels in Vietnam was described as following table:

Table 2. A summary of angel financing in Vietnam

| Criteria | Value |
|--|----------------------------|
| Fund size | US\$1.0M (\$250K ~ 1.5M) |
| Investment size | US\$85K with median \$100K |
| Average number of years of investing | 6.4 years |
| Investors/angel | 3.3 partners |
| Total number of investments | 54 companies |
| Average investments | 9 companies |
| Seed stage/Early | 82 |
| Growth stage | 18 |
| Mature stage/buy out/other | 0 |
| Average investment duration | 5.2 years (3~10 years) |
| Time for monitoring | 44% |
| Level of education | 33% BA/BS and 67% MS/MBA |
| Number of board seats/BA | Mean 5.3 (2~15 seats) |
| Investment performance vs. expectation | Average (33%); Above (67%) |

(Source: Scheela et al., 2012. Data from survey with 6 business angels in Vietnam)

This study suggests some policies for Vietnam including corporate governance and transparency; and better legal and financial institutions. Regarding angel investors, forming a business angel club, and better access to bank financing for BA and entrepreneurs are indicated to enhance angel investment in Vietnam.

There is very scant research on angel financing in Vietnam, both in drawing the personal portrait of angel investors and the impacts of angel financing on investment performance. Some studies on entrepreneurial financing investigate the determinants of venture capital's success on entrepreneurial firms. For example, Scheela and Van Dinh (2004), one of those few empirical studies on five venture capital firms in Vietnam, found that the venture capitalists focus more on monitoring entrepreneurial firms in Vietnam compared with those in the US due to the insufficient institutions (Dao, Tran, and Nguyen, 2018).

Despite the emergence of innovative start-ups and entrepreneurial ecosystem, the scarce studies on the relationship between angel capital and entrepreneurs provoke potential future research in Vietnam.

Suggestion for future studies

First, with the surge of more than 3,000 Vietnamese entrepreneurial firms according to the Echelon Magazine, the research on the role of angel financing in entrepreneurial firms in Vietnam should focus on conducting quantitative models to statistically examine what kinds of roles and subsequent value that angel investors may add to entrepreneurial firms. Among those roles of direct investor, value-added functions, and quality signal, which one is more dominant in supporting entrepreneurs in Vietnam?

Second, the newly established of angel investor network such as IANGEL with the participation of 9 organizations to nurture and support start-ups and entrepreneurial firms in Vietnam indicates the current development of business angel in Vietnam. Hence, it is necessary to investigate the characteristics of angel investors, the motivations, as well as the key factors of being successful angel investors. Another question is about how angel investors select entrepreneurial firms to invest. Especially, with the establishment of the project "Supporting the startup ecosystem until 2025", the Vietnamese government commits to set up a national fund and use a considerable proportion of public budget to invest in entrepreneurial ventures,

innovation, and creative activities. Future research should study how effectively the Vietnamese government support angel investors to promote startup and entrepreneurial firms.

Last, previous studies in well-developed countries indicate the sensitivity of angel investors with institutional framework, financial system, and cultural dimensions. Moreover, angel investors tend to invest in local firms in affiliated industries. With the commitment of the Vietnamese government to promote a startup nation for Vietnam, new public policies will be launched to attract angel capital both from domestic and oversea investors. As denoted above, incomplete legal framework and lack of transparency are main obstacles for Vietnam. Further studies can enhance understanding of the implications of public policies in boosting angel capital as well as performance of angel investment. Another research stream should clarify the impacts of tax policy or credit based supporting program on willingness to be angel investors in Vietnam.

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THE APPLICATION OF INTEGRATED REPORT IN BAOVIET HOLDINGS

Le Kim Ngoc* - Pham Thanh Long**

ABSTRACT: *Integrated Report (IR) is a new approach for Vietnamese Enterprises. Under the international framework of International Integrated Reporting Council IIRC, Baoviet Holdings has implemented Integrated Report. This study gives a content analysis about various aspects of IR in Baoviet Holdings. For this purpose, a study has been conducted with content analysis on the basis of Baoviet Holdings Integrated Report for the financial year 2015-17. The finding of this study explore different aspects of Baoviet Holdings Integrated Report and show preeminent points of Integrated Report in comparison with Sustainability Reporting and Annual Reporting.*

Keywords: *Integrated Report; Reporting; Baoviet Holdings*

1. INTRODUCTION

Integrated Report (IR) means reporting in an integrated manner. It is a process in which organization's strategy, governance, performance are communicated for value creation in short, medium and long run. (IIRC, 2011) Under this, a report is prepared which fully integrates a company's financial and non-financial performance aspects. In other words, it is the combination of financial report and sustainable report. Companies can use it as a management tool as it helps management and stakeholders for decision-making. In 2013, an Integrated Report framework has been developed by The International Integrated Reporting Council (IIRC) which is a principle-based framework rather than a detailed disclosure and this measurement standard is named as Integrated Report. The framework has given overall content of IR. The prime objective of an IR is to explain to the providers of financial capital about the way an organization generates value over time. In IR, only material aspects are needed to be disclosed.

The aims of IR are: (i) Improve the quality of information available to providers of financial capital to enable a more efficient and productive allocation of capital; (ii) Promote a more cohesive and efficient approach to corporate reporting that draws on different reporting strands and communicates the full range of factors that materially affect the ability of an organization to create value over time; (iii) Enhance accountability and stewardship for the broad base of capitals (financial, manufactured, intellectual, human, social and relationship, and natural) and promote understanding of their interdependencies; (iv) Support integrated thinking, decision-making and actions that focus on the creation of value over the short, medium and long term.

An IR explains how an organization creates value over time. Value is not created by or within an organization alone. It is influenced by the external environment, created through relationships with stakeholders and dependent on various resources. So IR presented the value creation process:

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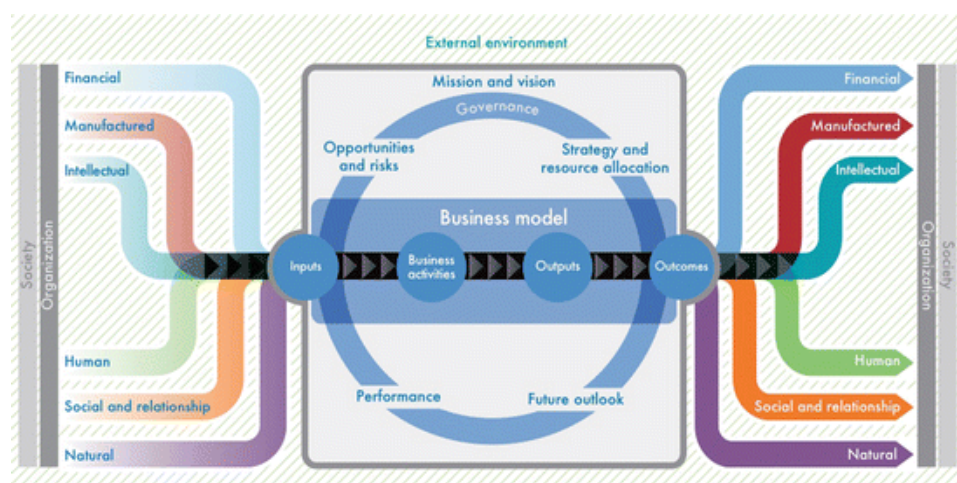


Figure 1. Value creation process

Source: *The International Framework IIRC*

The external environment, including economic conditions, technological change, societal issues and environmental challenges, sets the context within which the organization operates. The mission and vision encompass the whole organization, identifying its purpose and intention in clear, concise terms. Those charged with governance are responsible for creating an appropriate oversight structure to support the ability of the organization to create value. At the core of the organization is its business model, which draws on various capitals as inputs and, through its business activities, converts them to outputs. The organization's activities and its outputs lead to outcomes in terms of effects on the capitals. The capacity of the business model to adapt to changes can affect the organization's longer term viability. Business activities include the planning, design and manufacture of products or the deployment of specialized skills and knowledge in the provision of services. Encouraging a culture of innovation is often a key business activity in terms of generating new products and services that anticipate customer demand, introducing efficiencies and better use of technology, substituting inputs to minimize adverse social or environmental effects, and finding alternative uses for outputs.

The IIRC (2013b) proposes that preparation of an IR should be based on six guiding principles:

- Strategic focus and future orientation: to provide insight into the organization's strategy and how it affects the organization's ability to create value over time.
- Connectivity of information: to show how components that are material to value creation are interconnected and dependent on each other.
- Responsiveness and stakeholder inclusiveness: to explain the organization's relationship with key stakeholders and how it responds to their needs.
- Materiality and conciseness: to provide all material information concisely.
- Reliability and completeness: to include all positive and negative material matters in a balanced way.
- Consistency and comparability: to present information in a consistent manner to allow comparison over time with other organizations.

An IR includes eight content elements:

- Organizational overview and external environment (what do we do and how do we do it and the external environment under which it operates).

- Governance (structure and how this supports its ability to create value)
- Business model
- Risks and opportunities (how they are dealing with them and how they affect the company's ability to create value).
- Strategy and resource allocation
- Performance and achievement of strategic objectives for the period and outcomes)
- Outlook and challenges facing the company and their implications.
- Basis of preparation and presentation (including what matters are to be included in the IR and how the elements are quantified or evaluated).

Eight content elements



Figure . 2. Elements of Integrated Report

Source: The International Framework IIRC

2. LITERATURE REVIEW

The International Integrated Reporting Council (IIRC) states:

“Integrated Reporting brings together the material information about an organization’s strategy, governance, performance and prospects in a way that reflects the commercial, social and environmental context within which it operates. It provides a clear and concise representation of how an organization demonstrates stewardship and how it creates value, now and in the future. (IIRC, 2011, p. 6).

There are many studies on IR in past few years which have explained about IR framework, elements, and its link with corporate reporting of some countries such as South Africa, India, UK and Australia. Eccles and Saltzman (2011) has discussed about IR in USA, its benefits and challenges. Main and Hespeneide (2012) has explained about IR, challenges and benefits of preparing business reports based on IRs. Makiwane and Padia (2013) has examined the corporate governance disclosures and non - financial information included in annual reports of 92 companies. Loana and Adriana (2013) have provided a brief history of IR and have also identified the three stages of evolution of IR such as introduction of non-financial reporting, sustainability reporting, contemporary IRs. Abeysekera (2013) has outlined the IR concept and provided a template for IR in organizations. Babita Kundu (2017) has chosen 10 large scale organisations in India and has conducted with content analysis, t-test & anova between public & private sector organisation on the

basis of their reporting elements of Annual reports for the financial year 2013-14. The finding of this study shows that all companies are reporting almost all the aspects and there is no significant difference among reporting of all selected companies.

Non-financial reporting in most countries remains voluntary, but, in 2010, the Johannesburg Stock Exchange made IR compulsory for all listed companies (Eccles & Saltzman, 2011). The voluntary adoption of IR in Europe is becoming more common facilitated by long established traditions of triple-bottom-line reporting in several countries, but adoption of the practice in the United States is slow. Philips, Watson, and Willis (2011) suggest, “the primary benefit of IR is a more holistic view of information relevant to the company and its value proposition and strategy”. In Vietnam, IR is still a new concept and only a few enterprises implement it under the International Framework of IIRC.

Research gap: Even though numerous studies have been conducted on IR worldwide but a few studies are related to Vietnamese Enterprises. Most of the above studies are theoretical and have explained about IR, its evolution, process and its various dimensions. Further, it is evident from the above reviews that no study has been conducted on a specific enterprise. This study contributes to understand different aspects of Baoviet Holdings IR and show preeminent points of IR in comparison with Sustainability Reporting and Annual Reporting.

3. RESEARCH METHODOLOGY

This research uses the case study method, a qualitative research method commonly used in social science research. According to Robert Yin, a case study is an empirical investigation of a contemporary phenomenon in depth and in its real context.

Case selection: In 2016, Baoviet Holdings was the only Vietnamese enterprise to be honored in the Top 100 Best Integrated Reports Worldwide and Top 11 Best Integrated Reports in Asia-Pacific Region. This is the only one Vietnamese enterprise that publishes a comprehensive set of reports on IR, Sustainability Reporting and Annual Reporting on its website for three financial years from 2015-2017. The selection of the Baoviet Holdings aims to specifically study the dimensions of the IR and ensure comparability with other reports, ensuring consistency in the research context.

Data collection: secondary data it collected from Baoviet Holdings reports, research papers, articles, journals, published topics related to research issues. The collected data is analyzed and evaluated for the current report of Baoviet Holdings and compared with the annual reports and sustainability report.

4. RESULTS

4.1. Overview of Baoviet Holdings

Baoviet Holdings is the first leading Finance - Insurance Group in Vietnam. Baoviet proactively takes part in shaping the insurance market and capital market of the financial sector of Vietnam. Baoviet plays a key part and is a typical success story in the State-owned enterprise equitization process, achieving a lot of comprehensive innovations. Baoviet remains a pioneer in socially responsible insurance plans, such as agriculture insurance, natural disaster risk insurance, export credit insurance, aquaculture insurance... As Vietnam's leading financial-insurance group, Baoviet boasts a half century of development history, the top reputational brand on the market, a team of more than 120,000 employees, agents with the most extensive experience in the financial-insurance market. Large-scale distribution network that includes 200 branches, over 700 insurance transaction offices in all cities and provinces of Vietnam, which is difficult to find elsewhere

in Vietnam. Baoviet has created a solid foundation making the momentum for a sustainable growth in the future and get ready to exploiting tremendous opportunities in Vietnam insurance financial market. Baoviet has consistently and steadily grown its revenue and profit over the years, in all businesses including insurance – investment – financial services. In 2017, Baoviet is the first financial – insurance group in Vietnam reached the total revenue of more than USD1.5 billion, affirming its leading position and financial capacity among the largest players in the financial – insurance sector. Baoviet is the public listed company with large market capitalization. BVH stock, with high liquidity is the most influential among other stocks of financial and insurance companies, and is always included in the investment portfolio of international exchange traded funds (ETFs) in Vietnam. The first State-owned enterprise to successfully seek attracts a foreign strategic partner. The leading group of financial institutions has the highest dividend yield over the latest years. Following is the 10 impressive figures over 10 years of equitization of Baoviet Holdings.

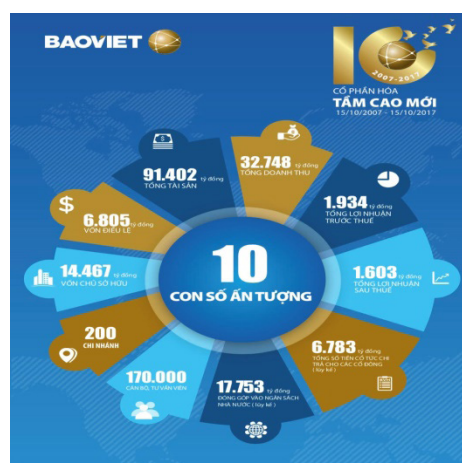


Figure . 3. 10 impressive figures over 10 years of equitization of Baoviet Holdings

Source: Baoviet Holdings

4.2. Integrated Reports of Baoviet Holdings

The first IR of Baoviet Holdings was prepared for the fiscal year 2015 and announced in March 2016. According to Nguyen Anh Tuan, Operations Director of Bao Viet Holdings: *“The position of Vietnamese enterprises in the eyes of international investors are always what Baoviet wants to do. Baoviet has researched and implemented an IR under the international framework assured by PWC and has been honored with an effort to demonstrate the completion of International standards for the realization of sustainable development strategies and corporate governance in the short, medium and long term”*.

For the first time, Baoviet carried out an IR taking into account the guidance of the International Integrated Reporting Council (IIRC), which complies with the other standards such as: sustainability Report in compliance with Global Reporting Initiative GRI4, Procedures as per the ISO 9001:2015, Standards by International Organization for standardization, Information security management certification as per ISO/IEC 27001, environmental certification as per 5S certificate, the ASEAN corporate governance scorecard by ASEAN capital markets forum. This report was based on Ernst & Young Independent audited report on the VAS and IFRS financial statements, assured by PWC on the financial and non-financial indicators.

Baoviet IR was a report that allows information to be environmental and social responsibility to provide a comprehensive perspective on the operation of the business in the short, medium and long term.

They used this IR as an engagement tool of dialogue with stakeholders on clear strategy plans and resource allocation and value creation. The components in the model of IRs included: strategy and resource allocation, organizational overview and external environment, business and management model, opportunities and risks, prospects, performance efficiency. The following is main contents of Baoviet IR .

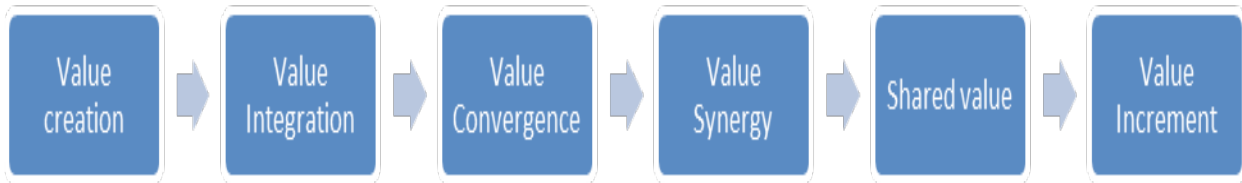


Figure .4. Contents of Integrated Report

Source: Baoviet Holdings

After presenting Chairman’s message, Chief Executive Officer’s message, company overview highlights and some key performance Indicators in the 1st part - Value creation, the report showed the business lines and network, business and value creation model, identify material matters, development strategy and resource allocation, business strategy.

As a business that delivers products and services to millions of people in Vietnam, Baoviet has identified that sustainable development strategy can only be implemented when growth objectives, economic profit are balanced with social development and environmental protection. These themes provide a framework for their business model to maximize efficiency of inputs - including existing and potential resources in the system, capitals, human resources, technology, environmental and social elements to create output including products and services, economic values (revenues, profit, dividends) that bring added value to the stakeholders. The contents are generalized under the following model:

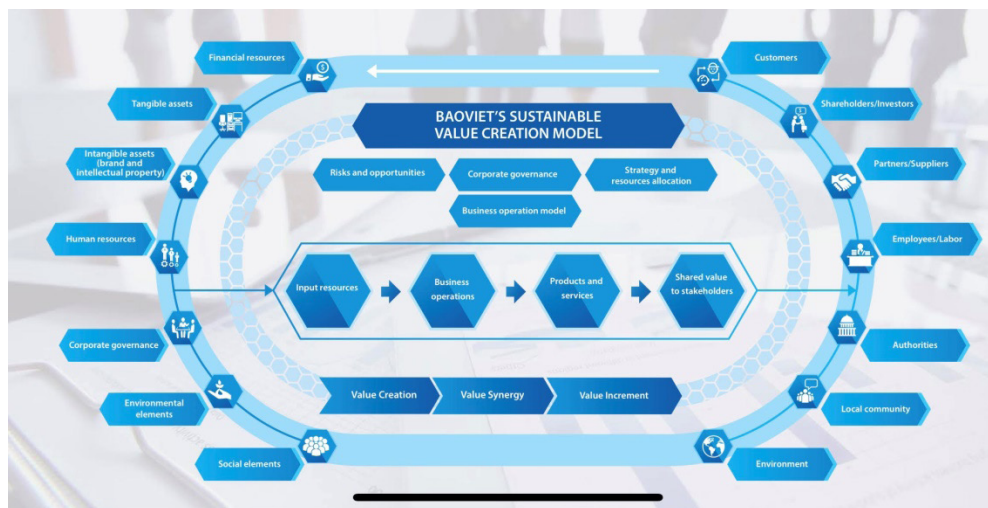


Figure . 5. Bao Viet Sustainable Value Creation Model

Source: Baoviet Holdings

Based on the model of sustainable value creation, Baoviet has identified seven key factors affecting the operation. These identify factors that creating growth momentum for corporate growth is essential since this facilitates them to make the right decisions regarding the allocation or generating of resources in developing factors which promote growth of the enterprise. They identified factors that have impacts

on firm performance, consisting of internal factors (human resources, capital, intellectual property, brand value...), which have been established and reinforced for half of century, as well as considering external factors such as sustainable growth trend, demography, social responsibility will be the momentum for solid and sustainable growth of Baoviet in the near future.

Baoviet identified its stakeholders as whom Baoviet's activities have possible impacts on or those may have concerns, or affect current activities at Baoviet. Through communicating and exchanging information, they have drawn issues that are of interest to related parties and in turn have significant influence on the operation of Baoviet. After identifying material issues and concerns of stakeholders, Baoviet has implemented measures and taken actions to maximize the efficiency of input resources - including available and potential resources in the system, which helps to create output values and added value to the stakeholders.

To develop strategies and allocate resource appropriately for the next stage of development, Baoviet has considered their stakeholders as important partners with their feedback as a source of valuable information for Baoviet to reinforce their business operations. Through exchange of information and discussions with stakeholders, they have synthesized the issues raised by interested parties, and evaluated their impacts on the operation of Baoviet; as a result, they implement investments, and allocate resources to fully meet expectations of the stakeholders as well as to ensure the sustainable development of the business.

By assessing the importance of critical factors in the correlation of stakeholders' interests and the impacts of such factors on the business, Baoviet has defined the priorities for strategic planning and proper resource allocation in order to make the most of opportunities, deal with challenges and minimize risks so as to increase the enterprise's value, meet stakeholders' expectations and ensure sustainable development of the enterprise.

In the part of Value convergence, they presented report and review from the management board, the board of directors and reports of subsidiaries. They analyzed the operational performance of the year and objectives, business plan and orientation for the next year.

Corporate governance was the main content of the part Value synergy. It is considered as the vital factor to ensure the effective growth and long-term sustainable development. In order to maximize the business values, leaders of Baoviet Holdings focus on not only fostering the business activities to increase revenues and profits in the short run, but also step-by-step improving corporate governance capability to International standards, ensuring the most efficient exploitation of resources to create sustainable values in the long run, and especially attracting more investment flows to the business.

From the values created during the corporate governance activities, Baoviet understands the need to contribute for the environment and society in order to create sustainable values in the long run. The values to be shared and spreading in the community will generate new, tremendous and more sustainable values. These values will contribute to the sustainable development of the society; thereby facilitate to sustainably develop and continues creating new values.

Financial statements including audited consolidated financial statement (VAS), audited separate financial statements (VAS) and consolidated financial statements (IFRS) are presented in the end of the report.

In the years of 2016, 2017, Baoviet has continued to write their story of creating and spreading their value. The main contents of their IRs consist of overview the Baoviet Holdings, the development strategy, business performance, corporate governance, sustainable development and financial statements. They also aligned the 17 world's sustainability goals with corporate's activities.

4.3. Advantages of the Integrated Report compared with the Annual Report, Sustainability Report of Baoviet Holdings

The Baoviet Integration Report provides information that helps investors understand how to create value over time through the use of inputs including financial and non-financial resources, through the process of operation of the enterprise to create the output value of products and services of enterprises as well as the impact on the environment and society. The highlights of the IR compared to other reports such as annual reports, sustainability reports in the following points:

- Firstly, Baoviet IR is a way of looking at the way companies think about how to create greater value in the future, different from the traditional annual reports of businesses that are largely focused on the activities of past and present business.

- Secondly, Baoviet's IR incorporates the latest set of GRI criteria (G4) combined with financial industry criteria to help Baoviet better measure, evaluate and control its resources. which is balanced and adjusted in time, ensuring the correct implementation of the strategic direction of the Holdings.

- Thirdly, Baoviet's IR is likely to link and pinpoint key issues such as strategy and business direction to 2020 and vision to 2025, corporate governance, risk management as well as environmental issues.

- Fourthly, Baoviet IR provides the reader with sufficient information, quantified to specific indicators of value creation, growth of the business in the short run and prospects for the future of the business with a longer-term vision.

- Fifthly, Baoviet IR focuses on the fundamental and core elements of an integrated, high-reliability that enhances business information transparency and contributes to the development of the stock market in Vietnam and increase the benefits to investors.

- Sixthly, Baoviet IR is published bilingual Vietnamese - English and application of advanced technology on the mobile and digital platform (Web, Android-IOS Applications), programmed with flexible interface, similar with many digital devices in order to increase the convenience and accessibility for investors, shareholders, customers, and other stakeholders. The application of advanced technology reduces the number of printed reports and helps domestic and foreign investors to access and store information about business easily and conveniently.

5. DISCUSSION AND CONCLUSION

The IR is increasingly showing its influence when it creates a new trend in the world by providing investors, shareholders and stakeholders with a more holistic view about values and performance of the business in various aspects. IR is really driving companies to plan a comprehensive strategy and business plan, corporate governance, risk management, and value creation in the short, medium and long term.

The introduction of the International Framework for IR in 2013 has enabled businesses to better inform themselves about the six capitals: Financial, Manufactured, Intellectual, Human, Social and Relationship, Natural. Most of the capitals are not presented in the financial statements in accordance with current accounting standards. Accordingly, the IR has overcome the shortcomings of the accounting standards system, as well as the current financial reporting format. Prof Says Janek Ratnatunga, General Director of CMA Australia said: *"The current financial statements do not fully reflect the value of an enterprise where so many intangible assets are excluded from the balance sheet. While the world's largest enterprises such as Google, Facebook, Apple, Amazon are knowledge enterprises, the business platform is based primarily on the value of intangible assets. Due to the limitations and complexities of the current accounting standards system, existing financial statements need to have alternate formats, which IR is an option."*

In Vietnam, Baoviet Holdings is a pioneering enterprise for IR. With the Top 100 Best Integrated Reports and Top 11 Best Integrated Reports in Asia Pacific region; 03 Platinum Awards for the best Integrated Report in financial services award; 02 Platinum Award for Integrated Report and Sustainability Report with great development over the years in terms of content, reliability and presentation, Baoviet Holdings has made a great contribution to raising the position of Vietnamese enterprises in the eyes of domestic and foreign stakeholders.

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SUSTAINABLE DEVELOPMENT - EXPERIENCES FROM BAOVIET HOLDINGS, A FINANCIAL INSURANCE GROUP AND RECOMMENDATIONS

Tu Pham Ngoc* - Khanh Pham Duy**

ABSTRACT: *Sustainable development is a target, key driver and foundation shaping a corporate in the market economy and also is a millenium goal of most nations, organizations and corporates under the current context. Sustainable development engages in maintaining growth in three pillars: economy, soceity and environment. To achieve national, regional and global sustainable development goals, each corporate, the key economic unit is required to embrace sustainable development models. Studying sustainable development models of Baoviet Holdings, a financial insurance Group aims at giving recommendations for the Group as well as other corporates.*

Keywords: *Sustainable development, Baoviet Holdings, corporate*

The global challenge of 21st century is how to reduce income inequality, ensure life quality of over 7 billion people to leave no one behind without depleting natural resources and maintain economic growth. To move towards this goal, the Government and its corporates need to find sustainable development models, in other words, they are required to engage economic growth with environmental protection and social responsibilities.

In the ‘Our common future’ report published by the World Commission on Environmental and Development (WCED) of United nations (UN) in 1987, experts provided the concept of sustainable development. It is thereby defined as humanity development to meet present needs without compromising the ability of future generations to meet their own needs. This concept is adopted by many organizations and nations and is widely used in discussions about sustainable development, implying fundamental requirements of sustainable development is stability and balance. This report however only concerned about sustainable goals rather than the content of sustainable development.

Asian Development Bank (ADB) has indicated that growth drives development, sustainable development is a model engaging business activities with conserving natural resources and ecosystem quality to meet present needs without compromising the ability to meet future generations’ needs. This concept has well demonstrated the way an economy operates and measures to ensure sustainable development. However, factors impacting on sustainable development and harmony between economic, social and environmental achievements have not fully mentioned.

At the United Nations Conference on Environment and Development (UNCED) held in Rio de Janeiro in 1992, WCED described more comprehensively the concept of sustainable development.

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According to WCED, sustainable development engages economic growth with environmental protection and social responsibility. Not only is economic target required to achieve, but the social responsibilities and environment protection are also considered. Among its principles, that human being are entitled to a healthy and productive life in harmony with nature, biodiversity of natural ecosystem is maintained, unrenovable resource exploitations are restricted, pollution is reduced and attitudes towards life and lifestyles are required to change to create a self-managed environment, unified national structure, thereby bolsters economic growth and cultural values preservation and builds up responsible allien structure all over the world.

WECD concerns more about environmental perspectives while economists tend to focus on effective economic development and socialogists engaged in social development and preserve traditional cultural values. Despite of different approachs prioritizing different perspective, until now scientists, international organizations and nations all agree the concept of sustainable development that it requires the harmony between three pillars: efficiently and effectively use and manage available resources - economic growth pillar; create better life for present humanity and future generations - social development pillar and maintain environmental and ecological balance - environmental protection pillar. To achieve national, regional and global sustainable development goals, each corporate, the key economic unit is required to embrace sustainable development models.

In recent years, sustainable goals and demands for creating a ecosystem of corporates to develop sustainably are always mentioned in every conference in Vietnam. To demonstrate concerted efforts into sustainable development, the Government has issued “Orientation for sustainable development in Vietnam” (Vietnam Agenda 21). The concept of sustainable development in Vietnam in the 21st century is: fast, efficient and sustainable development, economic growth is alligned with social justice and environmental protection, ensuring the harmony between the artificial environment and the natural environment and biodiversity preservation. Among the participants involved in the implementation of the goals of sustainable development, the Vietnamese Government focuses on promoting managerial practices, administrative reforms and restructuring of state-owned enterprises, reforming the growth model, implementing the policy and guidelines of “start-up country”, demanding and encouraging localities and especially enterprises to achieve sustainable development. Sustainable development of enterprises is set within the framework of sustainable development of the economy, in which each enterprise is both an independent economic entity and an integral part of the business entities within local, regional and global economies. Businesses are required to establish close economic and social ties with other entities within the economy, communities and the environment. Corporates need to pursue economic growth, setting a stage to increase their capital accumulation, reinvestment, technological innovation and financial resources to fulfill their social responsibilities, protect the environment and increase their competitiveness. Sustainable Development.

Thus, sustainable development of enterprises is also the interference of the three basic pillars, if the interference of the business is wide and deep then the foundation for growth and sustainable development of enterprises is solid. It is possible to better visualize the model of sustainable development of enterprises in Figure 1.1:

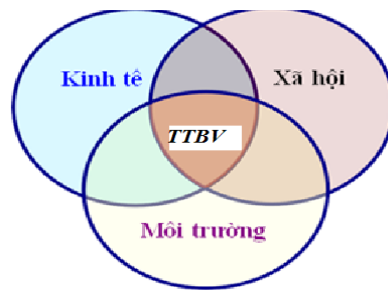


Figure 1.1. Sustainable development business model - Source: writer

Figure 1.1 requires business leaders to incorporate economic development with social justice and environmental protection. The process of simultaneous implementing these three pillars consistently arises from binding relationships affecting each other, often in the form of policies, strategies and actions creating interest conflicts between corporate and its stakeholders, even among departments, the group of interests of the enterprise itself, but in general, the conflict and resistance must be studied and resolved in a timely and reasonable manner to create the nucleus of sustainable development for the enterprise. Research on sustainable development experiences of Baoviet Holdings, the pioneer Group evaluating Sustainable development of enterprises will support each enterprise to perceive and more clearly define its sustainable development business model.

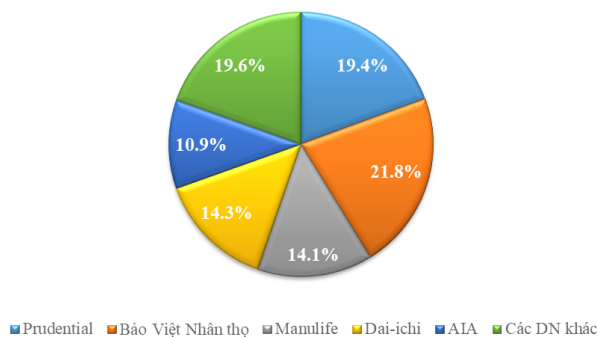
SUSTAINABLE DEVELOPMENT OF BAOVIET HOLDINGS

Baoviet Holdings (Baoviet - BVH) is one of the pioneering economic groups pioneering to adopt the sustainable development standards of GRI (**Global Reporting Initiative**), prepare the GRI G4 (PS) Sustainable Development Report complying principles and standard disclosures (GRI 100) and add details of three standards including Economic disclosures (GRI 200), Environmental disclosures (GRI 300) and Social disclosures (GRI 400). The first Baoviet sustainability report was prepared and published in 2012, since then presentation and quality of the report has won many awards from international and regional organizations. Bao Viet has won the Best Sustainability Report From Asia 2017 and the best Sustainable Development Report interacting with stakeholders in Asia selected by ASRA. Baoviet always engages economic growth with environmental protection and social responsibility – three pillars on which a long-term success of Baoviet is built. More specifically:

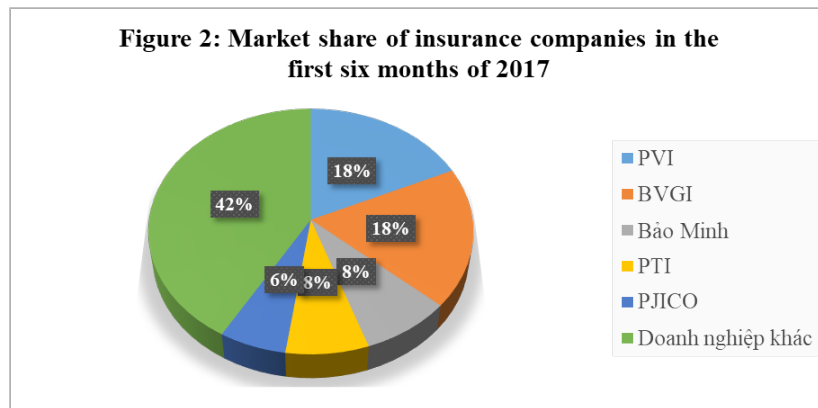
Regarding economic development:

BVH is leading the insurance business in the market share: (Figure 1 and 2)

Figure 1: Market share of new business revenues of life insurance companies in the first six months of 2017



(Source: <http://www.mof.gov.vn>)



Source: <http://www.mof.gov.vn>

Total assets and revenues of Baoviet are quite stable in the period of 2010-2016 and accelerate in 2017. Total assets by the end of 2010 were VND39,252 billion, increased to VND65,816 billion by 31/12/2016 and peaked at VND82,240 billion by 31/12/2017. Total revenues of Baoviet also dramatically rose when revenues was at VND10 billion in 2010 and hit a record high of over VND30,000 billion in 2017, outperformed 108% plan of the year.

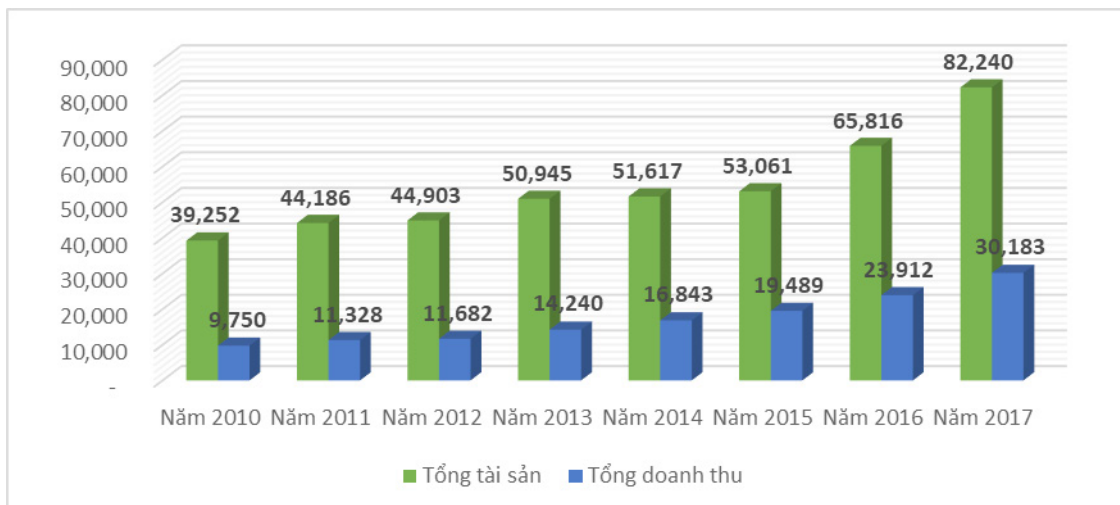


Figure 3: Total assets and revenues growth of Baoviet in the period of 2010- 2017 (Unit: VND billion)

Tổng tài sản: Total Assets, Tổng doanh thu: Total Revenues

Source: Audited consolidated financial statements of Baoviet Holdings from 2010 to 2017

Although total assets and revenues of Baoviet grew stably, profit of Baoviet had significantly fluctuated. In the period of 2010-2012, profit growth was quite stable but in 2013 and 2015, profit decreased dramatically. In more specific, consolidated profit in 2013 was VND1,234 billion, 14% lower than 2012; consolidated profit in 2015 reached VND1,175 billion, dropped by 12% in comparison with 2014. However, an upward trend is recognized from 2016 until now, especially 2017 consolidated profit peaked at VND1,934 billion, 39% higher than previous year's. This impressive result continued to demonstrate the leading position of Baoviet in financial insurance industry in Vietnam.

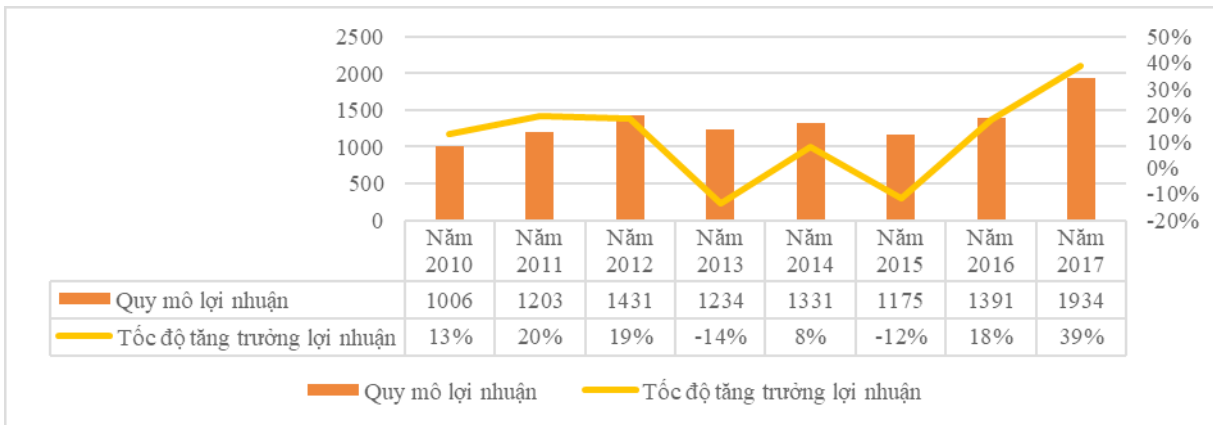


Figure 4: Profit growth of Baoviet from 2010 to 2017 (Unit: VND billion)

Quy mô lợi nhuận: Profit, Tốc độ tăng trưởng lợi nhuận: Profit Growth

Source: Audited consolidated financial statements of Baoviet Holdings from 2010 to 2017

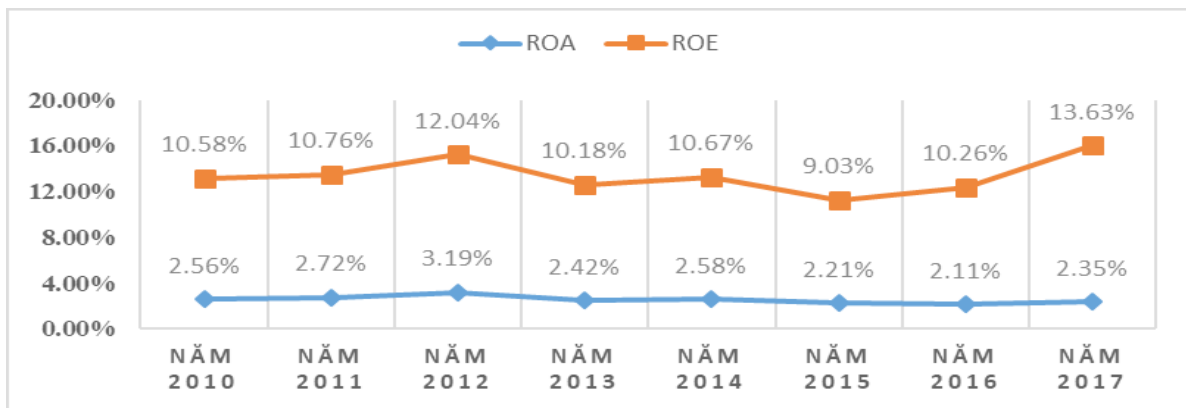


Figure 5: ROA and ROE of Baoviet from 2010 to 2016

Source: Calculated from Audited consolidated financial statements of Baoviet Holdings from 2010 to 2017

Return on equity through years of Baoviet was relatively modest within a range of 9.03% to 13.63% while return on assets was only from 2.11% to 3.19%. Baoviet witnessed a downward trend in ROE and ROA from 2012 and bottomed at 2015 (ROE of 9.03% and ROA of 2.21%). However, these ratios gained its momentum in 2016 and hit a high record in 2017 (ROE of 13.36%).

Brand value of Baoviet reached US108 million, affirming the leading financial insurance brand. BVH share was one of the most stable stocks in the VN30 basket. In the first few months of 2018, BVH share price increased sharply, closing the session on 09/4/2018 at VND107,000 per share and closing the session on 07/6/2018 at VND95,900 per share, capitalizing at around US \$ 3 billion.

Regarding social responsibility: Baoviet always engages economic growth with environmental protection and social responsibility – three pillars on which a long-term success of Baoviet is built. In addition to achievements of economic targets in terms of revenue, profit and profitability, BVH has increased its investment in and assess values the Group has brought to society on the basis of GRI standards and corporate goals itself. Social values are values that BVH brings to stakeholders and the whole community. It is possible to outline the responsibilities of BHBV in bringing benefits to the stakeholders in Table 1 as follows:

Table 1: Benefits from Baoviet to community

| Stakeholder Engagements | |
|----------------------------------|--|
| Shareholders / Investor-s | <ul style="list-style-type: none"> • Fully exercise the rights of investors such as organizing the Annual General Meeting; dividend payment, information disclosure... • Establishing department responsible for shareholder relations, well-trained and supplied with sufficient resources to meet the needs of interests related to shareholders. • Organizing the reception, introduction and updating of information with institutional investors; Participating in domestic and international investment conferences. • Actively publish and disclose information through media, press conferences, websites and publications of Bao Viet. |
| Customers | <ul style="list-style-type: none"> • Periodically conduct research and survey customer satisfaction. • Improve the efficiency of customer service through the website providing online support for customers. • The key to BVH's success is building strong relationships with customers, not only selling products so the “Best Insurance Brand in Vietnam 2018” for the 2nd consecutive year awarded by Global Brands Magazine (GBM) - a prestigious international magazine based in London (United Kingdom) is a convincing evidence of BVH benefits to customers ... |
| Employees | <ul style="list-style-type: none"> • Taking care for employees: Periodically carry out the employee satisfaction Survey, conducting two mid-term and end-of-year assessments on a five-level performance rating scale and applying the corrective measures to evaluate the individual performance and behavior to ensure clear, reasonable and equitable treatment and promotion. Caring for the health of employees through regular medical check-ups; Health Care and life insurance “An Nghiep Thanh Cong” for employees, while supporting preferential insurance package for employees' relatives. • Facilitating employees to participate in the decisions of the enterprise such as organizing labor conferences, end-of-year business meetings with the participation of all employees. • Successfully issuing share through ESOP to bolster commitment of employees and increase benefits for employees. • Organizing internal communication by issuing weekly e-newsletters, internal newsletters, internal websites to communicate the activities of enterprises. With regard to gender equality in the company, the number of female employees is 2,915, accounting for 54% of the labor force. BVH always attempts to ensure equality for female employees in all activities of the enterprise and being awarded “The best working place in insurance industry in Vietnam” by Anphabe in consecutive years ... |
| Part-ners | <ul style="list-style-type: none"> • Making public tenders and selecting reputable partners with a transparent financial system and business practices in compliance with law, environment, society and business ethics. • Holding meetings/workshops to share and exchange experiences. |
| Communi-ty | <ul style="list-style-type: none"> • Coordinate with local authorities to build basic facilities, help people in the most disadvantaged provinces throughout the country, activities of gratitude to all ethnic groups in the war zone, appreciation of war matyrs and veterans' family ... • Coordinate with schools, hospitals, and humanitarian centers to provide opportunities for children, disadvantaged people, vulnerable populations to access to the pharmacy and healthcare... • Baoviet builds a Score Matrix including a scorecard with 15 different criteria. The total score of 38 is divided into three basic categories: <ul style="list-style-type: none"> + Donor project and implementation unit; + Social objectives; + Benefit of Bao Viet when sponsoring project. • With great contribution to the society throughout the past 50 years, BVH has received prestigious social responsibility awards such as Top 50 “Good Corporate Social Responsibility and Community Development” by Journal of Economics and Forecasting - Ministry of Planning and Investment held in 2014 up to now. Top 10 “Gold Star Award of Viet Nam 2013 typical of social responsibility” by VCCI. |

| | |
|--------------------------------|---|
| Government, Authorities | <ul style="list-style-type: none"> • Participate in conferences, workshops organized by the Government, the Ministry and the Committees to provide comments on social security policy ... • Exchange of information as a member of many organizations, associations: Vietnam Insurance Association; World Economic Forum; Vietnam Chamber of Commerce and Industry; Vietnam Information Security Association (VNISA); ... |
| Media | <ul style="list-style-type: none"> • Periodically holding press conferences to publish semi-annual and annual business results. • Contacting and attending interviews with press agencies at events, forums ... that Bao Viet participated in. |

(Source: Sustainability report of Baoviet Holdings)

RESPONSIBILITY OF ENVIRONMENTAL PROTECTION

Baoviet has devoted resources to control consumed energy, waste and waste treatments within the whole group; also embedded the environmental protection to the supply chain management with related parties; investment projects appraisal and risk management... Throughout recent years, Baoviet has focused the review, evaluation following GRI 300 in order to reduce negative impacts to environment with Baoviet value chain. Growing annual financial resources spent for this aim year by year has proven Baoviet's contribution toward environment protection, enhancing solid foundation for the sustainable development.

BVH's investments toward environment protection includes:

The first: reduce the greenhouse effect – committed to green environment in building management of BVH;

Since 2014, Baoviet has evaluated impacts from operations of Baoviet's buildings in Hanoi to environment and transparently report on annual Sustainable reports.

The second: implement 5S program to enhance labour efficiency, create an clean and healthy working environment. Therefore, Baoviet has collaborated Vietnam National Productivity Institute to ensure that document and filing systems are "Sort – Set in order – Shine – Standardize – Sustain", aimed to saving searching time, increasing productivity, and reducing paper and stationary use - which has negative impacts on environment.

The third: Raise awareness about green life environment through movements for employees and their family.

Baoviet has organized "Baoviet GoGreen – Green journey" to raise employees' awareness on environment protection, painting competition about "For a one green planet" for employees' children with the whole group to send a message "Each of us give a hand for a no polluted environment. Together we can make our children's dreams to be come true". With a message of "small habit for a great effectiveness" in order to change employees' awareness and habits in using energy, Baoviet has organized "turn off the light, turn on the future" program, following the Earth Hour. "Turn off the light, turn on the future" is the message Baoviet use to communicate within the group to follow the Earth Hour, via: posters, electronic announcements and bulletins...to raise the awareness of employees and their family on environment protection – which is the responsibility of the whole society, not any individual or organization; any over - exploitation of any resources can cause the imbalance of the ecosystem, which in turn, can lead to counterproductive effects and restricts business activities.

RECOMMENDATIONS FOR SUSTAINABLE BUSINESSES:

The first: Proactive prepare reports and keep improving Sustainability reports' quality.

From Baoviet experience, proactively preparing Sustainability report following GRI standards, Integrated report following International Integrated Reporting Council ('the IIRC') will help business

enhance its value and its related parties. Baoviet 2017 Integrated Report has both basic and core factors of an integrated report, not only combined key issues such as strategy and business orientation up to 2020 and vision to 2025, but also created motivated factors for growth, detailed contents on business management, risk management and related society and environment issues. Following the IIRC helps the company to integrate detailed quantified information completely in most of key aspects: finance, management, environmental and social responsibility. Baoviet has used reports as one of communication method to related parties which is transparent about its strategy, business plan and the ways to utilize its resources and generate its values. Therefore, Baoviet Integrated report provides an overview on its business operation, hence, supports long term investment decisions. Despite the fact the GRI Standards are expected to widely used in 2018, Baoviet was the pioneer to apply these in its 2016 Sustainability report. The GRI were formed as a measurement for business, based on factors of sustainable development, detailed on economy, society, environment; acting as a method for objectives setting, change measurement and management; and focused on successful factors of a business – for people, by people in order to achieve sustainable development. The quality of the report would be enhanced if the company improve included qualified information and provide benchmarks for specific targets of each industry in order to supply effective information for the management in decision making process.

The second: Enhance quality of management information following ASEAN Corporate Governance Scorecard.

With the wish to share information on business management to the investors and market players, Baoviet has implemented the evaluation of business management based on ASEAN Corporate Governance Scorecard. In the upcoming years, Baoviet will commit to complete the scorecards in the directions of: more details on step-by-step application; the effectiveness of international standards on management, internal control systems, internal audit and risk management at Baoviet; combine with descriptions on the business process and models, embedded with actual performance, applying international standards into performance of each company of the Group. This is a very good experience to enhance the effectiveness of business management process.

The third: Focusing on investment in applying the application of scientific and technological advances of the 4.0 revolution, creating an ecological environment for creative development in enterprises.

Strengthening investment in applying the achievements of the 4.0 revolution into the management and administration of business activities in order to increase the competitiveness of enterprises in the industry. The era of relative stability has ended with the growing advanced sensor technology and related services. Every business encounters the risks and opportunities of the 4.0 technology. The development of digital technology, artificial intelligence ... will help insurance companies to increase customers, improve the efficiency of customer records management, promote sales and design financial solutions to meet the customers' needs, in particular, help to improve the review of claims and compensation in non-life insurance. This however is also a threat to the insurance market, many new insurance companies entering the market are using advanced technology to set up customer profiles and distribution channels with cost-effective governance and even more effective than current competitors'. Enhancing big data analysis (Big Data): Insurers have a huge advantage in being able to access to a lot of valuable information from customers. ***Discovering, collecting and analyzing big data is the key to winning markets and taking advantage of opportunities, hedging are the absolute advantages that revolutionary technology 4.0 brings to business. Enterprise mastering the data system will lead the market.***

Regarding big data analysis, product development, adding value to the traditional products for customers ... new products will become more attractive to customers and meet diversified customers' demands, which in turn helps to increase business turnover. Availability of huge amounts of data is creating a new era for the service sector, especially in insurance and finance. For example, traditional spreadsheet rates will now be updated in real-time and the dynamic pricing process. Companies such as Digital Fineprint specializing in exploiting data from social networking platforms may be under the control of insurance companies. Uniphore provides fast analysis, virtual assistant and biometric voice capabilities in 80 languages. The technology for wearable tech and telematics technology also provides the insurance industry with more personal data ... These are the experiences that every insurance business needs to equip.

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PROMOTING GREEN MARKETING MOVEMENT FOR THE SUSTAINABLE DEVELOPMENT OF COMPANIES IN VIETNAM

Anh Thi Van Nguyen* - Nga Viet Le**

ABSTRACT: *As sustainable development and environmental protection are becoming more and more popular in the public eyes, green marketing has risen as a new tool for companies to achieve sustainable development. However, many companies, especially in Vietnam still do not have thorough knowledge about green marketing and how to apply it. The paper first introduce some basic concepts of green marketing, the importance of green marketing to companies, then it analyse the state of green marketing application in Vietnam, and finally looking at some successful applications by large companies in the world to draw out solutions to promote and apply green marketing for companies in Vietnam.*

Keywords: *green marketing; sustainable development, marketing application*

1. INTRODUCTION

In recent years, the public has gradually become aware of the importance of sustainable development and environmental protection. Environmental protection campaigns have become the trend and concern of the masses. This is followed by the emergence of the new “green” concepts such as green food, green products, green tourism, and green consumption - consumption of products that are not harmful to the environment. In business, a new concept - green marketing or environmental marketing - is born, gradually developed, and is expected to become the inevitable trend of the 21st century.

Many experts believe that the birth and development of green marketing is from three main causes. Firstly, as “sustainable development” becomes a top concern, governments all over the world are building the legal system surrounding environmental matters with strict regulations. Secondly, the “awaked conscience of environmental protection” promotes the “green consumption” movement. Finally, the existence of a “technical barrier” system in international trade appears under the umbrella of “green environment”.

2. OVERVIEW OF GREEN MARKETING

Nowadays, most businesses think that green marketing focuses mainly on media communication or advertising the products with some environmental characteristics. In theory, the American Marketing Association (2008) defined green marketing as marketing activities for products that are considered safe for the environment. Meanwhile, Hardeep (2011) that Green marketing is considered the most essential part of development in business process now a days. According to Henion “Green Marketing is defined as the implementation of marketing programs directed at the environmentally conscious market segment. As such, green marketing is a combination of a range of activities, including product design, production,

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pricing, as well as advertising, and distribution to create an environmental friendly product that best meets the needs of customers.

Green marketing can be applied to consumer goods, industrial goods, or services. For examples, many overseas resorts have provided “ecotourism” services targeting customers who are well aware of environmental issues. The fashion industry also catches up with the trend by holding shows with collections of recycle products (May 1991, Ingram and Durst 1989, Troumbis 1991).

The marketing mix of green marketing includes 4P but with some distinctive features:

- **Products:** Products/ services must not only meet the needs of consumers but also need to minimize the negative impact, even protect the environment. Packaging plays a very important role.
- **Price:** Because of the environmental friendly features, most of the “green” products are priced higher than the average products.
- **Place (Distribution):** Effective distribution channels not only bring the product to the right place at the right time, many companies are committed to using the optimal solution to minimize the impact on the environment.
- **Promotion:** Mixed promotion activities focus on the environment aspect of the product and brand. An environmental certificate will also have the same weight as the ISO quality certificate. Sponsoring activities for environmental protection organizations and campaigns should also be considered.

3. GREEN MARKETING CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT OF BUSINESSES

So why do businesses need to carry out green marketing? Green marketing helps businesses to reach and navigate green trends in consumer spending, minimize pressure from regulatory agencies, minimize costs, and above all, green marketing contributes to sustainable development of the businesses. Applying green marketing can bring notable advantages to companies such as:

- **Opportunity to approach the increasingly popular green consumption trend:** Today, more and more customers, individuals, and organizations are concerned about the environment. In 1992, a study in 16 countries showed that more than 50% of consumers in each country were interested in environmental issues (Ottman, 1993). The EPA-NSW study also found that 80% of consumers commit to changing behaviours which could cause negative impacts on the environment (EPA-NSW, 1994). Trends in consumer awareness and consumption are clear, so environmentally conscious marketing activities will help businesses gain competitive advantage and better prepared for the green future.
- **Minimize pressure from the government:** Governments are paying more attention to the environment with a range of policies, strict regulations on environmental protection, consumer protection, and education for their people. The “green” trend helps businesses keep pace with the country’s sustainable development, with many incentives and support from the government.
- **Help businesses to reduce operating costs:** There is opinion that increasing green marketing efforts can increase costs, but actually solutions to re-use products not only increase the efficiency of the production systems but also reduce raw materials supply. This helps the company to save money on recycling and reduce the demand for raw materials. Moreover, proper use of energy is a smart way of doing business. This is one of the easiest and most effective steps to cut costs, increase profits, and create value for the businesses.
- **Green marketing contributes to the sustainable development of enterprises:** Successful application of green marketing not only contributes to environmental protection but also contribute to promoting

companies' brands. Developing an environmentally-friendly business brings enormous benefits to business owners who are eager to control costs, attract customers, and take on more responsible business with the society and community.

4. GREEN MARKETING PRACTICE IN VIETNAM

Like many other developing countries, Vietnam is facing heavy pollution and more than ever manufacturers and businesses' social responsibility is being discussed a lot on the domestic media. The State's policy regarding the environment is tightened and gradually completed, including the legal system, environment bodies and strict punishments for businesses that pollute the environment. At a time like this, if the company carries out a proper green marketing strategy, this will not only improve their image but also creates many other benefits.

In reality, companies in Vietnam have started to apply green marketing to their activities. Although still new, the application of green marketing by these companies has raised customers' and businesses' awareness and responsibility toward the environment. A number of television programs have begun to spread knowledge to people such as "Let's go green", game show "Sống xanh - Ai là chuyên gia?", and reality show "Họ đang làm gì?". State involvement also plays an important role such as the Electricity of Vietnam Corporation (EVN) has provided support to individuals and businesses for the installation of solar water heating systems.

One of the past green strategies that the media crazed about is the case when Metro Group decided to sell reusable bags to customers instead of free plastic bags like before. Similarly, Big C supermarkets encourage customers to use bags that can be used for many occasions to reduce the use of plastic bags. Or many stores now use environmentally friendly paper bags instead of plastic bags. This is a "proactive" decision of the businesses (the tendency to prohibit the use of plastic bags is becoming so popular in many countries in the region and in the world), aiming to awaken the consumers' green demand and improve the image of business with the public. However, there is also the opinion that the plan of Metro, Big C selling bags instead of providing free plastic bags, will cause negative reactions of customers because this affects their immediate benefits.

On the other hand, many businesses in Vietnam till now have not taken seriously their social responsibility and intentionally polluted the environment. For examples, the discharge of untreated wastewater caused serious environmental pollution to the rivers and communities of Miwon, Hao Duong Leather, Viet Tri Paper, or Hyundai Vinashin (Khanh Hoa). The production of food containing substances harmful to human health, such as soybean containing cancer-causing 3-MCPD, noodles containing phormol, milk containing melamine. Vedan Company, ignoring the damage that people living along the Thi Vai River suffered, led to the demise of a long-standing brand in the Vietnamese market has become a lesson for all other companies in Vietnam.

5. SOLUTIONS TO PROMOTE GREEN MARKETING IN VIETNAM

The role of green marketing for the sustainable development of businesses in Vietnam is indisputable, so how can businesses apply green marketing, what conditions are needed, and which sources they can get the help from. By researching some green marketing campaigns of big companies such as Toyota with Prius product line, Procter and Gamble with Dawn product line, and American Apparel. Some recommendations are suggested for businesses in Vietnam as below:

Firstly, enterprises should have strategic commitment to environmental protection: A company committed to sustainable development and environmental concern always receives sympathy from the consumers. Through research on a number of pioneering companies, we found that in order to succeed, these companies focused on some of the typical features:

- **A visionary leader with a commitment to sustainability:** Visionary leaders who are committed to the environment are the company's top priority. Executives at Patagonia (Yvon Chouinard), Stonyfield (Gary Hirshberg), Timberland (Jeff Swartz) and Tom Maine (Tom and Kate Chappell) are great and experienced leaders. Not only committed to the businesses, these leaders bring in their personal commitment to customers on environmental protection, and thus gradually gaining the trust of their customers, partners, and employees.

- **Environmentally conscious staff:** equipping and updating the staff with the latest knowledge on climate change, green technology, and green consumer behaviour; establish information channels for staff to take initiative in accessing information. For example, the promotion of employees to actively participate in Earth Hour.

- **High initiative:** The initiative of the company and its leaders sends a message to investors that risk has been minimized. Regulators will reduce the imposition on companies that operate beyond the minimum environmental standards. Highly active companies help define new standards and explore opportunities for increased efficiency in ecological solutions.

- **Convey the value of the company to customers:** Many leaders including Patagonia, Stonyfield and Tom Maine convey the core values of the company in an effort to establish an emotional connection with their customers. This is also known as "Cause Marketing" or "Social Marketing".

- **Smart and environmental friendly marketing:** These companies do not limit their commitment to only environmentally friendly products and services, but also in their daily operations. Using recycled paper or paper produced in a sustainable manner, printing with soy-based ink reduces environmental impact, as well as the use of electronic media to replace printed press.

- **Closely connected with environmental groups/organizations:** Some brands have partnered with organizations such as the Sustainable Strategic Partnerships in Advertising to learn product lifecycle analysis methods. It aims to provide standardization for the product line and to test the environmental impact.

Secondly, transparency in activity and reporting: Companies should provide detailed information on the product and production practices, as well as actively report in a transparent manner. Vietnamese enterprises should also pay attention to social reporting. Social report is a part of in the annual financial report. This report summarizes the social commitments made by the company during the year. This helps businesses to promote corporate image in the eyes of consumers, further enhance the intangible value of the business and help businesses stay in line with the sustainable development strategy.

The Global Reporting Initiative is a global not-for-profit organisation, active through the United Nations Environment Program, ISO, and other groups. The organization has introduced global standards, the framework for assessing and reporting on economic, social, and environmental performance for the company in many areas. More than 1,500 companies, including Coca-Cola, General Motors, IBM, Novartis, Philips, and Unilever, are adopting its reporting standards.

- **Information is transparent, complete, and updated:** Companies can win over their competitors and score points with consumers by providing as much information as possible.

- ***Do not hide bad news:*** Consumers always react negatively or angry when they suspect that the company has hid some information from them. Vedan has learned this difficult lesson by hiding the complaints of its neighbours, denying the company's influence on the Thi Vai River and leading to the boycott of its products.

Thirdly, enrol the support of third parties relating to the environment: Common and trusted third-party formats include environmentally friendly labels, awards, sponsorship, and cause marketing.

- ***Environmental friendly labelling:*** There are a number of brands that now have a significant impact on consumer purchasing decisions, such as recycling logo, clean star-shaped energy certification, or organic certification, ISO. If the business sector does not have specific environmental labels, businesses can contribute to the development of a sector's own brand, in association with the authorities. Marketing strategies need to be closely linked to these icons, creating a strong perception among the target audience of the business.

- ***Awards and sponsorship:*** Trusted third parties can enhance the brand image. When launching the Prius, Toyota has emphasized that the car has received a number of environmental friendly awards, sponsored by the Sierra Club, the National Wildlife Federation and the United Nations car.

- ***Cause marketing:*** Cause marketing consists of advertising efforts as businesses donate a portion of product revenue to a non-profit organization that works for the environment. Cause marketing can help shape and differentiate brands in a confused market with more competitive brands. Procter & Gamble's Dawn dishwasher launched a campaign in which the brand donated USD 1 to the Marine Mammal Research Centre and the International Poultry Research and Salvage Centre for each product bought. The campaign is part of a larger campaign by Dawn to clean oil-contaminated sea water to save waterbirds. Cause marketing is not without risk. Businesses must also make clear to customers what they will contribute to the purchase or merely a campaign to raise awareness.

Fourthly, raise awareness for consumers throughout the product life cycle: Businesses can actively research and design green products but to minimize the impact of the product on the environment requires the involvement of customers. For example, for detergent products, more than 90% of the energy produced and used is in use. Consumers need to understand that it is their responsibility to use and handle the right products, provided they are provided with sufficient information and education. Some companies have attempted to design this feature into their products, such as the Toyota Prius' in-panel controls that provide direct information on fuel efficiency during runtime.

Fifthly, focus on key benefits: As Ottman and colleagues (2013) argued the surest way for businesses is to avoid using green claims. The consumer always wants to know first whether the products can benefit their individual. Focus on the right niche when environmental responsibility is viewed by customers as a preferred complement. Does your product help customers save more when using? Ads by Sears for Kenmore steam washing machines claim that this washing machine saves 77% of water and 81% of energy compared to older models. Does your product satisfy the target audience? The famous American Apparel clothing company offers clothing products that use organic cotton, and are comfortable to wear. But in 2004, when it was not enough for their customers, Dov Charney, the CEO of the company at the time, decided to move on to a more youthful, sexy image of the company. Three years later, the company had 180 stores with estimated revenue of USD 380 million a year, still fashionable products sold with all the same social and environmental benefits as before.

6. CONCLUSION

Green marketing is no doubt very important for companies pursuing sustainable development. It is necessary for companies in Vietnam to apply green marketing in their sustainable strategies. By looking at some successful companies applying green marketing in their practice, the paper has drawn out 5 advices for the companies including: strategic commitment to protecting the environment, transparency, call for third parties support, raise awareness of customers, and finally focusing on key benefits of the companies.

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SUSTAINABLE DEVELOPMENT OF RETAIL BANKING IN VIETNAM IN THE CONTEXT OF GLOBALIZATION: A CASE STUDY AT VIETCOMBANK

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ABSTRACT: While the wholesale banking market is gradually becoming saturated and thus more difficult, the retail banking market in Vietnam remains rudimentary with much potential to be exploited. Vietnamese commercial banks have shifted their business strategies by expanding into retail and non-credit activities due to its nature of risk diversification and the possibility of product diversification. Being known as a commercial bank with a multi-purpose model providing the full range of leading financial services in Vietnam, the JSC Bank for Foreign Trade of Vietnam (VCB) has pioneered the development of e-banking services. In this process, VCB has achieved a lot of success, but still contains some limitations that need to be overcome. In addition, VCB continues to face challenges brought about by globalization. Based on the assessment of the retail banking services of VCB, the paper proposes solutions for sustainable development of retail banking in balance with sustainable objectives of economic benefits, social benefits and environmental objectives.

Keywords: Retail banking, sustainable development, globalization

1. CONCEPTION ON SUSTAINABLE DEVELOPMENT OF RETAIL BANKING SERVICES

The term ‘sustainable development’ first appeared in the 1980 World Conservation Strategy, which was widely disseminated through the 1987 Brundtland² Report of the WCED³, and reaffirmed at UNCED⁴ in 1992, supplemented and completed at the Rio Conference⁵ in 2012. Accordingly, ‘sustainable development’ is defined as “development that meets the needs of the present without compromising the ability to meet the needs of the future generations”.

Sustainable development focuses on a number of principles as following: Developing an equitable society in which people are at the center of sustainable development; Sustainable development of the economy, reasonable exploitation, and thrifty and efficient use of natural resources within the allowed limits; Sustainable development along with environmental protection; Development aiming at meeting the needs of the present generations while creating no adverse impact on the lives of future generations; Sustainable development associated with the process of industrialization and modernization on the basis of scientific and technological development.

Sustainable economic development is a global concern. Considered as the life arteries of the economy, the banking system of Vietnam has aimed at comprehensive and sustainable development. As the market for

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¹ Also called the Report on *Our Common Future*

² World Commission on Environment and Development

³ Global summit on Environment held in Rio de Janeiro (Brazil)

⁴ Global summit on sustainable development held in Johannesburg (South Africa)

wholesale banking services is gradually becoming saturated and increasingly difficult, commercial banks have turned to the retail banking market in Vietnam which is still rudimentary and full of potentials for exploitation.

Retail banking services are understood as banking services provided to individuals, business households and small and medium enterprises through traditional distribution networks or e-networks. Development of retail banking services involve the expansion of commercial scale, the increase in the number and utility of products and services, the development of the distribution network, updating technology, improving the quality of retail banking services to best meet the needs of the customers in the market.

Sustainable development of retail banking services is to develop retail banking services in which sustainable economic benefits go hand in hand with social and environmental sustainability objectives. In order to be sustainable in terms of economic benefits, commercial banks focus on boosting their operations, promoting safe growth and ensuring quality of services through reasonable exploitation and efficient use of resources. For sustainable benefits, commercial banks are trying to satisfy the increasing demand of the customers in the market. In addition, commercial banks aim to provide finance and encourage social projects, balancing between urban and rural areas, providing development opportunities for customers, balancing between wholesale and retail, and finally, prioritizing human development projects. For environmental sustainability, commercial banks will consider the impact of financial projects, to assess if they are harmful to the environment. Sustainable development of retail banking services also aims to meet the increasing demand of the current generations, which lay a foundation for meeting the future demands. Retail banking services are simultaneously developed sustainably in the process of industrialization and modernization, based on the advances of science and technology.

2. GLOBALIZATION AND ITS IMPACT ON SUSTAINABLE DEVELOPMENT OF RETAIL BANKING

Globalization and regionalization have become objective and indispensable trends in the world economy. They have occurred in two parallel processes: economic liberalization and international integration. International integration in banking is essentially liberalizing and expanding the banking market in line with international commitments.

From 2011 up to now, the banking sector in Vietnam has made breakthrough innovations and penetrated deeper into the process of international integration through signing a series of free trade agreements. Under the Master Plan, by 2020, liberalization of financial services and of capital accounts will take place. The free flow of capital, people, goods will become a reality.

Globalization has brought opportunities for the development of banking in general, and of retail banking in particular: to attract foreign investment, to improve financial capacity and to increase capacity for solvency; to inherit and transfer technology, to access to new and modern retail banking products; have more chances to expand cooperation, to get experience-sharing and support, technical advice in banking technology application, and in management skill training to enhance the ability to prevent and handle risks from foreign financial institutions; to expand the market to the region and the world; to be involved in a leveled and highly professional business playground; Globalization requires Vietnam to improve its regulatory environment, to create an attractive investment environment for business entities, and thus commercial banks will have more opportunities to provide retail banking services; Competition has also motivated the banking system of Vietnam to restructure towards fast, comprehensive and sustainable development.

Besides the benefits, commercial banks in Vietnam also face many challenges:

Fierce competition: 35 commercial banks out of 118 credit institutions in Vietnam have realized the potentials of this market, and have accordingly shifted their business model to focus on retail services, have expressed their ambition and determination to become 'No.1 bank on retail'. The competition tendency among commercial banks is evident in credit activities and in the mobilization of capital from retail customers, especially consumer credit and individual credit. Some commercial banks even set goals to buy back, or set up new financial companies to exploit the consumer credit market. The competition is more acute for electronic payment services, banking technology and partner association. The competition pressure has increased as foreign banks gradually expand their business areas.

Competitiveness of Vietnamese commercial banks has not been high: The biggest challenge for domestic commercial banks is the big gap between their financial capacities, IT levels, management levels, human resources and quality of retail banking products. In addition, competition can lead to 'brain drain', when foreign commercial banks attract high-quality human resources by offering learning and development opportunities, professional working environment, institutional culture, high salary, rewards as well as other attractive perks.

Governance and control of Vietnamese commercial banks may become fragmented, as local banks improve their financial capacity by selling more shares to foreign shareholders, resulting in an increase in the ratio of foreign ownership at domestic banks. Decision No. 986/QĐ-TTg dated 08/8/2018 of the Prime Minister approved the development strategy of Vietnam's banking sector, specifying the direction of reducing state ownership in the three biggest commercial banks, allowing foreign major shareholders to buy some weak commercial banks, to turn them into 100% foreign-owned commercial banks. Vietnam has also decided to reduce state ownership in VCB, BIDV and CTG to 51% instead of 65% as previously, allowing these three commercial banks to select strategic shareholders who possess market prestige, strong financial capacity, and solid management experience – to prepare the prerequisites to proceed to public listing on the foreign security markets.

3. RETAIL ACTIVITIES OF VCB DURING 2012 - 2017

VCB was formerly known as the Foreign Exchange Management Department of the State Bank of Vietnam, which was established in 1955. In 1963, VCB was separated into the first commercial bank specializing on foreign trade banking in Vietnam, to conduct national foreign exchanges, to make international payment, and to provide import and export credits. In 2008, VCB pioneered in equitization, officially started to operate under the model of joint-stock commercial bank, continued to develop and maintain its position as the leading commercial bank in the country, while gradually reaching out to the international market. Together with the restructuring of the organization model and the deployment of many transformation projects for sustainable development in accordance with international standards, VCB shifted business activities to focus on some main pillars: retail, capital and service banking; asset control and quality improvement; income restructuring; enhanced cost control and especially shifting to digital banking.

For retail interest group. During this period, VCB retail capital mobilization has increased by 22.5%/year, higher than the 19%/year increase in deposit by big customers. The majority of retailers came from the population accounting for 55% of total VCB deposits, growing at the rate of 22%/year. The SMEs deposit proportion is 8%, with a growth rate of 28%. 70% of the retail deposit is short-term, which has been growing at the rate of 17%/year. The remaining 30% is long-term, which means a 51%/year growth. 81% of VCB's retail capital was mobilized in VND while the rest 19% was mobilized from other currencies.

Table 1: VCB retail banking activities for the period of 2012-2017

| Indicators | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|---------|---------|---------|---------|---------|---------|
| Interest Retail Product Group | | | | | | |
| VCB Retail Mobilized Capital (bil. vnd) | 179,660 | 194,705 | 255,945 | 317,075 | 374,405 | 448,898 |
| Increase in VCB Retail Mobilized Capital | 33.21% | 8.37% | 31.45% | 23.88% | 18.08% | 19.90% |
| Proportion of individuals deposit /VCB | 56.8% | 52.1% | 53.6% | 55.1% | 54.4% | 55.3% |
| Increased SME Mobilized Capital | 32.4% | 22.7% | 37.8% | 38.9% | 14.7% | 20.1% |
| Increased individuals deposit | 33.3% | 6.8% | 30.7% | 21.9% | 18.6% | 19.9% |
| Outstanding retail loans (bil. vnd) | 61,980 | 74,888 | 98,618 | 138,988 | 160,822 | 226,598 |
| Increase in VCB retail loans | 28.7% | 20.8% | 31.7% | 40.9% | 15.7% | 40.9% |
| Proportion of individual loans/VCB | 11.9% | 13.6% | 16.0% | 20.1% | 25.3% | 32.7% |
| Increase of SME loans | 21.4% | 13.7% | 24.8% | 29.6% | -27.2% | 10.6% |
| Increase of personal loans | 37.9% | 29.4% | 38.9% | 50.4% | 49.8% | 52.4% |
| Premium Retail Product Group | | | | | | |
| Increase of payment volume by VCB card | 21.9% | 26.8% | 17.2% | 19.5% | 50.5% | 30.1% |
| Increase of usage volume by card | 9.1% | 15.1% | 18.3% | 24.6% | 23.4% | 24.2% |
| Increase of e-banking customers | 55.6% | 41.2% | 30.5% | 28.8% | 30.8% | 45.6% |
| Increase of remittance | -14.1% | 4.4% | 5.1% | 12.9% | 7.4% | 15.5% |
| Outstanding insured credit loans | 35.4% | 3.0% | -11.8% | 3.0% | 37.4% | |

(Source: Synthesized from annual reports, reports on retail banking services of VCB over the year)

VCB retail credit has grown by about 36%/year, higher than the 11%/year growth rate in outstanding wholesale credit. Credit portfolio expanded with a focus on retail loans, have shortened the gap between wholesale and retail loans, accounting for 58% and 42% respectively. Particularly, individual outstanding loans have accounted for 33% of total outstanding loans of VCB, with a 52%/year growth. Outstanding SMEs loans have accounted for 9% of VCB total loans, which showed a growth of 15%/year. Medium and long term retail loans have increased to account for 44% of the total outstanding loans. Outstanding loans in Vietnam dong have accounted for 84% while 79% of the outstanding loans have been made to customers with collateral. The diversified loan portfolio, focusing on high growth industries with good credit quality such as manufacturing, processing, transportation, warehousing, telecom, etc. The ratio of current loans is about 98% while bad debt ratio is 1.14%.

For premium retail product group, VCB continued to maintain the leading position in payment card market: Card payment volume has increased by 33%/year; Total number of VCB cards has reached 16.3 million cards, of which the number of international credit cards has increased by 1.35% over the same period; Card usage volume has increased by 23%/year; E-banking services meanwhile, have grown by 46%/year, bringing the total number of customers to 13.1 million. Customers using SMS banking still accounts for the majority of 66%. Remittances, meanwhile, have grown by 6.3%/year; Bancassurance of VCB is still at an early stage but has also increased by 13.4%/year. The majority of VCB's premium revenue has come from BaoAn Credit with about 100,000 loans covered for the first five years, with average insurance premiums of VND 200 million per loan. Outstanding insurance has increased 13.3%/year, with an increase of 37% in 2016.

Retail banking has helped to increase revenue and profit for VCB. Retail sales has increased 21.4%/year, higher than the 16.36%/year increase in VCB revenue, reaching the proportion of 41.6%. In particular, fee income has increased by 27.47%/year. Retail income has accounted for 85% of VCB's total revenue,

an increase of 20.8%/year. For individual credit, 95% of interest income has come from personal loans, while only about 5% has come from credit card loans. SMS and Mobile banking have accounted for 82%, Internet banking charges have accounted for 17% while approximately 2% comes from Mobile bankplus and Phone banking charges. 99% of Bancassurance fee comes from BaoAn Credit. 62% of the fee collected from domestic remittance and treasury services, while only 38% comes from international remittance. 88% of the fees collected is from card payment, while 5% is sponsored from international card organizations and 7% from foreign currency gained during international card payment process. Profit from retail banking has accounted for 20% of VCB's profit, showing a better growth which has been higher than VCB's net sales and retail cost.

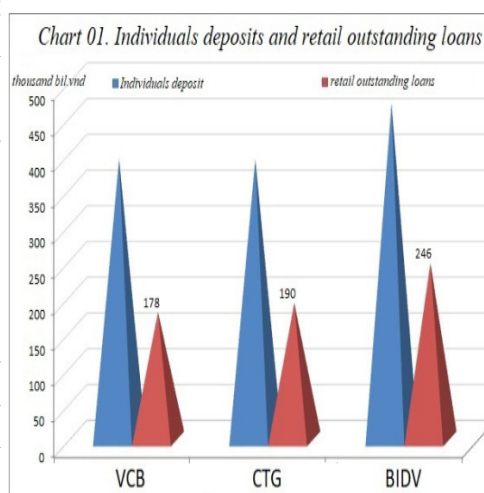
Competitiveness of VCB in the Vietnamese retail banking services market

Regarding financial strength, with the total assets of USD 46.2 billion (VND 1,035 trillion), VCB was behind BIDV (owning VND1,202 trillion) and CTG (owning VND 1,095 trillion). Equity of VCB reached VND 52,558 billion at the end of 2017, after CTG at VND 63,765 billion and BIDV at VND 48,834 billion.

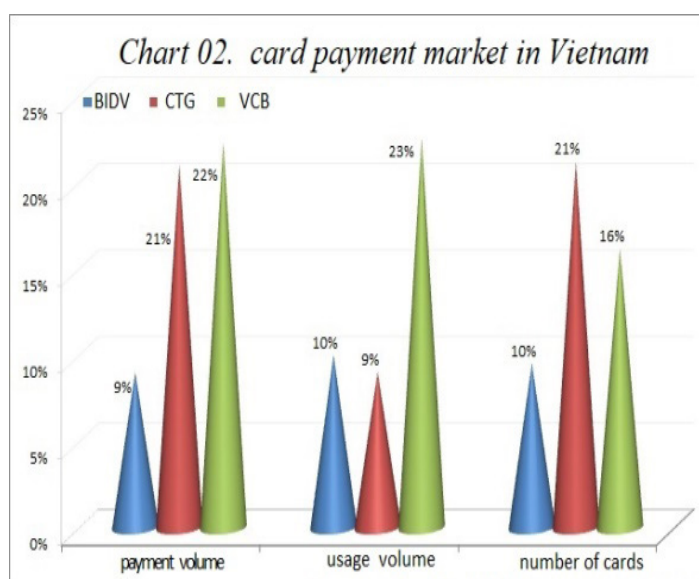
Competition in the retail market in Vietnam is becoming fiercer as major commercial banks have been focusing on developing retail services and are aiming at becoming 'No.1 retail bank' in Vietnam. Retail deposit in Vietnam in this period has increased by 15%/year and the majority of such deposit has come from the population.

Except for Agribank with different characteristics, to compare with the three strongest commercial banks in Vietnam, at the end of 2017, VCB has risen to an equal position and even slightly higher than CTG, reaching VND 392,013 billion mobilized from the population. VCB is still ranked third in terms of retail loan.

With strong technological infrastructure, VCB has always



(Source: Annual reports of VCB, CTG & BIDV, 2017)



(Source: Annual Conference 2017, Vietnam Bank Card Association)

led the market with modern distribution network with ATM market share accounting for 15% and POS for 32%, leading the market in electronic payment. Card payment turnover of VCB has been leading in the market accounting for 22% of the market share while the figure for CTG is only 21% and for Agribank is 18%. VCB's card issuance market share has ranked third with 16%, followed by CTG with 21% and Agribank with 19%. VCB card usage has grown well with 23% market share, higher than Agribank 19% and East Asia 11%.

VCB currently attracts about 25% of Internet Banking customers, 62% of E-commerce payment turnover, 55% of

payment turnover for goods and service bills through electronic channels, 37% of domestic card payment and 45% of international payment card payment. After launching Digital Lab, VCB expects to achieve 40% of transaction volume through e-banking channels and to attract $\approx 50\%$ of customers using e-banking services such as internet banking, and mobile banking.

VCB currently maintains a 17.7% market share of remittances, higher than Sacombank 16% and CTG 15%. VCB ranked 8th in Bancassurance market with 5.3% market share (by gross premium income), lower than Generali, Vietin Aviva, and slightly higher than BIDV-Metlife.

4. ASSESSING THE SUSTAINABLE DEVELOPMENT OF VCB RETAIL BANKING IN 2012 - 2017

4.1. Retail performance of VCB in accordance with sustainable development objectives:

Regarding economic benefits: VCB has pioneered in the market and has successfully developed retail banking services, fulfilling beyond targeted on all the retail indicators set out for each year while closely following the business direction by the management board. VCB has increased utility and diversified retail banking products in each market segment. Retail deposit and loans have surpassed the targets set with relevant structural shift in line with VCB's focus on retail development. Personal credit growth has been strong at 51% per year. Service activities have grown well; VCB has actively connected with international card organizations and partners in different industries to cover electronic payment services for many electricity, telecommunications, insurance, securities, etc. partners. *It has successfully implemented the electronic payment development (is currently the market leader), money transfer and Bancassurance products; The most obvious reflection of the economic benefits brought about by VCB retail banking is the dramatic improvement in profitability, positive sales and earnings growth (21.4% per annum), the proportion of retail sales in VCB's total revenue which has increased significantly (from 20% in 2012 to 42% in 2017), interest income accounted for 85% and retail banking has accounted for 20% of VCB's profit.*

Developing retail banking services towards security: When the wholesale market becomes more risky, VCB moves to focus on developing retail services (so as to diversify risks and to obtain product diversification) in parallel with trying to reduce inefficient wholesale loans; VCB has also implemented tight lending procedures, to secure collateral and credit conditions, and to keep pace with changes in the capital sources and the use of capital; VCB has implemented the Basel II Capital Treaty, CTOM, CLOS Project, Corebanking; It has also refined the credit risk framework, liquidity risk, market risk and operational risk in line with international practices, to make it more suitable with the Vietnamese market and its own development strategy. Compared with 2012, the proportion of short-term mobilized capital has dropped from 84% to 69.5%, while long-term capital has increased from 16% to 30.5%. The ratio of capital mobilized in domestic currency has increased from 73.7% to 81%; meanwhile, credit quality has been put under tight control. Bad debts and off balance sheet liabilities have been made more effective. Standard debt has increased by 29%/year, accounting for 98% of VCB's outstanding loans. Bad debt has declined and currently accounts for only 1.14%. Non-performing loans of VCB concentrate more on shipbuilding, seafood processing, acquisition of raw materials for industrial production and construction and so on in the South West provinces, Hanoi and Ho Chi Minh City.

Development of retail banking towards environmental sustainability: VCB strictly implemented Directive No. 03/CT-NHNN dated March 24, 2015 by the Governor of the SBV on promoting green credit growth and socio-environmental risk management; and Decision No. 403/QĐ-TTg dated March 20, 2014 by the Prime Minister approving the national action plan on green growth for the period 2014-2020, as well as other regulations related to environmental protection in loan provision. VCB has asked that investors of projects considered for credit granting meet the criteria for environmental and social protection. For a

number of investment projects with potential adverse impact on the environment, VCB requires that the investors provide environmental impact assessment reports and environmental protection commitments in accordance with relevant laws such as the Law on Environment, the Law on Natural Resources, Decree No. 18/2015/ND-CP, Circular No. 16/2015/TT-BKHDT... In late 2016, VCB implemented the project 'Green for life' with a view to raising awareness among primary school students about the importance of protecting the surrounding environment; VCB also joined the program 'Green message from the earth' to overcome the consequences of postwar landmines– the program has been implemented by the State Steering Committee following Decision No.504/QD-TTg of the Prime Minister, etc.

Developing retail banking towards social sustainability: In the period of 2013-2017, VCB spent over VND 971 billion on social security programs with focus on education, health care, the poor, natural disaster recovery and other areas. Concretely, it provided loan assistance through reducing lending rates and implementing competitive interest rate programs; actively implemented lending programs on priority areas, developed credit support policies for the poor, for affected clients, damages caused by the weather, natural disasters and environmental incidents; the program of providing preferential loans to individuals and business households in disaster-hit areas, programs for building houses of gratitude and helping families of war invalids, fallen heroes, former war youth volunteers and war veterans, poor people and marine soldiers in duty to protect the Paracels and Spratlys, etc. to sponsor the construction project to bring electricity to Co To Island;

On education, health and human development: VCB focuses on developing human resources, further training for employees, developing satisfactory wage and rewarding schemes, fair rewards and punishment, using the right people in the right job. For external relations, VCB co-sponsors the 'Vietnamese National Talent' (2013-2017) which aimed at stimulating creativity from the community, seeking for initiatives and individual or group researches to bring about practical solutions to the community, to boost the socio-economic development of Vietnam in many fields; VCB also cosponsored 'Light Up Vietnamese Children's Dream' (since 2008) a program designed for poor and studious children, street children and disadvantaged children; VCB has also been implementing a number of grant programs, preferential credit packages for infrastructure construction, procurement of equipment for schools and health facilities in some localities; the bank has given support to cover surgical costs for many patients, especially disadvantaged children; Through the Study Encouragement Fund, VCB has given scholarships to outstanding students with excellent academic achievements. From 2014, in each school year, VCB has launched an event series of 'VCB welcomes new students' to introduce and consult on the use of retail banking with many incentives. In 2017, VCB was given the "Bank of the Community 2017" along with many other awards.

Sustainable development of retail banking has been associated with the process of industrialization and modernization, on the basis of scientific and technological development, to meet the needs of the current generations and not hindering the lives of future generations: VCB is a commercial bank with the strength of modern technological infrastructure, and a leading role in the market for its modern payment networks, e-banking, card payment, international payments, etc. In 2016, VCB launches Digital Lab services, confirming a pioneering trend, its strong investment in technology and the ability to apply digital technology in providing banking services with a view to meeting diversified demand of the customers and preparing the basis for the future development under strong influence of the great revolution 4.0.

4.2. A number of shortcomings that need addressing in order to sustainably develop retail banking

Continued problems in service products: VCB is currently neglecting domestic credit cards, asset keeping services, prepaid cards (4% market share)...; VCB retail products are still rather conventional,

and limited in type and utility and need to be increased and refined; Cross-selling products, remittance services, ... are still monotonous and not competitive enough. The market of retail banking is still in early stage as current exploitation has realized only 20-30% of the market potentials. Globalization, the Great Revolution of 4.0, e-commerce boom and the fact that 95% of Vietnamese people are using smart phones have led to the inevitable trend of mobile banking. But VCB smart banking development is still at an early stage.

Retail performance of VCB is still limited: retail sales of VCB are uneven and low compared to market potentials; The short-term outstanding retail loans remain large in proportion leading to high risks in liquidity; Credit quality for some customer groups and at some branches is still low; Safety prioritized business strategy will force VCB to reduce profits to increase the reserve to the highest level to deal with risks. Despite strong growth, retail banking is still modest compared to the investment costs.

Distribution channel network has not been optimal with redundancy here and shortage there; There are still problems with broken ATM, software errors, out of money ... and thus, many transactions still have to be carried out in transaction branches; POS is still not enough to meet the market demand, concentrating in big stores and big cities; mPOS and online remittance transactions have not been deployed.

Increasingly fiercer competition in the market: VCB's capital mobilization and lending activities have not proved superior to those of other commercial banks of the comparable size; there is still a big gap between VCB and commercial banks in the region and in the world in terms of competitiveness. The challenge gets bigger as Vietnam gradually liberalizes its banking and finance sector in accordance to its integration commitments.

In management administration: Procedures have not been flexible enough, while information exchange among the transaction offices is not timely updated; Retail sale department was set up quite late (2015), although the retail development target had been set very early. Management of information has been rather confused between retail and wholesale banking. Assessment criteria have not been developed fully. The development, review and improvement of the operation model and the development of functions and duties of the department has been slow. A number of management capacity-building projects such as ALM-FTP-MPA, Corebanking ... are still behind schedule.

On the objective of sustainable development of economic benefits: At present, the retail operation of VCB, despite having brought about good results in terms of economic benefits, has not been commensurate with the market potentials. The proportion of retail revenue and profits is still very low compared to wholesale, while growth is uneven and stable over the years; Selling bad debts is only a situational measure. Thus, it is necessary to have better measures to manage credit quality in order to achieve sustainable growth.

On the objective of social and environmental sustainable development. Social security activities are mainly carried out under the form of sponsorship or the provision of preferential credit packages which are limited to people with very specific, and typical backgrounds, or areas suffering from natural disasters, or from serious incidents or islands/sea areas of political significance. In fact, many poor or disadvantaged people (but not serious enough to attract the attention of the society) are also in need of preferential credits, or at least credits under loosened conditions. The social projects deployed by VCB have been quite extensive and widespread, and yet attention has not been adequately paid to the startup projects. The environmental protection of major credit application projects still responds more to formality rather than being substantial while the inspection and supervision of these projects have yet been effective.

Limitations on IT infrastructure: VCB has invested heavily in infrastructure and technology, but has not utilized effectively. Network errors continue to happen during website surfing. Errors also happen during internet transactions or transactions through smart phone. The scope of electronic transactions is still limited and is highly dependent on the transaction over the counter. Although the market demand for online payment is very high, customers are still concerned about the safety, transaction and information security.

5. SOLUTIONS FOR SUSTAINABLE DEVELOPMENT OF RETAIL BANKING IN THE CONTEXT OF GLOBALIZATION

5.1. To improve financial capacity, governance and administration

To improve financial capacity through increasing ownership capital and to structure towards maximizing capital by: withdrawing capital from credit institutions (EIB, MBB); to propose to the Government to reduce the ownership ratio of state capital to 51% and to leave at least 50% of annual dividends; to issue bonds at competitive interest rates; to pay dividends by stock; to attract and allocate funds to promote banking operations. To increase the quality of ‘Assets’; to propose to raise the ownership ratio of foreign investors to 35% to meet Basel II standards;

To enhance management capacity in the market economy based on the 4.0 technology: To refine the model of retail banking in the direction of specialization; To reform the administrative procedures, to improve the management capacity and to standardize business processes on the basis of high technology and international practices; To digitalize the procedures, and monitoring and inspection programs, ... to detect early risks to overcome the consequences in time; To continue the deployment of Basel II; to complete ISO 270001 on Banking Management

5.2. To expand market share by sustainable development of retail products

To develop diversified retail banking, to increase utility and improve the quality of retail services; to continue to move ahead with the market and make careful market exploration before mass supplying new products; to increase cross-selling and cross-selling to wholesale customers; to allow flexible conversion between depositing and deposit withdrawal; To promote loans on credit for SMEs (those lacking collaterals and yet having low SME bad debts); To implement automatic fee collection and fee management solutions; to standardize retail real estate credit and business production packages. To improve Bancassurance efficiency and remittance services. To simplify administrative procedures (maturity, verification and compensation for customers) to create trust and attract customers. To expand the network of remittances in the country. To expand cooperation with other countries with many Vietnamese expats.

To enhance e-banking services, especially mobile banking: To enhance cooperation with other business partners to expand e-payment services; to refine and increase the utility of ebanking; to apply high security measures for securing transactions and customer information. To demonstrate the demand for Mobile Banking by: deploying payment on Mobile Banking, Mobile Payment; to promote Mobile Banking advertisement integrated with multi-functional utilities to meet multiple customer needs. To simplify registration procedures; to enhance value to the user experience on Mobile Banking; to provide intelligent interface design, suitable for each type of mobile device; to regularly update new mobile technology applications: new operating system, and upgraded version.

5.3. To promote and improve the effectiveness of supporting activities for sustainable development of retail banking

To implement a marketing campaign with a reasonable pricing policy in the spirit of “to offset the price reduction through increase in the quantity”. To determine the price of retail products while balancing with the price and the impact of supply and demand on the market. In order to do so, commercial banks

need to exploit the market to the fullest by developing diversified retail services suitable for different market segments, with different groups of customers and at the same time enhancing the cross-selling of products.

Optimizing business models and payment methods through modern distribution channels on the automation platform, multi-dimensional and intelligent connectivity of FIR 4.0. To build up transactional space through a computer screen/tablet system, etc., without the help of traditional operators; To implement mPOS, to additionally install and reasonably adjust ATM and POS network; To focus on developing modern electronic payment methods most suitable to the market such as: Ecommerce; Contactless payment and Mobile payment.

To modernize IT technology while prioritizing the development of new integrated IT solutions from suppliers: To continue to invest in equipments, in upgrading the technological infrastructure, upgrading the broadband transmission line of high volume and high speed; to continue to upgrade Core banking; Data appliance, TF & LOS, KPI, the ATM system following EMV standards, IT upgrades using cloud computing (Cloud Computing), card switching system and so on.

To renovate customer care policy, creating a close and sustainable relationship with existing retail customers by ensuring service quality and offering incentives developed for traditional customers (VIP). To attract new customers through the synchronized implementation of sales promotion activities.

To improve customer interaction and customer care on the basis of technology 4.0: to offer internet-based experience to customers, to open mobile trading locations at specific locations (airports, trade centers, trade bazaars, etc.); to deploying the 24/7 bank initiative, to establish more channels to interact with customers through technology applications such as web, skype, social networks. *To maintain and enhance the strong brand name VCB:* to finalize and communicate the “VCB quality standards” for retail banking services.

Enhancing internal risk management and control capacity in retail banking: to strengthen ‘Internal Audit Committee’ (established on 01/8/2015), to enhance internal auditing capability following Basel II; to regularly and continuously monitor critical activities, to promptly detect and issue risk warnings on liquidity, market risk, operational risk, etc., from which to propose to all levels of banking management with recommendations to correct errors.

Development of high quality human resources: Fair and transparent recruitment of people who meet professional requirements, possess computer skills, and are proficient in foreign languages with a high sense of responsibility and good professional ethics; commercial banks should also use the right people in the right place; and regularly update their staff to catch up with the pace of development of the world.

5.4. Sustainable development of retail banking in the direction of balancing between the goals of economic sustainability and sustainable social and environmental protection

The stable growth of retail revenue and profits and the increase in the proportion of retail banking in the total turnover of commercial banks are the economic benefits gained when commercial banks synchronously implement measures to develop retail banking in a sustainable manner. Moreover, digital banking (especially mobile banking) is an indispensable trend, associated with the process of industrialization and modernization on the basis of science and technology, to meet the needs of the current generations and to lay the foundation for future generations.

For retail banking to be developed sustainably and safely, commercial banks need to strengthen measures to ensure network security as high as possible by continuously upgrading their network security system, building backup center (Disaster Recovery), ensuring electronic payment security, customer information security, and closely coordinating with agencies in charge to prevent, detect, and handle legal violations using high technology. Network security is the key to building customer trust.

Balanced with the goal of sustainable social and environmental development while seeking economic benefits from retail activities: In addition to the effectiveness of capital use and repayment capacity, commercial banks need to assess the impact of their business on the environment and society, requiring that the investment owners observe relevant environmental and social protection standards, and commercial banks should also regularly monitor the environmental and social risk management of the credit granted to clients. In addition, commercial banks also need to communicate the policies of the Government that regulate the responsibility of environmental risk management of credit institutions so that the customers understand and cooperate. Commercial banks should also continue to promote social security, beside designing incentive packages for students, for startup projects, as well as projects that have a positive impact on the society. For employees, banks should always create conditions for employees to promote their capabilities, to expand their opportunities to progress, to ensure the legitimate interests of laborers

CONCLUSION:

Retail is still a hot spot for development for commercial banks in Vietnam as the Vietnamese market has only been exploited by about 20-30% of its potentials. However, in the next phase, commercial banks will focus on developing mobile banking and payment methods using high technology. This is an inevitable development trend when the world is undergoing the process of globalization and the 4.0 technology revolution. In order to develop sustainably, commercial banks need to quickly adapt and take full advantage of the opportunities to overcome the difficulties by improving financial capacity and competitiveness, optimizing the business model on High-tech platform, development of retail banking products in accordance with the market trends, focusing on improving the quality of products and services, enhancing network security, building brand and enhancing the prestige in the market. /.

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FACTORS AFFECTING CONSUMER DECISIONS ON PURCHASING ORGANIC AGRICULTURAL PRODUCTS IN HANOI

Vu Duy Nguyen* - Nguyen Vu Viet** - Pham Thanh Hang*** - Nguyen Thi Ngoc Anh****

ABSTRACT: *The study analyses the factors that influence consumer decisions on purchasing organic agricultural products in Hanoi. By synthesizing previous research, the authors establish Ordinal Logistic Regression (OLR) through survey questionnaires for 300 consumers in Hanoi in March 2018. The empirical model shows that there are eight factors, which have significantly positive impacts on the consumer decisions to purchase organic agricultural products, including: (i) the quality of products; (ii) trademarks, product labels; (iii) advertising, media, cultural factors; (iv) the understanding of the consumers about products of organic agriculture; (v) the convenience of the point of sale; (vi) income of consumers; (vii) psychological factors (attitudes, interests, taste, age, gender, etc.); (viii) the consumer's career. The research also finds out the two factors affecting negatively on decision of consumers, including: (i) the value-added tax for the import of organic agricultural products; (ii) the age of the consumer. Based on quantitative results, the study proposes recommendations to promote the purchase of organic agriculture products in Hanoi.*

Keywords: organic agricultural products; ordinal logistic regression; value-added tax.

1. INTRODUCTION

1.1. Literature review

Safe and quality are always one of the most concerned issues of the consumers to choose food products, especially agricultural products. Since the agricultural products currently offered rampant on markets, not least of which are products of unknown origin and the production process that is not controlled. So, they cause the harmful environment, the product does not meet the standard of food hygiene and safety products and bring the health burden for consumers. Therefore, organic agricultural products are a necessary and timely step of Vietnam's agriculture and adapt for current consumers.

The Eco-products are becoming more popular on the market and more approachable to consumers, and they are predicted to grow further in the future, especially in Hanoi. Since consumers nowadays have increasingly awareness of their health and environmental protection, they realize that organic agricultural products (OAPs) not only protect the ecological environment but also provide all the necessary nutrients for the body. However, a problem has arisen: there are fewer people buy organic agricultural products than other conventional products. This fact clearly shows that it is a big difference between hobbies and behaviors of the consumer toward organic agricultural products.

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According to the International Federation of Organic Agricultural Movements (IFOAM), Organic Agriculture is a production system that sustains the health of soils, ecosystems and people. It relies on ecological processes, biodiversity and cycles adapted to local conditions, rather than the use of inputs with adverse effects. Organic Agriculture combines tradition, innovation and science to benefit the shared environment and promote fair relationships and a good quality of life for all involved. Thus, organic products are also called natural foods or healthy foods.

Basically, organic products are classified into 4 types depending on the percentage of contained organic components: (i) “100% organic”; (ii) “Organic” means the product contains more than 95% organic matter; (iii) “Made with organic ingredients” is product with at least 70% organic matter; (iv) “Some organic ingredients” has less than 70% organic component.

Organic products are usually called natural products due to the important role in maintaining the balance of the ecosystem and protecting the health of even the tiniest creatures in soil through the whole process from cropping, processing, distributing to consuming. Having been strictly accredited, organic products positively affect consumers’ health by reducing the risk of poisoning or cancer etc. Besides, as not containing any unnatural components, artificial preservatives, pesticide residue, growth stimulants, organic products are safe and nutritious. Moreover, organic agriculture contributes to reduce earth and water pollution since no chemicals is used.

Currently, the production of organic agricultural products in Vietnam have been deployed in the 33 provinces and cities across the country. The area of organic agriculture in 2016 has increased 3.6 times as much as in 2010 and approximately 77,000 ha. However, this is only a tiny number compared with 50.9 million hectares of organic agriculture of the world and the 11.53 million hectares of agriculture in Vietnam. Therefore, besides organic agricultural products of the domestic origination, imported products also tend to increase in order to meet the needs of consumers Hanoi city.

Theories of consumer behavior are important factors in establishing reasonable model for purchase decisions of organic agricultural products.

Fishbein and Ajzen (1967) with the Theory of Reasoned Action – TRA indicated that intention is the most important motivation of behavior and influenced by attitudes (positive or negative) and subjective norms, which mean the awareness of the appropriate manner. Through this research, they proposed the Theory of Reasoned Action model:

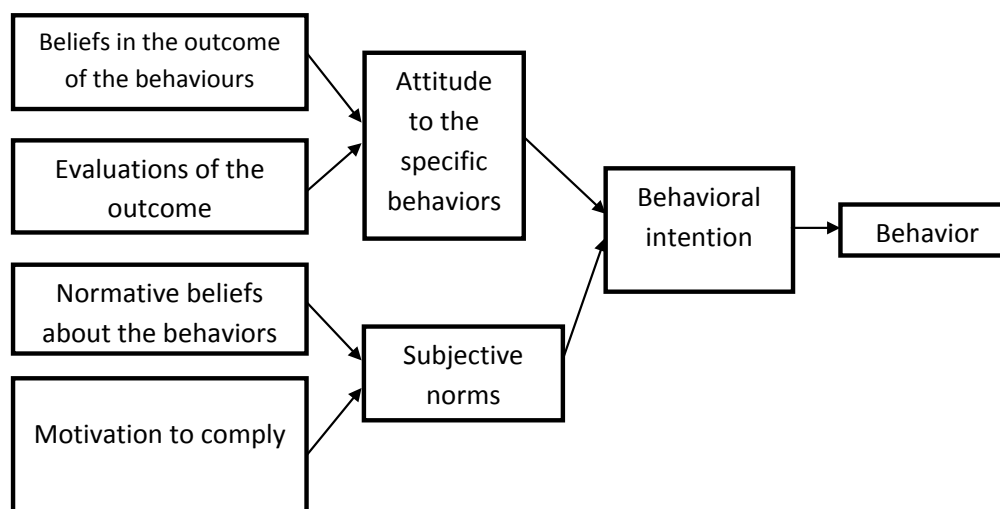


Figure. 1: The Theory of Reasoned Action by Fishbein and Ajzen (1975)

In 1991, Ajzen continued completing the TRA and gave birth to the Theory of Planned Behavior (TPB). He added a factor influencing the intention of consumers: Perceived Behavioral Control, which refers to people's perceptions of their ability to perform a given behavior. The addition had contributed to complete the TRA, which became the most popular research to be applied to explain human behaviors (Ajzen, 1991)

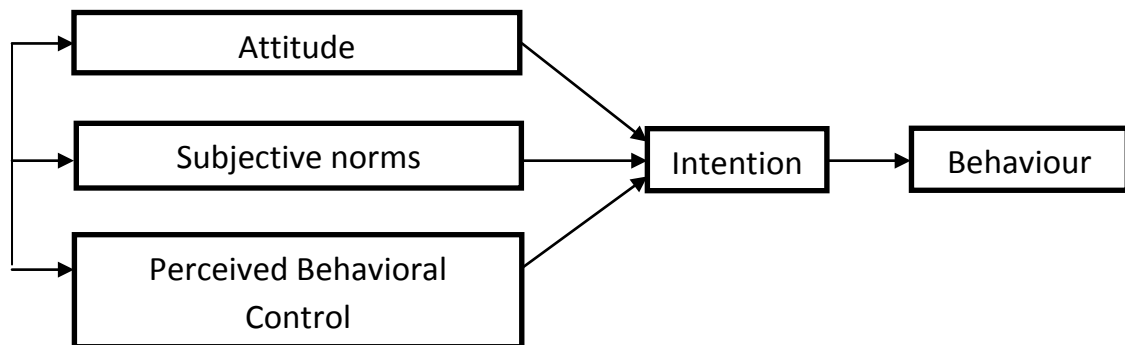


Figure. 2: The Theory of Planned Behavior by Ajzen (1991)

Phillip Kotler (1967), with the research “Marketing management” pointed out that the consumers’ decision took a process with 5 steps: (i) Problem recognition; (ii) Information search; (iii) Evaluations of alternatives; (iv) Purchase decision; (v) Post purchase behavior.

Next, the book “Consumer behavior” argued that the buying process of consumers also contains 5 steps: (i) Demand recognition; (ii) Information search; (iii) Evaluations; (iv) Purchasing; (v) Post purchase behavior (Engel et al, 1978).

While the book “Customer Behavior UK” was researched by Jim (2008) to state that when making the purchasing decision, consumers consider questions such as: How? Where? When? Why?. Besides, the research “*Factors affecting International Demand and Supply for Organic Products*” indicated also that there are 5 main factors impacting on consumers’ organic products purchasing decisions, including: Price; Quality; Origin; Genetic Engineering; Social purposes (Luanne Lohr, 2001).

Meanwhile, the research “Who consumes organic foods? Reasons why consumers choose organic foods”, pointed out 10 factors affecting organic products purchasing decision, following: Health benefit; Support for the local economy; Trend; Price; Market supply; Brand; Certification; Marketing (Rene’e Shaw Hughner et al, 2007).

Phong Tuan Nguyen (2011) with the “Research comparing organic foods purchasing intention in North and South Viet Nam”, tested and emphasized 6 factors, including: Attitude toward the ecosystem; Quality; Awareness of health protection; Knowledge about the product; Subjective norms; Care about food safety and cleanliness.

1.2. Framework of research model

In order to analyze the factors affecting consumer purchasing decisions of the organic agricultural products in Hanoi, the Ordinal Logistic Regression (OLR) model is constructed with a dependent variable Y and independent variables X_i .

The dependent variable Y (represents the consumer decisions on purchasing organic agricultural products) is measured with a 5-leveled scale. Y is collected through the observed variables (items) Q1 and Q2 in the questionnaire.

The Ordinal Logistic Regression model is accredited the influence of 12 independent variables on the decisions of purchasing organic agricultural products.

In OLR model, the dependent variable Y is classified into 5 level according to Likert: (1) Never; (2) Rarely; (3) Sometimes; (4) Often; (5) Always. If Pr is the possibility of a certain variable then $\Pr(Y_i \leq j)$ is the possibility that $Y_i \leq j$. The Odds coefficient is determined with the following formula:

$$\frac{\Pr(Y_i \leq j|X)}{\Pr(Y_i > j|X)} = \frac{\Pr(Y_i \leq j|X)}{1 - \Pr(Y_i \leq j|X)} \quad (1.1)$$

$$\text{With } \Pr(Y_i \leq j|X) = \sum_{m=1}^j \Pr(Y_i = m|X) \quad (1.2)$$

And we have the OLR model:

$$\ln \left[\frac{\Pr(Y_i \leq j)}{1 - \Pr(Y_i \leq j)} \right] = \alpha_0 + \alpha_1 X_1 + \alpha_2 X_2 + \alpha_3 X_3 + \dots + \alpha_{12} X_{12} + u_i$$

This is called the Logistic distribution function. In this function, the model uses the Maximum Likelihood estimations method to estimate the coefficient α_i . The independent variables (from X_1 to X_{12}) is estimated through the items Q3 to Q36 using the Liker scale. The factors affecting decision of consumers on purchasing the organic agricultural products in Hanoi include:

- *Quality of the product (X_1):* Quality is one of the most important factors influencing the purchasing decision. About 20% of food is polluted with chemicals, pesticide, which could seriously affect our health and cause illness such as cancer congenital abnormalities. Consumers who care for their health will have positive attitude toward organic products as they believe that they are better and healthier. The correlation between X_1 and $\ln(\text{Odds})$ is expected positive (+) and coefficient $\alpha_1 > 0$.

- *Brand and label on the product (X_2):* Brand and label are also significant factors to take into consideration when purchasing OAP. Products from famous brands are more trustworthy and the label is a guarantee that the products are organic. The correlation between X_2 and $\ln(\text{Odds})$ is expected positive (+) and coefficient $\alpha_2 > 0$.

- *Knowledge about organic products (X_3):* People will never buy products without awareness about them. This fully awareness about the OAP are determined through certain aspects such as: Knowledge about the qualification and process to produce the products; information of the products' origin; main functions. The correlation between X_3 and $\ln(\text{Odds})$ is expected positive (+) and coefficient $\alpha_3 > 0$.

- *Trend of consuming organic products (X_4):* Nowadays, trends have become a key factor influencing consumers' mentality, also known as "herd mentality". The effect of trends on consumers' purchasing decision are measured with certain aspects such as: people's awareness of the trend; whether the decision depending on trends; whether consumers chose the product regardless of their demand being meet. The correlation between X_4 and $\ln(\text{Odds})$ is expected positive (+) and coefficient $\alpha_4 > 0$.

- *Marketing and advertisement (X_5):* This factor impacts directly on the consumers' knowledge about the OAP as advertisement provides such complete and positive information. With skillful marketing strategies, advertisements always catch your interests and create demand for the products. The correlation between X_5 and $\ln(\text{Odds})$ is expected positive (+) and coefficient $\alpha_5 > 0$.

- *Cultural factors (X_6):* Culture is a spiritual value which is deep in the blood of a society, it becomes a part of the people, it controls every thought, every behavior. The effects of cultural factors are evaluate by: How the culture and awareness of protecting the environment also impact on the purchasing decision. The correlation between X_6 and $\ln(\text{Odds})$ is expected positive (+) and coefficient $\alpha_6 > 0$.

- *Psychological factors (X_7):* Psychology is emphasized as one of the most important factors. It directs people's point of view subjectively. The influence of psychology factors are evaluated with aspects such as: consumers' emotion, interest; family and friends' advice; belief in quality and usefulness of the products; the impact of trends. The correlation between X_7 and $\text{Ln}(\text{Odds})$ is expected positive (+) and coefficient $\alpha_7 > 0$.

- *Rate of value added tax on organic agricultural products (X_8):* Tax is a government's tool to adjust the macro economy, it affects directly the demand – supply of OAP in the market. For example, VAT will increase price of OAP in the market, which influence the supply, thus affect the demand, specifically the consumer purchase decisions of OAP. The correlation between X_8 and $\text{Ln}(\text{Odds})$ is expected negative (-) and coefficient $\alpha_8 < 0$.

- *Price (X_9):* Organic agricultural products' prices are usually higher than other products. It is clear that too high prices are the reasons why consumers choose organic agricultural products less. The influence of price is determined by: customers' consideration about the prices of the OAP; expectation of a reduction in the price of the OAP; the OAP's price stability. The correlation between X_9 and $\text{Ln}(\text{Odds})$ is expected negatively (-) and coefficient $\alpha_9 < 0$.

- *Retail outlets location (X_{10}):* This factor affects the cost and spending time to buy the OAP. The factor is judged by: the convenience while shopping, spending time to buy the product. The correlation between X_{10} and $\text{Ln}(\text{Odds})$ is expected positively (+) and coefficient $\alpha_{10} > 0$.

- *Consumers' income (X_{11}):* influences directly the consumers' ability to afford the OAP and fulfills the consumer demand. While intention is the prerequisites, the ability to buy the product is the sufficient condition. The correlation between X_{11} and $\text{Ln}(\text{Odds})$ is expected positively (+) and coefficient $\alpha_{11} > 0$.

- *The government's policies (X_{12}):* The government has many macro tools to affect the macro and micro economy. The correlation between X_{12} and $\text{Ln}(\text{Odds})$ is expected positively (+) and coefficient $\alpha_{12} > 0$.

2. DATA AND RESEARCH METHODS

2.1. Object of research

- The theories about the main factors that affect the purchasing decisions of consumers for organic agricultural products in Hanoi.

- To estimate regression factors that affect the purchasing decisions of consumers for organic agricultural products in Hanoi from the OLR models

- To draw recommendation and propose significant recommendations and solutions to support consumers, who have more knowledge of the organic agricultural products and come to exact decisions in choosing OAPs.

2.2. Subjects and scope of the study

- *Subjects:* Analysis of the factors affecting consumer decisions to purchase the organic agricultural products in Hanoi.

- *Scope of the study:* consumers that purchase and sell the organic agricultural products in large supermarkets of all large districts, such as Hoan Kiem, Dong Da, Cau Giay, North Tu Liem, Hai Ba Trung, Thanh Xuan, Hoang Mai district in Hanoi.

The study carry out estimate, regression, and statistically significant tests for the number of factors impacting the customer decisions on purchasing organic agricultural products in Hanoi. After that, there are some possible recommendation and solutions are proposed from pattern.

2.3 Research Methodology

- In the process of implementing this study, the authors have used qualitative research methods such as dialectical materialism, historical materialism associated with the method of analysis, comparison, synthesis and chemical systems. Specially, the research bases on the method of investigation, a random survey by questionnaire investigation that the research team has built, and then using the software SPSS20 to analyze, estimate the multivariate regression model and Ordinal Logistic Regression method maximum matching, prediction and statistical hypothesis testing relevant to the model.

- Particularly, researching method bases on a survey method, a random survey 300 consumers who consume the organic agricultural products, through the questionnaire, scientific working group build and use SPSS20 software to analyze, estimate regression model and statistical hypothesis testing relevant to the model. The steps of quantitative analysis process includes: (1) Rudimentary accreditation by the Cronbach's Alpha reliability estimate; (2) the Exploratory Factor Analysis (EFA); (3) Ordinal Logistic Regression Analysis.

2.4. Data of research

- Rudimentary research: The rudimentary research process was done with quantitative method, including: The research of the theoretical model; the questionnaires and measure scale building for 34 items on the basis of Liker 5-leveled scale. After having modified and completed the questionnaire and experimented on 10 consumers, the questionnaire is officially completed.

Official research: The authors suggest 34 items according to Liker 5-leveled scale and 4 qualitative questions. The study sample size is 300 ($n = 300$). Total surveys handed out is 310, total survey received is 300. Sample is both representative and random for consumers in large districts of Hanoi, such as: Hoan Kiem, Dong Da, Ba Dinh, Cau Giay, Bac Tu Liem, Hai Ba Trung, Thanh Xuan, Hoang Mai district.

3. RESULTS OF RESEARCH

3.1. Measure scale description and descriptive statistics of the study sample

Table 1: Measure scale and Descriptive statistics

| Group | Question | Scale | | Standard deviation |
|---|---|------------------------------------|------|--------------------|
| Organic products consuming status (Y) | Q1: Purchase and consume imported organic agricultural products | 1-Never 2-Rarely | 2.88 | 1.129 |
| | Q2: Purchase and consume domestic organic agricultural products | 3-Sometimes 4-Often 5-Always | 3.33 | 0.996 |
| Organic products' quality (X ₁) | Q3: OAP is hygiene and food safety. | 1-Never | 3.93 | 1.022 |
| | Q4: Quality of OAP meets consumers' demand | 2-Rarely | 3.89 | 0.942 |
| | Q5: Believe that the OAPs have been accredited | 3-Sometimes 4-Often 5-Always | 3.85 | 0.962 |

| | | | | |
|---|--|---|--------|-------|
| Brand, label on the organic product (X ₂) | Q6: Take into account the brand name and label when purchasing decision. | 1-Never 2-Rarely | 3.55 | 1.064 |
| | Q7: Trust in the brand and label on the OAPs. | 3-Sometimes | 3.78 | 0.977 |
| | Q8: The more famous brand, the more influence the OAPs has on the purchasing decisions. | 4-Often 5-Always | 3.82 | 1.011 |
| Knowledge about organic products (X ₃) | Q9: Knowledge about standards and the process of OAPs cropping. | 1-Very little 2-Little | 3.13 | 1.074 |
| | Q10: Knowledge about origin of OAPs | 3-Average | 3.13 | 0.988 |
| | Q11: Knowledge about the functions of the OAPs. | 4-A lot 5-Very much | 3.82 | 1.041 |
| Trend in consuming organic products (X ₄) | Q12: Awareness of the OAP trend in the market. | 1-Never | 3.08 | 0.986 |
| | Q13: Choose the OAPs depending on trends in the market. | 2-Rarely | 3.02 | 1.112 |
| | Q14: Choose the OAPs depending on trends although they do not fulfill consumers' demand. | 3-Sometimes 4-Often 5-Always | 2.68 | 1.333 |
| Advertisement about the products (X ₅) | Q15: Choose the OAPs because of the advertisement. | 1-Never | 3.17 | 1.154 |
| | Q16: Believe in the advertisement about the OAPs. | 2-Rarely | 2.78 | 1.242 |
| | Q17: The products fulfill the demand as advertised. | 3-Sometimes | 2.74 | 1.199 |
| | Q18: Aware of the OAPs due to friends and family. | 4-Often | 3.32 | 1.543 |
| | Q19: Sales' advice when shopping. | 5-Always | 3.35 | 0.982 |
| | Q20: Aware of the OAPs due to studying and research. | | 2.78 | 1.156 |
| Traditional factors (X ₆) | Q21: Choose the OAPs because of the traditional factors. | 1-Never 2-Rarely | 2.64 | 1.300 |
| | Q22: Choose the OAPs due to environmental protection. | 3-Sometimes 4-Often 5-Always | 3.58 | 1.231 |
| | | | | |
| Psychological factors (X ₇) | Q23: Make the purchasing decisions due to feelings and interest. | 1-Never | 3.49 | 1.225 |
| | Q24: Make the purchasing decisions due to advices of family and friends. | 2-Rarely | 3.48 | 1.223 |
| | Q25: Make the purchasing decisions due to belief in quality and functions of the OAPs. | 3-Sometimes 4-Often | 3.53 | 1.313 |
| | Q26: Make the purchasing decisions due to trends in the society. | 5-Always | 3.01 | 1.100 |
| VAT rate on the organic products (X ₈) | Q27: VAT rate on the OAPs affecting the purchasing decisions. | 1-Never 2-Rarely 3-Sometimes 4-Often 5-Always | 3.54 | 1.57 |
| | Q28: Expected VAT rate on the OAPs. | 0% 2% 5% 10% 12% | 1.307% | 1.935 |

| | | | | |
|--------------------------------------|--|--|------|-------|
| Prices of organic products (X_9) | Q29: Consider the prices when choosing the OAPs. | 1-Never | 3.74 | 1.088 |
| | Q30: Expect a reduction in the price of the OAPs. | 2-Rarely | 4.02 | 1.133 |
| | Q31: The products' price shifts. | 3-Sometimes 4-Often 5-Always | 3.34 | 0.991 |
| Retail outlets location (X_{10}) | Q33: Take too much time to buy the products. | 1-Never 2-Rarely 3-Sometimes 4-Often 5-Always | 2.95 | 0.942 |
| Income of the consumers (X_{11}) | Q35: How much percentage of income spent on OAPs? | 1-Very little 2-Little 3-Average 4-A lot 5-Very much | 3.02 | 1.102 |
| Government policies (X_{12}) | Q36: Choosing the OAPs due to Government policies? | 1-Never 2-Rarely 3-Sometimes 4-Often 5-Always | 3.66 | 1.214 |

Source: Data collected form the SSPS 20 software

3.2. Accredited the scale's reliability by Cronbach's Alpha reliability estimate

The Cronbach's Alpha reliability estimate is used to accredited the reliability of the items groups following independent variables in order to analyze the Exploratory Factor Analysis (EFA). Cronbach's Alpha reliability estimate is calculated and measured by the following scale:

Table 2: The Cronbach's Alpha reliability estimate

| STT | Variables | Questions | Cronbach's Alpha | Đánh giá |
|-----|--------------|------------------------------|------------------|----------|
| 1 | (X_1) | Q3, Q4, Q5 | 0.74 | Useful |
| 2 | (X_2) | Q6, Q7, Q8 | 0.715 | Useful |
| 3 | (X_3) | Q9, Q10, Q11 | 0.689 | Useful |
| 4 | (X_4) | Q12, Q13, Q14 | 0.594 | Useful |
| 5 | (X_5) | Q15, Q16, Q17, Q18, Q19, Q20 | 0.691 | Useful |
| 6 | (X_6) | Q21 | 1 | Useful |
| 7 | (X_7) | Q23, Q24, Q25, Q26 | 0.762 | Useful |
| 8 | (X_8) | Q27 | 1 | Useful |
| 9 | (X_9) | Q29, Q30, Q31 | 0.669 | Useful |
| 10 | (X_{10}) | Q33 | 1 | Useful |
| 11 | (X_{11}) | Q35 | 1 | Useful |
| 12 | (X_{12}) | Q36 | 1 | Useful |

Source: Data collected through surveys in March 2018

So, coefficient of Cronbach’s Alpha is close to and bigger than 0.6 level. There are 31 items with coefficient of correlation bigger than 0.3 level. The items with coefficient of correlation less than 0.3 level are temporary eliminated such as Q18, Q20, Q26, Q31. Therefore, all 12 factors are evaluated to be reliable and useable. This is the precondition to analyze the Exploratory Factor Analysis (EFA) in order to group the items into general and significant factors affecting the organic products purchasing decision of consumers in Hanoi.

3.3. Analyze the Exploratory Factor Analysis (EFA)

Based on the results of the Cronbach’s Alpha reliability estimate and observable reliability with coefficient of correlation less than 0.3 level are eliminated, meaning 22 items are used to analyze main factors: Q3, Q4, Q5, Q6, Q7, Q8, Q9, Q10, Q11, Q12, Q13, Q14, Q15, Q16, Q17, Q21, Q22, Q23, Q24, Q25, Q29, Q30.

- Factors analysis in round 1: with KMO = 0.81 and 4 items are eliminated due to disqualification: Q8, Q11, Q12 and Q15.
- Factors analysis in round 2: with KMO = 0.799 and 2 items are eliminated due to disqualification: Q14 and Q22.
- Factors analysis in round 3: with KMO = 0.772 and all items are qualified and 16 items (observable variables) are divided into 5 factor groups:

Table 3. KMO coefficient and Bartlett’s Test

| | | |
|--|--------------------|--------------|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | 0.772 |
| Bartlett’s Test of Sphericity | Approx. Chi-Square | 1597.062 |
| | Df | 120 |
| | Sig. | 0.000 |

Source: Data collected from SPSS20 software

Through analysis, we can come to implication:

Firstly, Factor loading - The relationship of each variable to the underlying factor, is a very important coefficient which assure the level of significance of the EFA. With 300 observation, the factor loading should be larger than 0.55.

Secondly, KMO (Kaiser-Meyer-Olkin) value is a factor used to consider how suited the data is for Factor Analysis, the KMO value should be no larger than 1 but no less than 0.5. The result shows that KMO value is 0.722, which means the EFA analysis is suited with the observable variables.

Thirdly, the Bartlett Test.

H₀: All population variances are equal 0

H₁: At least two are different.

Due to the Chi-square which are 1597.062, Sig = 0.000, the conclusion is that the observable reliability are related to each other.

Following appendix A, the Average Variance Extracted is 67.122% (>50%), which means the 5 groups of factors explain 67.122% changes of the data; so that the scales are acceptable. Eigenvalue of the fifth group is 1.056 (≥ 1) indicates that the changes explained by each factor is acceptable.

The Rotated Component Matrix (appendix B) suggests that among 22 items used to analyze the Exploratory Factor Analysis (EFA), 6 variables are eliminated (Q8, Q11, Q12, Q14, Q15 and Q22) due to factor loading less than 0.55. Therefore, 16 qualified items divided into 5 groups explain 67.122% the changes of data as the following results:

- FT1 includes: Q3, Q4, Q5, Q7 explains 25.943% the changes of data.
- FT2 includes: Q13, Q16, Q17, Q21 explains 14.421% the changes of data.
- FT3 includes: Q6, Q23, Q24, Q25 explains 12.816% the changes of data.
- FT4 includes: Q9, Q10 explains 7.34% the changes of data.
- FT5 includes: Q29 and Q30, explains 6.602% the changes of data.

3.4. Ordinal Logistic Regression

Model 1: Using the Ordinal Logistic Regression between the dependent variable Q_1 (imported organic agricultural products purchasing decision of the consumers) and the following independent variables: FT₁, FT₂, FT₃, FT₄, FT₅, Q₂₇, Q₃₃, Q₃₅, Q₃₆, Age, Gender, Work, Number.

Meanwhile, Age variable is the variable that describes the age of consumers with 5 level: Age = 1 means consumers are less than 30 years old; Age = 2 means consumers are less than 40 but older than 30 years old; Age = 3 means consumers are less than 50 but older than 40 years old; Age = 4 means consumers are less than 60 but older than 50 years old; Age = 5 means consumers are older than 60 years old.

Gender is the sex of the consumers with 2 level: Gender = 1 means the consumer is male; Gender = 0 means the consumer is female.

Work is the occupation of the consumers with 4 level: Work = 1 means that the consumer is an officer; Work = 2 means that the consumer is staff such as: accountant, sales, engineer and architect; Work = 3 means that the consumer is freelancer; Work = 4 means that the consumer is student and stay home mom.

- Number variable is the number of people in the consumers' family.

Table 4: Model Fitting Information

| Model | -2 Log Likelihood | Chi-Square | Df | Sig. |
|----------------|-------------------|------------|----|------|
| Intercept Only | 877.147 | | | |
| Final | 531.103 | 346.044 | 89 | .000 |

Source: Data collected from SPSS20 software

Firstly, through the table 4 we can see that final model with Sig = 0.00 and -2, Log likelihood = 531.103 and quite large Chi-square value. The H_0 is deny at 1%. Therefore, the interact between factors and Ln(Odds) exists.

Table 5: Goodness-of-Fit

| | Chi-Square | Df | Sig. |
|----------|------------|-----|-------|
| Pearson | 1307.656 | 895 | .000 |
| Deviance | 515.453 | 895 | 1.000 |

Source: Data collected from SPSS20 software

Secondly, the model is suited with the data collected due to the Goodness-of-Fit (Deviance) value is 1.000 and Chi-square value is 515.453, quite big.

Table 6: Pseudo R-Square

| | |
|---------------|------|
| Cox and Snell | .684 |
| Nagelkerke | .720 |
| McFadden | .384 |

Source: Data collected from SPSS20 software

Thirdly, the model indicates that the independent variables are able to explain most of the changes of the dependent variable (Q1). The Pseudo R-Square of Nagelkerke = 0.72 means that 72% of the changes of Q1 is explained by the main factors. Besides, the Pseudo R-Square of coefficient McFadden = 0.384 also shows that this is a good model (Appendix C).

Finally, the table of OLR shows that the model is statistically significant with Q2 at the fourth scale (often), Sig = 0.069 and there are differences in the purchasing decision between the level of Q2.

As the model 1 which implements the regression with Q1, factors of FT1, FT2, FT3, FT4, Age, Work, Q35 affect Ln(Odds) positively.

However, the model 2 which is not as good as model 1 due to the smaller R² and factors such as Q27 (VAT), FT5 (factors related to price), Q33 (convenience in buying the product), Gender, Number do not have any effect on Ln(Odds).

4. IMPLICATIONS AND RECOMMENDATIONS

Based on the survey results of 300 samples and the results of Ordinal Logistic Regression analysis, it is clear that the factors that influence the purchase decisions of consumers for organic agricultural products in Hanoi are statistically significant. So, some implication and recommendation are proposed as follow:

4.1. It is necessary to enhance the management and make sure the quality of organic agricultural products which are supplied in Hanoi

Based on both the coefficient of FT1 factor and the 4 items with Q3, Q4, Q5 and Q7, the recommendation should aims to some possible solutions, such as: First, the market management Department of the local Administration, the Health Ministry and the Consumer Rights Protection Association should coordinate closely to manage, inspect and overlook the OAPs bought in the local supermarkets of Hanoi. It has to guarantee and observe the announcement of national standards for such OAPs which are promulgated and come into force from 29/12/2017. Next, the General Customs Department and the Border Management Department should enhance to control and enforce the quality of imported OAPs. Last, it is useful to encourage the manufactures and the OAP manufacturers Association to commit and undertake the quality of organic products with consumers.

4.2. It is significant to support the propaganda and communication for the useful of OAPs on the media and educational programs.

This recommendation is supported by the significant influence of both coefficient of factors FT2 and 4 items with Q13, Q16, Q17, Q21. Particularly, it is useful to enforce the introduction of process and manufacturing system of OAPs on the local media and internet network. In addition, it is necessary to not only encourage the advertisement of new products on the media, public areas, but also communicate the OAPs knowledge of people. Second, bringing the knowledge of production, consumption about the organic products on the educational program for students in the school and universities. So, it is significant to improve the awareness, shape the culture of production and consumption of fresh organic agricultural products and protect the natural environment. Third, there are many communication instruments such as banners, slogans, drawings, which need to be applied propaganda in educational organizations, students clubs, television advertising, the large social networking site (Facebook, Zalo, ...). It is important to use the media to the propaganda of knowledge, standards and production processes, the effect and usefulness of the product for each person and social issues such as the protection of the ecological environment. When

consumers are fully aware of the benefits of organic agricultural products, they will change consumer habits, a closer approach to the products of ORGANIC AGRICULTURE from which are aware of the value of organic agricultural products. Since promoting the supply and demand, making the market more vibrant, expanding production, as the basis for the expansion of exports and the development of the national economy. Finally, the State should encourage households to self-cultivation of organic agricultural products home in order to create conditions for households who have not condition to access the organic products and take advantage of resources the soil in the surroundings. The fact that the current price of organic agricultural products is too high, so that it is important to innovate the process and technology of current production for the organic agricultural products.

4.3. It is clear that public policy-making should promote brand and label development of organic agriculture products.

Based on the coefficient of factors FT3 and 4 items Q6, Q23, Q24, Q25 in the OLR model, specific recommendations are suggested that:

Public policies should encourage to protect and develop big brands and labels of OAPs through strengthening the efficient of legal regulations, supporting quality of human resource, priority of access to credit funds, and stimulating farmers and producers to carry out projects of R&D about the race of pest and disease resistance, organic fertilizer, biological plant protection and botanical medicine. There are policies and regulations to encourage development of theoretical foundation which promotes more sustainable organic agricultural production. In addition, it is useful to establish key organic agricultural products or inputs caters for organic production which only are implemented by priority policies in encouraging public and private investment in the field of agricultural production and rural development in Hanoi and northern provinces.

Besides, it is important to enhance the anti-phenomenon of counterfeit goods, counterfeit trademark, infringement of the rights of industrial property on trademarks, labels in order to build the confidence of consumers for products of organic agriculture originated in the country. The State should strengthen the communication of the usefulness of organic agricultural products for personal health, eco environment and sustainable development through the channel relatives, friends, colleagues, neighborhood to expand distribution channels, build and maintain the trust of consumers.

Lastly, it is very important to perform the reform of the value added tax system for organic agricultural products. On the basis of statistics the items of Q27 and Q28, the authors can be seen in the framework of the sample with 300 customers, the value of Q28 showed 98,4 % consumers desire the VAT rate to be lower than 10%, particularly 40.7% consumers (0% VAT rate), 13.3% consumers (1% VAT rate), 27.7% consumers (the VAT rate of 2%), 5.3% consumers (the VAT rate of 3%), 2.0 % consumers (the VAT rate of 4%), 9.3% consumers (the VAT rate of 5%).

It is clear that VAT policy is a macro- economic tool which manages the important socioeconomic of the government and is also a factor with vital influence on production - consumption. A reasonable VAT policy can create economic incentives to promote the production, marketing and consumption of organic agricultural products. So, it is necessary to carry out policy of tax incentives through reduction of VAT rate in order to encourage investment in the production and consumption of OAPs, in particular to propose reduction of the VAT rate on OAPs from 5% to 2%. This solution not only encourage production and consumption of products, reducing the pressure on prices, but also remove the quite high price of food organic agriculture which becomes current barrier in access to OAPs of consumers inspire of having big demand.

At the same time, reduce or exempt from the VAT rate for services and material inputs to manufacture related to OAPs, such as organic fertilizers, biological fertilizers, microbiological preparations of plant protection bio ... From that support reduction of manufacturing costs, product cost to create important conditions adapting for consumer demand. In addition to the VAT, a corporate income tax policy which affects benefit of producers and investors in field of organic agriculture should also be reformed in tax base and tax rate following to expand tax base and reduce tax rate. Specifically, the State may apply rate deduction for the type of corporate income tax in the short term, or accompanied by certain conditions for private organizations specialized in the production of organic agriculture.

4.4. It is significant to improve the understanding of consumers for organic agricultural products.

Related to factors FT4 and items of Q9, Q10, the authors support also development of the communication on mass media in order to expand awareness of consumers in field of national and international standards of OAPs and the process of OAPs cropping and seeking origin of OAPs. Producers should enhance not only to carry out the consultancy activities on the nature and benefits of OAPs at the point of sale of organic agricultural products, such as the system of big supermarkets in Hoan Kiem, Dong Da, Tay Ho, Hai Ba Trung, Thanh Xuan districts, but also to implement measures for advertising, leaflets, customer conferences, agriculture exhibitions to provide useful information about the manufacturing process, the consumer benefits of organic agricultural products.

CONCLUSION

The research has achieved the target that finds eight significant factors affecting positively consumer decisions on purchasing organic agricultural products in Hanoi. Based on articles and research papers, this study has established a theoretical model of 12 factors with 36 items impacting on consumer decisions on purchasing organic agricultural products. It has used a multi-variable regression of Ordinal Logistic Regression model on 300 survey samples and identified eight major factors which have statistically significant effects, including: (i) the quality of products; (ii) trademarks, product labels; (iii) advertising, media, cultural factors; (iv) the understanding of the consumers about products of organic agriculture; (v) the convenience of the point of sale; (vi) income of consumers; (vii) psychological factors (attitudes, interests, taste, age, gender, etc.); (viii) the consumer's career. Besides, the research also finds out the two factors affecting negatively on decision of consumers, following: (i) the value-added tax for the import of organic agricultural products; (ii) the age of the consumer. In addition, the study proposes four solutions derived from the results of the model. However, the regression model should continue to be studied in order to explain and detect new influencing factors.

APPENDIX

Appendix A: Total Variance Explained

| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
|-----------|---------------------|---------------|--------------|-------------------------------------|---------------|--------------|-----------------------------------|---------------|--------------|
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.151 | 25.943 | 25.943 | 4.151 | 25.943 | 25.943 | 2.489 | 15.555 | 15.555 |
| 2 | 2.307 | 14.421 | 40.364 | 2.307 | 14.421 | 40.364 | 2.446 | 15.287 | 30.843 |
| 3 | 2.051 | 12.816 | 53.180 | 2.051 | 12.816 | 53.180 | 2.418 | 15.112 | 45.955 |

| | | | | | | | | | |
|----------|--------------|--------------|---------------|--------------|--------------|---------------|--------------|--------------|---------------|
| 4 | 1.174 | 7.340 | 60.521 | 1.174 | 7.340 | 60.521 | 1.846 | 11.537 | 57.492 |
| 5 | 1.056 | 6.602 | 67.122 | 1.056 | 6.602 | 67.122 | 1.541 | 9.631 | 67.122 |
| 6 | .774 | 4.840 | 71.962 | | | | | | |
| 7 | .704 | 4.402 | 76.364 | | | | | | |
| 8 | .577 | 3.603 | 79.967 | | | | | | |
| 9 | .559 | 3.491 | 83.459 | | | | | | |
| 10 | .493 | 3.082 | 86.541 | | | | | | |
| 11 | .473 | 2.959 | 89.500 | | | | | | |
| 12 | .390 | 2.440 | 91.939 | | | | | | |
| 13 | .368 | 2.299 | 94.238 | | | | | | |
| 14 | .339 | 2.121 | 96.359 | | | | | | |
| 15 | .303 | 1.896 | 98.256 | | | | | | |
| 16 | .279 | 1.744 | 100.000 | | | | | | |

Source: Data collected from SPSS20 software

Appendix B: Rotated Component Matrix^a

| | Component | | | | |
|-----|-----------|------|------|------|------|
| | 1 | 2 | 3 | 4 | 5 |
| Q3 | .745 | | | | |
| Q4 | .828 | | | | |
| Q5 | .765 | | | | |
| Q6 | | | .633 | | |
| Q7 | .666 | | | | |
| Q9 | | | | .876 | |
| Q10 | | | | .808 | |
| Q13 | | .619 | | | |
| Q16 | | .705 | | | |
| Q17 | | .790 | | | |
| Q23 | | | .668 | | |
| Q24 | | | .662 | | |
| Q25 | | | .744 | | |
| Q29 | | | | | .728 |
| Q30 | | | | | .830 |
| Q21 | | .769 | | | |

Source: Data collected from SPSS20 software

Appendix C: Parameter Estimates

| | Estimate | Std. Error | Wald | Df | Sig. | 95% Confidence Interval | |
|-------------------|--------------|--------------|---------------|----------|-------------|-------------------------|--------------|
| | | | | | | Lower Bound | Upper Bound |
| [Q1 = 1] | .346 | 3.542 | .010 | 1 | .922 | -6.596 | 7.289 |
| [Q1 = 2] | 3.309 | 3.546 | .871 | 1 | .351 | -3.642 | 10.260 |
| [Q1 = 3] | 6.431 | 3.571 | 3.244 | 1 | .072 | -.567 | 13.430 |
| [Q1 = 4] | 9.332 | 3.588 | 6.765 | 1 | .009 | 2.300 | 16.363 |
| [FT1=1.50] | .816 | 2.483 | .108 | 1 | .742 | -4.051 | 5.684 |
| [FT1=2.00] | -3.076 | 2.013 | 2.336 | 1 | .126 | -7.021 | .869 |
| [FT1=2.25] | -1.300 | 1.585 | .673 | 1 | .412 | -4.407 | 1.807 |
| [FT1=2.50] | .017 | 1.027 | .000 | 1 | .987 | -1.996 | 2.030 |
| [FT1=2.75] | -.634 | 1.077 | .346 | 1 | .556 | -2.745 | 1.478 |
| [FT1=3.00] | .177 | 1.039 | .029 | 1 | .865 | -1.859 | 2.212 |
| [FT1=3.25] | -.578 | .956 | .365 | 1 | .546 | -2.452 | 1.296 |
| [FT1=3.50] | .033 | 1.043 | .001 | 1 | .975 | -2.012 | 2.077 |
| [FT1=3.75] | 2.184 | .953 | 5.252 | 1 | .022 | .316 | 4.051 |
| [FT1=4.00] | 3.604 | .998 | 13.033 | 1 | .000 | 1.647 | 5.560 |
| [FT1=4.25] | 1.254 | .907 | 1.911 | 1 | .167 | -.524 | 3.032 |
| [FT1=4.50] | 2.283 | .925 | 6.088 | 1 | .014 | .470 | 4.097 |
| [FT1=4.75] | 2.302 | .918 | 6.291 | 1 | .012 | .503 | 4.100 |
| [FT1=5.00] | 0a | . | . | 0 | . | . | . |
| [FT2=1.00] | 5.975 | 3.691 | 2.621 | 1 | .105 | -1.259 | 13.209 |
| [FT2=1.25] | 2.569 | 2.106 | 1.488 | 1 | .222 | -1.558 | 6.697 |
| [FT2=1.50] | 2.929 | 2.228 | 1.728 | 1 | .189 | -1.437 | 7.295 |
| [FT2=2.00] | 1.239 | 2.042 | .368 | 1 | .544 | -2.764 | 5.241 |
| [FT2=2.25] | 2.610 | 1.888 | 1.911 | 1 | .167 | -1.091 | 6.311 |
| [FT2=2.50] | 3.731 | 1.912 | 3.808 | 1 | .051 | -.016 | 7.478 |
| [FT2=2.75] | 4.032 | 1.933 | 4.352 | 1 | .037 | .244 | 7.819 |
| [FT2=3.00] | 3.401 | 1.912 | 3.163 | 1 | .075 | -.347 | 7.149 |
| [FT2=3.25] | 2.089 | 1.916 | 1.189 | 1 | .276 | -1.666 | 5.843 |
| [FT2=3.50] | 2.652 | 1.855 | 2.043 | 1 | .153 | -.985 | 6.288 |
| [FT2=3.75] | 1.397 | 1.956 | .510 | 1 | .475 | -2.437 | 5.230 |
| [FT2=4.00] | 2.266 | 2.026 | 1.251 | 1 | .263 | -1.704 | 6.237 |
| [FT2=4.25] | -.146 | 2.165 | .005 | 1 | .946 | -4.388 | 4.097 |
| [FT2=4.50] | 3.532 | 1.923 | 3.372 | 1 | .066 | -.238 | 7.302 |
| [FT2=4.75] | .774 | 4.190 | .034 | 1 | .853 | -7.438 | 8.987 |
| [FT2=5.00] | 0a | . | . | 0 | . | . | . |
| [FT3=1.25] | 10.887 | 2.340 | 21.640 | 1 | .000 | 6.300 | 15.473 |
| [FT3=1.75] | 4.430 | 1.565 | 8.010 | 1 | .005 | 1.362 | 7.498 |
| [FT3=2.00] | 3.823 | 1.344 | 8.092 | 1 | .004 | 1.189 | 6.458 |
| [FT3=2.25] | 2.986 | 1.092 | 7.470 | 1 | .006 | .845 | 5.127 |
| [FT3=2.50] | 4.265 | 1.131 | 14.226 | 1 | .000 | 2.049 | 6.481 |
| [FT3=2.67] | -15.246 | .000 | . | 1 | . | -15.246 | -15.246 |
| [FT3=2.75] | 4.423 | 1.036 | 18.223 | 1 | .000 | 2.392 | 6.454 |
| [FT3=3.00] | 3.517 | 1.011 | 12.114 | 1 | .001 | 1.537 | 5.498 |
| [FT3=3.25] | 4.172 | 1.012 | 17.001 | 1 | .000 | 2.189 | 6.155 |
| [FT3=3.50] | 1.882 | 1.020 | 3.404 | 1 | .065 | -.117 | 3.881 |

| | | | | | | | |
|-------------------|-----------|-------|--------|----------|------|--------|--------|
| [FT3=3.75] | 3.068 | 1.077 | 8.122 | 1 | .004 | .958 | 5.178 |
| [FT3=4.00] | 2.873 | 1.120 | 6.576 | 1 | .010 | .677 | 5.068 |
| [FT3=4.25] | 2.298 | .971 | 5.598 | 1 | .018 | .394 | 4.202 |
| [FT3=4.50] | .793 | .987 | .646 | 1 | .421 | -1.141 | 2.728 |
| [FT3=4.67] | 0a | . | . | 0 | . | . | . |
| [FT3=4.75] | .957 | .985 | .944 | 1 | .331 | -.973 | 2.887 |
| [FT3=5.00] | 0a | . | . | 0 | . | . | . |
| [FT4=1.00] | -2.445 | 1.629 | 2.252 | 1 | .133 | -5.639 | .748 |
| [FT4=1.50] | -3.735 | 2.666 | 1.962 | 1 | .161 | -8.961 | 1.491 |
| [FT4=2.00] | -3.229 | 1.054 | 9.391 | 1 | .002 | -5.294 | -1.164 |
| [FT4=2.50] | -2.308 | .996 | 5.372 | 1 | .020 | -4.260 | -.356 |
| [FT4=3.00] | -1.700 | .967 | 3.091 | 1 | .079 | -3.596 | .195 |
| [FT4=3.50] | -1.125 | 1.044 | 1.161 | 1 | .281 | -3.172 | .921 |
| [FT4=4.00] | -.227 | 1.054 | .046 | 1 | .830 | -2.293 | 1.839 |
| [FT4=4.50] | -1.662 | 1.074 | 2.394 | 1 | .122 | -3.767 | .443 |
| [FT4=5.00] | 0a | . | . | 0 | . | . | . |
| [FT5=1.50] | 1.270 | 1.581 | .646 | 1 | .422 | -1.828 | 4.369 |
| [FT5=2.00] | 1.121 | .874 | 1.644 | 1 | .200 | -.593 | 2.835 |
| [FT5=2.50] | .166 | .741 | .050 | 1 | .822 | -1.287 | 1.620 |
| [FT5=3.00] | -.927 | .638 | 2.111 | 1 | .146 | -2.178 | .324 |
| [FT5=3.50] | -.649 | .673 | .929 | 1 | .335 | -1.969 | .671 |
| [FT5=4.00] | .230 | .593 | .151 | 1 | .698 | -.933 | 1.394 |
| [FT5=4.50] | .076 | .574 | .018 | 1 | .895 | -1.049 | 1.202 |
| [FT5=5.00] | 0a | . | . | 0 | . | . | . |
| [Q27=1] | -1.231 | .718 | 2.939 | 1 | .086 | -2.639 | .176 |
| [Q27=2] | -.738 | .540 | 1.869 | 1 | .172 | -1.795 | .320 |
| [Q27=3] | -1.450 | .521 | 7.750 | 1 | .005 | -2.471 | -.429 |
| [Q27=4] | -.273 | .531 | .264 | 1 | .607 | -1.313 | .768 |
| [Q27=5] | 0a | . | . | 0 | . | . | . |
| [Q36=1] | .555 | .793 | .489 | 1 | .484 | -1.000 | 2.109 |
| [Q36=2] | .070 | .567 | .015 | 1 | .902 | -1.042 | 1.181 |
| [Q36=3] | -.254 | .496 | .263 | 1 | .608 | -1.226 | .718 |
| [Q36=4] | .431 | .527 | .670 | 1 | .413 | -.601 | 1.464 |
| [Q36=5] | 0a | . | . | 0 | . | . | . |
| [Gender=0] | -.156 | .360 | .189 | 1 | .664 | -.862 | .549 |
| [Gender=1] | 0a | . | . | 0 | . | . | . |
| [Age=1] | -3.610 | 1.282 | 7.931 | 1 | .005 | -6.123 | -1.098 |
| [Age=2] | -1.756 | 1.285 | 1.868 | 1 | .172 | -4.275 | .762 |
| [Age=3] | -2.645 | 1.366 | 3.747 | 1 | .053 | -5.323 | .033 |
| [Age=4] | -2.131 | 1.279 | 2.776 | 1 | .096 | -4.639 | .376 |
| [Age=5] | 0a | . | . | 0 | . | . | . |
| [Work=1] | 2.720 | .624 | 18.990 | 1 | .000 | 1.496 | 3.943 |
| [Work=2] | 2.599 | .526 | 24.457 | 1 | .000 | 1.569 | 3.630 |
| [Work=3] | 3.893 | .791 | 24.210 | 1 | .000 | 2.342 | 5.443 |
| [Work=4] | 0a | . | . | 0 | . | . | . |
| [Numper=1] | -.277 | 2.998 | .009 | 1 | .926 | -6.153 | 5.599 |
| [Numper=2] | -1.572 | 2.501 | .395 | 1 | .530 | -6.475 | 3.330 |

| | | | | | | | |
|-------------------|-----------|-------|-------|----------|------|--------|-------|
| [Numper=3] | -.333 | 2.439 | .019 | 1 | .892 | -5.113 | 4.448 |
| [Numper=4] | -.400 | 2.405 | .028 | 1 | .868 | -5.113 | 4.313 |
| [Numper=5] | -.278 | 2.425 | .013 | 1 | .909 | -5.032 | 4.476 |
| [Numper=6] | .736 | 2.434 | .091 | 1 | .762 | -4.034 | 5.506 |
| [Numper=7] | 1.677 | 3.449 | .236 | 1 | .627 | -5.083 | 8.436 |
| [Numper=8] | 0a | . | . | 0 | . | . | . |
| [Q35=1] | .056 | .828 | .005 | 1 | .946 | -1.568 | 1.680 |
| [Q35=2] | .011 | .587 | .000 | 1 | .985 | -1.139 | 1.161 |
| [Q35=3] | 1.629 | .526 | 9.577 | 1 | .002 | .597 | 2.661 |
| [Q35=4] | .432 | .553 | .611 | 1 | .434 | -.651 | 1.516 |
| [Q35=5] | 0a | . | . | 0 | . | . | . |
| [Q33=1] | 1.181 | .882 | 1.791 | 1 | .181 | -.549 | 2.910 |
| [Q33=2] | 1.677 | .627 | 7.159 | 1 | .007 | .449 | 2.906 |
| [Q33=3] | 1.779 | .635 | 7.858 | 1 | .005 | .535 | 3.023 |
| [Q33=4] | .979 | .674 | 2.108 | 1 | .146 | -.342 | 2.301 |
| [Q33=5] | 0a | . | . | 0 | . | . | . |

Source: Data collected from SPSS20 software

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VAR ANALYSIS ON DYNAMIC RELATIONSHIP AMONG WORLD GOLD PRICE, WORLD OIL PRICE, EXCHANGE RATE AND VIETNAMESE STOCK MARKET INDEX RETURNS

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ABSTRACT: *This study is an attempt to explore the dynamic relationship among world gold price, world crude oil WTI price, exchange rate of VND/USD and Vietnamese stock market index returns. Daily data from 2nd May 2013 to 27th April 2018 is taken, constituting 1245 observations. To capture dynamic and stable relationship among these variables, we use Vector Autoregressive Technique. The results show that each variable is highly affected by changes of value and past value of its and the other variables' at different degree.*

Keywords: *Vector auto-regression (VAR), world gold price, world oil price, exchange rate, Vietnamese stock market.*

1. INTRODUCTION

In any economy, there is always a weak or strong relationship between different markets. Investigating the relationship between financial markets help policy makers to control the economy efficiently and investors to make right decision in time. In this paper, we focus on studying the relationship between world gold price, world oil price, exchange rate and Vietnamese stock market index returns.

Though there have been many empirical works carried out on the relationship between these variables in the developed markets, research on emerging markets is just evolving. Risks and returns in emerging markets are higher than those of developed markets. It becomes important to examine the relationship between them so that the policy makers can crisis forecast and the investors can diversify to reduce risk.

As far as we know, there are just few studies carried out till now in the context of Vietnam such as, Loc and Doan, 2009 but the authors just explored the relationship between the change of domestic gold price and Vietnamese stock price only by Pairwise Granger Causality Tests. We add two more objects in research - exchange rate, world crude oil WTI price, which so on called world oil price for short - with a more model (Vector auto-regression (VAR)) and world gold price is used instead of domestic gold price. We hope to give more useful results after doing that.

This research aims to answer the question: How does each variable respond to the shocks in any of the other variables studied?

The paper proceeds along the following lines. Section 2 presents the review of literature, Section 3 devoted to methodology and data description, Section 4 discusses the empirical results and Section 5 offers conclusions.

2. REVIEW OF LITERATURE

Considerable research exists to understand the relationships or interactions among various indicators of economic activity. Economic indicators included, among others, industrial production, interest rates,

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inflation and currency rates,... The dynamic and complex relationship among gold price, exchange rate, oil price and stock market index returns has attracted the researchers, policy makers and business people alike. There are several research on these in developed countries (Eric et al., 2006; Ai Han et al., 2008) and emerging countries (Abdalla and Victor, 1997). For example, using co-integration techniques, Eric et al. (2006) suggests that there is a long-term relationship between the price of gold and the US price level. Second, the US price level and the price of gold move together in a statistically significant long-run relationship supporting the view that a one percent increase in the general US price level leads to a one percent increase in the price of gold. There was a positive relationship between gold price movements and changes in US inflation, US inflation volatility and credit risk. The study also found a negative relationship between changes in the gold price and changes in the US dollar trade-weighted exchange rate and the gold lease rate. Ai Han et al. (2008) proposes an interval method to explore the relationship between the exchange rate of Australian dollar against US dollar and the gold price, using weekly, monthly and quarterly data. The empirical evidence suggests that the ILS estimates well characterize how the exchange rate relates to the gold price, both in the long-run and short-run. Abdalla and Victor (1997) analyzed the interactions between exchange rates and stock prices in emerging market economies including India, Korea, Pakistan and Philippines applying co-integration techniques and Granger causality tests. On the basis of the analysis of data relating to January 1985 to July 1984, they concluded that there is a unidirectional causality from exchange rates to stock prices in all the sample countries other than Philippines.

A large number of studies have attempted to statistically model the determinants of the price of gold. Broadly these studies follow three main approaches: Models variation in the price of gold in terms of variation in main macroeconomic variables (Kaufmann and Winters, 1989; Dooley et al., 1995; Sjaastad and Scacciallani, 1996); Focuses on speculation and the rationality of gold price movements (Koutsoyiannis, 1983; Diba and Grossman, 1984; Baker and Van Tassel, 1985; Pindyck, 1992); Gold as a hedge against inflation with particular emphasis on short-run and long-run relationships (Chua et al., 1982; Laurent, 1994; Mahdavi and Zhou, 1997; Wang et al., 2013; Dee et al., 2013).

Besides, Pravit (2009) uses Multiple Regression and Auto Regressive Integrated Moving Average (ARIMA) to forecast gold price. The research result suggests that ARIMA (1, 1, 1) is the most suitable model to be used for forecasting gold price in the short term. Using multiple regression model the study suggests that Australian Dollars, Japanese Yen, US dollars, Canadian Dollars, EU Pounds, Oil prices and Gold Future prices have effect on the change of Thai gold price.

The study by Zhang et al. (2010) analyzes the co-integration relationship and causality between gold and crude oil prices. The study finds that there are consistent trends between the crude oil price and gold price with significant positive correlation during the sampling period. The study further suggests that long term equilibrium between the two markets and the crude oil price change linearly Granger causes the volatility of gold price. With respect to the common effective price between the two markets, the contribution of the crude oil price seems larger than that of gold price.

Samanta and Zadeh (2012) examined the co-movements of selected macro-variables (gold price, stock price, real exchange rate and the crude oil price) based on 21 years data using econometric models for the periods from January 1989 to September 2009. The study exposes that there is a co-integration relationship between the variables.

Le Thai-Ha et al (2011) have made a study to investigate the relationships between the prices of two strategic commodities, that is, gold and oil in terms of index of US dollar by using monthly data from

January, 1986 to April, 2011 with the application of financial econometrics. Empirical results of the study showed that there is a long-run relationship existing between the prices of oil and gold and the oil price can be used to predict the gold price.

The significant highlights of the study by Ismail et al. (2009) reflects the fact that several variables like USD/Euro exchange rate, Inflation rate, Money supply (M1), NYSE Index, S&P Poor Index and US dollar index have an influence on gold price.

The paper by Sujit and Kumar (2011) aims to establish and validate the dynamic relationship of commodities prices involving gold and crude oil with exchange rate and stock index. The paper uses daily time series data to explore the impact of fluctuations and interrelationship among crude oil price, stock market returns and Trade Weighted Exchange Index which is computed by taking major Currencies (DTWEXM) and gold price. The study used two models to show the dynamic relationship. The result shows that exchange rates have a direct influence on gold price; oil price and stock market index. It is also shown that there is weak long run relationship among variables.

Base on the idea of Sujit and Kumar (2011) when studying the dynamic relationship among gold price, oil price, exchange rate and stock market returns in Saudi Arabia, we do research on gold price, oil price, exchange rate and stock market returns in Vietnam, with some similar characteristics, hoping to fill the gap in literature review of works about Vietnam, while there are not many related research. We believe that the paper will supply useful scientific information for investors and policy makers to make right decisions.

We can express the object of the study as follows. As discussed in the review of literature that the results of interrelationship among various important variables are varied and mixed. Reasons of these results could be due to time period of study and the time series modeling technique used by the studies. Hence, it is imperative to verify the relationship with sophisticate techniques. The paper explores the of linkages of stock market returns price, exchange rate, oil price and gold price using vector autocorrelation with the recent data. The objective of the study is to validate the relationship systematically.

3. METHODOLOGY AND DATA DESCRIPTION

The study has taken world gold daily price/gram in USD from <https://www.investing.com>, the market price of USD in Vietnamese Dong from <https://vn.investing.com>, the world oil price from <https://www.investing.com> and VNindex from <https://www.vndirect.com.vn> from 2nd May 2013 to 27th April 2018, constituting 1245 observations. This normal period is taken after Global Financial Crisis and upated to the presence. Some other interesting results about crisis will be explored in other papers. In the series taken there were some missing data due to holidays and other reasons, these missing values were omitted while data were handled using Microsoft Excel. The variations on indexes is calculated by taking first difference of two successive days, i.e., $V_t = P_t - P_{t-1}$, where P_t is the price of each financial asset at time t . The descriptive statistics which shows that there is high value for standard deviation in all the variables indicating variability. High Jarque-Bera statistics show that the series is normal.

About the methodology, in order to examine the relationship among world gold price, world oil price, Vietnamese stock market and exchange rate, Vector Auto-regression (VAR) has been used. In this model, all the variables are considered to be endogenous and each endogenous variable is explained by its lagged or past values and the lagged values of all other endogenous variables included in the model. There are no exogenous variables in the model and hence, by avoiding the imposition of a priori restriction on the model the VAR adds significantly to the flexibility of the model. The VAR is commonly used for forecasting

systems of interrelated time series and for analyzing the dynamic impact of random disturbances on the system of variables. The VAR approach sidesteps the need for structural modeling by modeling every endogenous variable in the system as a function of the lagged values of all of the endogenous variables in the system.

The mathematical form of a VAR is $y_t = \beta_1 y_{t-1} + \beta_2 y_{t-2} + \dots + \beta_p y_{t-p} + \gamma x_t + \varepsilon_t$, where y_t is a k vector of endogenous variables, x_t is a d vector of exogenous variables, $\beta_1, \beta_2, \dots, \beta_p$ and γ are matrices of coefficients to be estimated, and ε_t is a vector of innovations that may be contemporaneously correlated with each other but are uncorrelated with their own lagged values and uncorrelated with all of the right-hand side variables. Since only lagged values of the endogenous variables appear on the right-hand side of each equation, there is no issue of simultaneity, and OLS is the appropriate estimation technique.

4. EMPIRICAL RESULTS

4.1. Stationarity of Variables

A stationary time series is significant to a regression analysis based on the time series, because useful information or characteristics are difficult to identify in a non-stationary time series. Therefore, a non-stationary time series would lead to a spurious regression. However, most economic time series are non-stationary in practice. Hence, time series should be made stationary after differencing. Useful information or characteristics can still be identified in the time series after differencing. A time series is said to be stationary if its mean and variance are constant and, the co-variances depend on upon the distance of two time periods. At first, we have a look at the graph of EXCHANGE_RATE, VNINDEX, OILPRICE and GOLDPRICE in Figure 1.

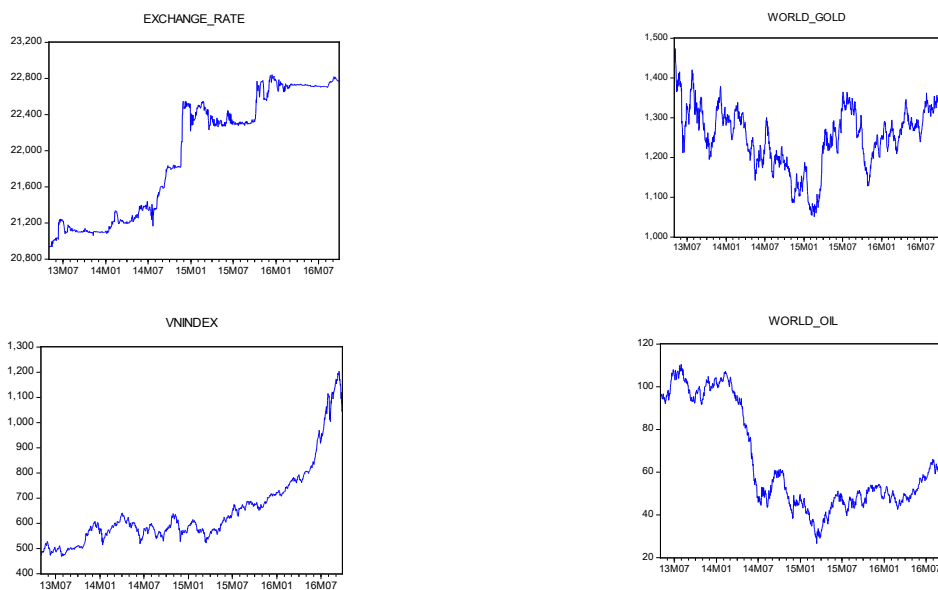


Figure 1. Graph of EXCHANGE_RATE, VNINDEX, OILPRICE and GOLDPRICE at level

Figure 1 shows that the index data series are not stationary. We make a try to the graphs of the first difference of the above variables in Figure 2.

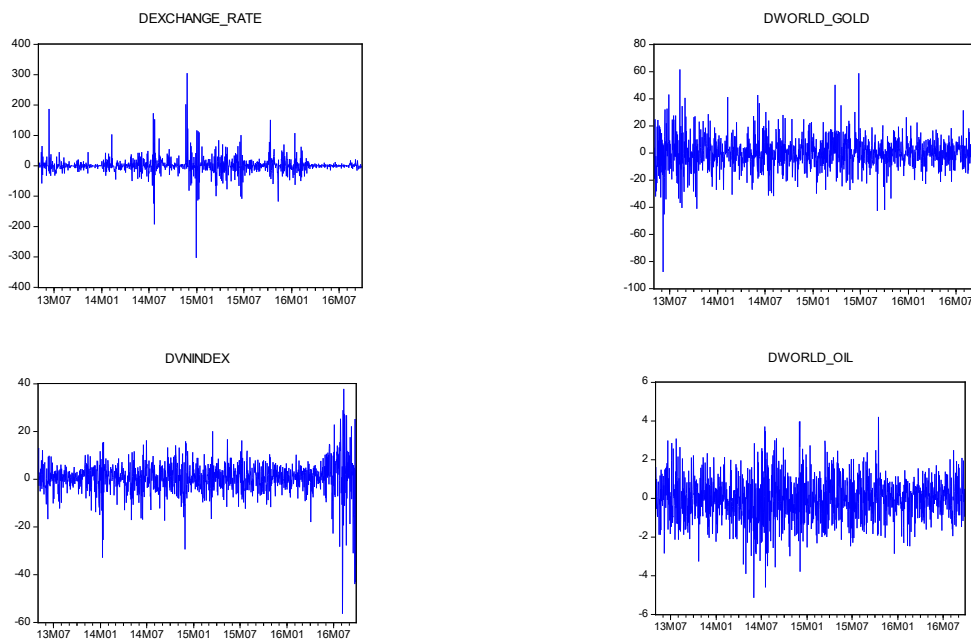


Fig. 2. Graph of EXCHANGE_RATE, VNINDEX, OILPRICE and GOLDPRICE at first difference

Figure 2 shows that the first difference index data series are stationary. The unit root test is used to test the station of variables and the order of integration. The Augmented Dicky-Fuller unit root test (ADF) is often used in this case. For the VAR estimation all the variables included in the model should be stationary. The result of ADF test is presented with lag 4 suggested by Newey-West, including trend and intercept in test equation. Table 1 and 2, respectively, present ADF tests for series at level and at the first difference.

Table 1. ADF test results for EXCHANGE_RATE, VNINDEX, OILPRICE and GOLDPRICE

| Null Hypothesis: | t-Statistic | Prob.* |
|-------------------------------|-------------|--------|
| EXCHANGE_RATE has a unit root | -1.730286 | 0.7374 |
| VNINDEX has a unit root | -1.157498 | 0.9174 |
| WORLD_GOLD has a unit root | -3.433249 | 0.0475 |
| WORLD_OIL has a unit root | -0.281203 | 0.9911 |

Table 2. ADF test results for d(EXCHANGE_RATE), d(VNINDEX), d(OILPRICE) and d(GOLDPRICE)

| Null Hypothesis: | t-Statistic | Prob.* |
|----------------------------------|-------------|--------|
| D(EXCHANGE_RATE) has a unit root | -14.19204 | 0.0000 |
| D(VNINDEX) has a unit root | -14.35469 | 0.0000 |
| D(WORLD_GOLD) has a unit root | -14.56059 | 0.0000 |
| D(WORLD_OIL) has a unit root | -15.92368 | 0.0000 |

The unit root test with first difference and the results shows that all the index data series are not stationary at the level but stationary after the first difference. In other words, all the data series are I(1) which denotes that the time series is integrated at the first difference level. Figures 1 and 2 support this. There are at least two advantages when using the first difference data series to explain the impulse response function. Firstly, it focuses more on the increase or decrease trend rather than the actual change. Because the first difference data series is the increase or decrease between every two consecutive days, a strengthening

or weakening of the trend will be detected by the impulse response function. Secondly, it captures more information on the shocks of gold price, because the first difference data shows the changes in the past two days while the level data shows the changes in one day in impulse response function.

4.2. Selection of Optimal Lag

One of the important aspect of VAR model is to select the optimal lagged term. Traditional way of selecting the lag length was by repeating VAR model by reducing lag length from a large lag term until 0. In each of these models, the smallest value of the Akaike information criterion and the Schwarz criterion are used to select the optimal lag length (Gujarati, 2004). In this study however, five criteria: Sequential modified LR test statistics (LR), Final prediction error (FPE), Akaike information criterion (AIC), Schwarz criterion (SC) and Hannan-Quinn information criterion (HQ). Similarly, the smallest value of these 5 criteria points to the optimal lag length. Table 3 shows the summary results of VAR lag order selection criteria.

Table 3. VAR Lag Order Selection Criteria

| Lag | LogL | LR | FPE | AIC | SC | HQ |
|-----|-----------|-----------|-----------|-----------|-----------|-----------|
| 0 | -16345.01 | NA | 6998985. | 27.11278 | 27.12968* | 27.11915 |
| 1 | -16306.01 | 77.67841 | 6737044.* | 27.07464* | 27.15914 | 27.10646* |
| 2 | -16292.32 | 27.16158 | 6762987. | 27.07848 | 27.23057 | 27.13576 |
| 3 | -16281.33 | 21.74296 | 6819427. | 27.08679 | 27.30648 | 27.16953 |
| 4 | -16270.75 | 20.87799 | 6880934. | 27.09577 | 27.38305 | 27.20396 |
| 5 | -16257.23 | 26.55465 | 6909422. | 27.09989 | 27.45477 | 27.23354 |
| 6 | -16241.92 | 29.99520* | 6917341. | 27.10103 | 27.52350 | 27.26013 |
| 7 | -16234.15 | 15.15769 | 7012544. | 27.11468 | 27.60475 | 27.29924 |
| 8 | -16225.41 | 17.01553 | 7097525. | 27.12671 | 27.68438 | 27.33673 |

* indicates lag order selected by the criterion

The first left hand column shows the model for which the lag length has been selected using The LR, FPE, AIC, SC and HQ criterion. The numbers are the smallest value in each of criteria. Before selecting the lag length, one must consider that too short a lag length in the VAR may not capture the dynamic behaviour of the variables (Chen and Patel, 1998). Table 3 presents VAR Lag Order Selection Criteria. Based on the results, the study will choose six lag to be appropriate.

4.3. Estimation of VAR and Dynamic Analysis

We also may omit some lags if they are not really necessary. We use VAR Lag Exclusion Wald Test as in Table 4.

Table 4. VAR Lag Exclusion Wald Tests

| | DEXCHANGE_RATE | DVNINDEX | DWORLD_GOLD | DWORLD_OIL | Joint |
|-------|-------------------------|-------------------------|-------------------------|-------------------------|-------------------------|
| Lag 1 | 34.37749 [6.23e-07] | 12.40610 [0.014574] | 12.21679 [0.015810] | 17.23337 [0.001741] | 78.78528 [2.75e-10] |
| Lag 2 | 2.557842 [0.634309] | 14.23266 [0.006588] | 4.412537 [0.353045] | 4.855110 [0.302490] | 25.54484 [0.060779] |
| Lag 3 | 1.649205 [0.799923] | 6.944773 [0.138836] | 9.824413 [0.043492] | 3.292738 [0.510084] | 21.94093 [0.145109] |
| Lag 4 | 6.891651 [0.141726] | 2.577831 [0.630755] | 3.926114 [0.416098] | 7.336802 [0.119125] | 22.98715 [0.114078] |
| Lag 5 | 19.86811 [0.000530] | 3.276286 [0.512698] | 2.919884 [0.571321] | 1.038246 [0.903942] | 27.94470 [0.032104] |

| | | | | | |
|-------|-------------|-------------|-------------|-------------|-------------|
| Lag 6 | 13.84445 | 1.251119 | 4.682157 | 10.60330 | 30.52501 |
| | [0.007808] | [0.869613] | [0.321491] | [0.031403] | [0.015463] |
| df | 4 | 4 | 4 | 4 | 16 |

Numbers in [] are p-values

The results in Table 4 suggest us to omit lags 3 and 4 in the estimation. So we have found the truly relationship among exchange rate, gold price, oil price and stock market index thanks to VAR Estimation in Table 5.

Table 5. VAR Estimation result

| | DEXCHANGE_ RATE | DVNINDEX | DWORLD_GOLD | DWORLD_ OIL |
|--------------------|--------------------------------------|--------------------------------------|--------------------------------------|--------------------------------------|
| DEXCHANGE_RATE(-1) | -0.168473 (0.02883) [-5.84271] | -0.012624 (0.00722) [-1.74952] | 0.009129 (0.01240) [0.73637] | -0.001698 (0.00120) [-1.42100] |
| DEXCHANGE_RATE(-2) | -0.040732 (0.02890) [-1.40963] | -0.004472 (0.00723) [-0.61851] | -0.009194 (0.01242) [-0.74004] | 0.001888 (0.00120) [1.57650] |
| DEXCHANGE_RATE(-5) | 0.122795 (0.02871) [4.27688] | 0.001917 (0.00718) [0.26683] | -0.013225 (0.01234) [-1.07133] | -0.001035 (0.00119) [-0.87010] |
| DEXCHANGE_RATE(-6) | 0.073732 (0.02892) [2.54992] | -0.006927 (0.00724) [-0.95724] | 0.009163 (0.01243) [0.73700] | 0.003566 (0.00120) [2.97533] |
| DVNINDEX(-1) | -0.110586 (0.11491) [-0.96237] | -0.003292 (0.02876) [-0.11449] | 0.089406 (0.04941) [1.80957] | 0.014914 (0.00476) [3.13160] |
| DVNINDEX(-2) | -0.081547 (0.11649) [-0.70001] | 0.106020 (0.02915) [3.63672] | 0.077905 (0.05009) [1.55536] | 0.003320 (0.00483) [0.68772] |
| DVNINDEX(-5) | 0.056727 (0.12023) [0.47184] | -0.023798 (0.03009) [-0.79098] | -0.032822 (0.05169) [-0.63493] | 0.000271 (0.00498) [0.05430] |
| DVNINDEX(-6) | -0.212764 (0.12137) [-1.75300] | 0.006408 (0.03037) [0.21098] | -0.020365 (0.05219) [-0.39025] | 0.004697 (0.00503) [0.93367] |
| DWORLD_GOLD(-1) | -0.066917 (0.06735) [-0.99355] | -0.002425 (0.01685) [-0.14390] | -0.082805 (0.02896) [-2.85938] | -0.002436 (0.00279) [-0.87281] |
| DWORLD_GOLD(-2) | -0.021950 (0.06761) [-0.32468] | 0.023951 (0.01692) [1.41568] | 0.016571 (0.02907) [0.57008] | 0.003310 (0.00280) [1.18119] |
| DWORLD_GOLD(-5) | -0.008314 (0.06798) [-0.12230] | -0.005718 (0.01701) [-0.33616] | 0.030708 (0.02923) [1.05064] | -0.001603 (0.00282) [-0.56905] |
| DWORLD_GOLD(-6) | -0.125646 (0.06770) [-1.85605] | 0.009419 (0.01694) [0.55599] | 0.056962 (0.02911) [1.95702] | 0.000737 (0.00281) [0.26253] |
| DWORLD_OIL(-1) | -0.079139 (0.69873) [-0.11326] | 0.492474 (0.17486) [2.81646] | 0.297237 (0.30043) [0.98938] | -0.054556 (0.02896) [-1.88391] |
| DWORLD_OIL(-2) | -0.750920 (0.69770) [-1.07629] | -0.024935 (0.17460) [-0.14281] | -0.402303 (0.29998) [-1.34108] | -0.015722 (0.02892) [-0.54371] |
| DWORLD_OIL(-5) | 0.057702 (0.69572) | -0.224767 (0.17410) | -0.183090 (0.29913) | -0.015654 (0.02883) |

| | | | | |
|----------------|------------------------|------------------------|------------------------|------------------------|
| | [0.08294] | [-1.29101] | [-0.61207] | [-0.54289] |
| DWORLD_OIL(-6) | -0.935528 (0.69410) | -0.142861 (0.17370) | -0.207741 (0.29844) | 0.019516 (0.02877) |
| | [-1.34783] | [-0.82247] | [-0.69610] | [0.67844] |
| C | 1.707814 (0.80437) | 0.437224 (0.20129) | -0.207596 (0.34585) | -0.031519 (0.03334) |
| | [2.12318] | [2.17209] | [-0.60025] | [-0.94548] |

Standard errors in () & t-statistics in []

Impulse response functions and variance decompositions are carried out to examine how shock to the variables bounce back through the system. Before carrying out these analyses, it is important to ensure that the VAR model is stable. We use the AR Root Graph as in Figure 3.

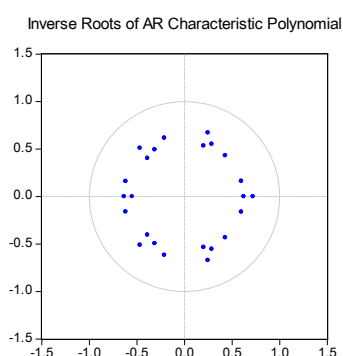


Fig. 3. Inverse Roots of AR Characteristic Polynomial

In Figure 3, the model satisfies the stability condition, as there are no roots lying outside the unit circle in the model. Besides, the residual serial is indeed white noise thanks to VAR Residual Serial Correlation LM Tests, with result in Table 6, and thanks to VAR Residual Portmanteau Tests for Autocorrelations, with result in Table 7.

Table 6 – VAR Residual Serial Correlation LM Test

| Null Hypothesis: no serial correlation at lag order h | | |
|---|----------|--------|
| Lags | LM-Stat | Prob |
| 1 | 34.75612 | 0.0043 |
| 2 | 12.91586 | 0.6789 |
| 3 | 21.55819 | 0.1580 |
| 4 | 20.88698 | 0.1829 |
| 5 | 14.27587 | 0.5782 |
| 6 | 11.61277 | 0.7702 |
| 7 | 19.23789 | 0.2565 |
| 8 | 16.95037 | 0.3888 |
| 9 | 19.83902 | 0.2276 |
| 10 | 15.69793 | 0.4742 |
| 11 | 23.84269 | 0.0930 |
| 12 | 9.779396 | 0.8779 |

Probs from chi-square with 16 df.

Table 7. VAR Residual Portmanteau Tests for Autocorrelations

| Null Hypothesis: no residual autocorrelations up to lag h | | | | | |
|---|----------|--------|------------|--------|-----|
| Lags | Q-Stat | Prob. | Adj Q-Stat | Prob. | df |
| 1 | 0.646232 | NA* | 0.646763 | NA* | NA* |
| 2 | 1.171259 | NA* | 1.172655 | NA* | NA* |
| 3 | 22.08210 | NA* | 22.13517 | NA* | NA* |
| 4 | 42.55118 | NA* | 42.67174 | NA* | NA* |
| 5 | 42.94314 | NA* | 43.06533 | NA* | NA* |
| 6 | 43.50639 | NA* | 43.63137 | NA* | NA* |
| 7 | 61.86318 | 0.0000 | 62.09436 | 0.0000 | 16 |
| 8 | 78.24708 | 0.0000 | 78.58667 | 0.0000 | 32 |
| 9 | 97.12754 | 0.0000 | 97.60779 | 0.0000 | 48 |
| 10 | 111.8772 | 0.0002 | 112.4796 | 0.0002 | 64 |
| 11 | 134.8813 | 0.0001 | 135.6935 | 0.0001 | 80 |
| 12 | 144.1246 | 0.0011 | 145.0290 | 0.0009 | 96 |

*The test is valid only for lags larger than the VAR lag order.

df is degrees of freedom for (approximate) chi-square distribution

Impulse Response Function (IRF) track the response of each variable to innovations in each of the other variables. We can examine the magnitude, direction and length of time that each variable are affected by a shock of a variable in the system, keeping all the other variables constant. The impulse response functions are in Figure 4.

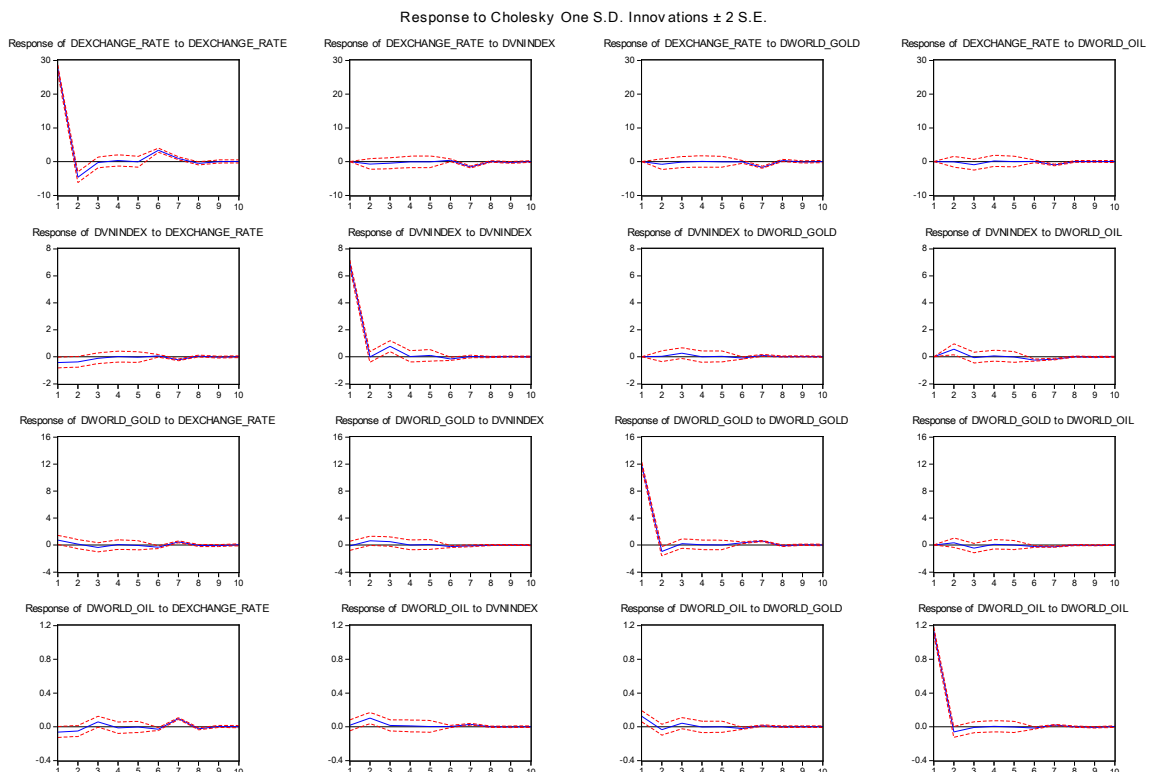


Fig. 4. Response to Cholesky One S.D. Innovation ± 2 S.E

We can see that, each variable is positively affected immediately by itself on right the first day. There is a common feature is that all effects of each variable on itself and the other variables disappear after a week. Exchange rate shocks have no impact on all the variables on the first day but have effects from the following day until a week passes. However, these effects are low. The stock market shocks have influences on exchange rate right on right the first day, and on world gold price and world oil price after a day. The world gold have rather low impact on the other variables. The world oil price shocks have a strong impacts on all the other variables. The impulse response of each variable to each other variable is absolutely rational, because if there is one of the financial assets is decrease in price, for example, investor can soon or later buy the others instead. The intensity of response can be seen from Variance Decomposition in Table 8.

Table 8. Variance Decomposition

| Variance Decomposition of DEXCHANGE_RATE: | | | | | |
|--|----------|----------------|----------|-------------|------------|
| Period | S.E. | DEXCHANGE_RATE | DVNINDEX | DWORLD_GOLD | DWORLD_OIL |
| 1 | 27.54773 | 100.0000 | 0.000000 | 0.000000 | 0.000000 |
| 2 | 27.95748 | 99.84413 | 0.072797 | 0.082048 | 0.001029 |
| 3 | 27.97825 | 99.70320 | 0.103780 | 0.085010 | 0.108012 |
| 4 | 27.98102 | 99.69711 | 0.104955 | 0.085390 | 0.112546 |
| 5 | 27.98126 | 99.69618 | 0.105331 | 0.085928 | 0.112557 |
| 6 | 28.18521 | 99.68122 | 0.121977 | 0.085616 | 0.111185 |
| 7 | 28.31483 | 98.88256 | 0.439805 | 0.440728 | 0.236907 |
| 8 | 28.32213 | 98.86907 | 0.439669 | 0.454445 | 0.236820 |
| 9 | 28.32368 | 98.85830 | 0.447273 | 0.456907 | 0.237515 |
| 10 | 28.32375 | 98.85817 | 0.447307 | 0.456906 | 0.237619 |

| Variance Decomposition of DVNINDEX: | | | | | |
|--|----------|----------------|----------|-------------|------------|
| Period | S.E. | DEXCHANGE_RATE | DVNINDEX | DWORLD_GOLD | DWORLD_OIL |
| 1 | 6.893788 | 0.370140 | 99.62986 | 0.000000 | 0.000000 |
| 2 | 6.926796 | 0.665808 | 98.68300 | 0.002185 | 0.649008 |
| 3 | 6.977684 | 0.682905 | 98.51282 | 0.157255 | 0.647024 |
| 4 | 6.978199 | 0.683489 | 98.49953 | 0.157338 | 0.659641 |
| 5 | 6.979109 | 0.685333 | 98.49549 | 0.159366 | 0.659813 |
| 6 | 6.986375 | 0.695396 | 98.34475 | 0.176824 | 0.783031 |
| 7 | 6.992900 | 0.798741 | 98.16240 | 0.196603 | 0.842253 |
| 8 | 6.993136 | 0.804118 | 98.15656 | 0.196771 | 0.842547 |
| 9 | 6.993308 | 0.806335 | 98.15212 | 0.198155 | 0.843386 |
| 10 | 6.993318 | 0.806550 | 98.15189 | 0.198162 | 0.843401 |

| Variance Decomposition of DWORLD_GOLD: | | | | | |
|---|----------|----------------|----------|-------------|------------|
| Period | S.E. | DEXCHANGE_RATE | DVNINDEX | DWORLD_GOLD | DWORLD_OIL |
| 1 | 11.84454 | 0.393239 | 0.010214 | 99.59655 | 0.000000 |
| 2 | 11.90416 | 0.401975 | 0.290489 | 99.22749 | 0.080049 |
| 3 | 11.93014 | 0.486881 | 0.462789 | 98.82642 | 0.223910 |
| 4 | 11.93077 | 0.490293 | 0.462755 | 98.81652 | 0.230430 |
| 5 | 11.93106 | 0.491453 | 0.466290 | 98.81184 | 0.230420 |
| 6 | 11.94409 | 0.558921 | 0.502333 | 98.67910 | 0.259644 |
| 7 | 11.97063 | 0.702334 | 0.510532 | 98.48833 | 0.298806 |
| 8 | 11.97133 | 0.705712 | 0.510606 | 98.48488 | 0.298800 |
| 9 | 11.97185 | 0.711657 | 0.510588 | 98.47723 | 0.300530 |
| 10 | 11.97190 | 0.712474 | 0.510632 | 98.47634 | 0.300558 |

| Variance Decomposition of DWORLD_OIL: | | | | | |
|--|----------|----------------|----------|-------------|------------|
| Period | S.E. | DEXCHANGE_RATE | DVNINDEX | DWORLD_GOLD | DWORLD_OIL |
| 1 | 1.141712 | 0.297956 | 0.023639 | 1.178804 | 98.49960 |
| 2 | 1.149624 | 0.494124 | 0.809872 | 1.258322 | 97.43768 |
| 3 | 1.152070 | 0.752193 | 0.826096 | 1.393924 | 97.02779 |
| 4 | 1.152194 | 0.763637 | 0.832658 | 1.394085 | 97.00962 |
| 5 | 1.152205 | 0.764168 | 0.833352 | 1.394095 | 97.00838 |
| 6 | 1.152845 | 0.821609 | 0.833030 | 1.422963 | 96.92240 |
| 7 | 1.157627 | 1.534716 | 0.886801 | 1.423921 | 96.15456 |
| 8 | 1.157895 | 1.579971 | 0.886414 | 1.423478 | 96.11014 |
| 9 | 1.157928 | 1.580782 | 0.886547 | 1.423415 | 96.10926 |
| 10 | 1.157930 | 1.580778 | 0.886564 | 1.423502 | 96.10916 |

Cholesky Ordering: DEXCHANGE_RATE DVNINDEX DWORLD_GOLD DWORLD_OIL

The change of historical exchange rate can explain around 97% variations in the change of itself in about a week. After 10 days, this explanation does not decrease. At the same time, each change of gold price, the change of Vietnamese stock market index and the change of oil price explain is all below 1%. The variation of change of world gold price is explained almost by its historical change (around 98%). The variation of the change of world oil price is explained almost by its historical change (around 96%) and the change of world gold price (around 1.4%) and the change of exchange rate (around 1.6%). Finally, the variation of the change of Vietnamese stock market index is rather independent of the change of exchange rate and world gold price, and slightly explained by world oil price (all below 1%). Exchange rate, world oil price and world gold price innovations explain below 1% of the variation in Vietnamese stock market index, while historical Vietnamese stock market index explains over 98% its variation. All these findings can also be seen from the impulse response function discussed above.

5. CONCLUSION

The study has found that the exchange rate, world gold price, oil price and stock market index can sometimes explain the pricing process of the each other. When stock prices fell financial advisors were expected to advise investors to maintain a position in gold during the period. Conversely during boom times, gold investments often decreased in value as stock prices increased. In the currency market, exchange rates are often predicated on the health of a country's economy. If the economy is robust and growing, the exchange rates for their currency reflect that in higher value. The simple relationship between currencies through a single common commodity does not exist and the interconnection between gold price and exchange rates are all complex. There are many factors on which the prices of gold may depend upon: government policies; budget, inflation, economic and political condition of the country etc. Besides, the oil price can have impact on the others but the others can difficultly have impact on oil price.

This paper aims to establish and validate the dynamic relationship of world gold price, exchange rate, world oil price and Vietnamese stock market index. The paper uses daily time series data to explore the impact of fluctuations and interrelationship among them. This paper demonstrated systematically that dynamic relationship using VAR technique with one model to show the dynamic relationship. Due to VAR estimation with lag six, we can see that all these factors can be effectively used by the investors in the analysis of the return generating process. The results of this paper perform the strict relationship

between exchange rate, world gold price and stock market index in Vietnamese financial market and a slight relationship between these three variables and world oil price. Historical price of each asset is found to be not the only driver of that asset but also the other three other assets. The results of this study also have important implications for the investors. Vietnamese financial market investors should closely follow all of these three assets even when their portfolios contain not all of three assets. Historical exchange rate, world gold price, world oil price and Vietnamese stock market index can be used as a good predictor of future prices of all of them in the short run. Investors may minimize the risk of their portfolio by distribute their capital rationally among these markets.

We can see that the fluctuations of each variables are explained almost by itself. Therefore, this study suggests us to try some rational models to study each variable through its historical information such as AR, MA or ARIMA... This will be carried out in near future research by the author.

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TOTAL FACTOR PRODUCTIVITY WITH SUSTAINABLE DEVELOPMENT-RESEARCH ON FOREIGN DIRECT INVESTMENT IN AGRICULTURAL SECTOR OF THE RED RIVER DELTA

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ABSTRACT: *Over the past 30 years of economic reform, Vietnam's development record is remarkable. However, the productivity, efficiency and competitiveness of the economy are low. Vietnam's economic growth is mainly driven by over-exploitation and intensive use of capital, natural resources and labor, which leads to a vulnerable and less flexible economy in the face of fluctuations in the market economy and also results in unstable growth. Sustainable development is developing all three pillars: Economy, Society and Environment. On the economic pillar, sustainable economic growth is the key component of sustainable development. Modern economies have shown that economic growth rates based on the total factor productivity (TFP) are more sustainable than those based on capital and labor because of their limitations. In recent years, Vietnam is gradually considering the TFP index as a basic statistical indicator for assessing the economic growth of the sector, region or entire economy. In this article, based on the Solow function, the author uses the methods of growth accounting to calculate the contribution of total factor productivity in a specific case when researching foreign direct investment (FDI) in the agricultural sector of the Red River Delta. In brief, TFP plays an important role in contributing to the growth of agriculture in the Red River Delta region. Sustainable economic growth should be relied on increasing TFP that maintains sustainably and longly.*

Keywords: *Total factor productivity; TFP; sustainable development; sustainable economic growth.*

1. INTRODUCTION

At the World Summit on Sustainable Development held in Johannesburg, South Africa in 2002, the concept of “sustainable development” was complemented and completed from previous ideas. Accordingly, sustainable development is a process of development that has a close, reasonable and harmonious combination of three aspects of development, including economic development (especially economic growth), social development (especially progress, social justice, poverty reduction and employment) and environmental protection (especially treatment and remediation of environmental pollution, restoration and improvement of environmental quality; rational exploitation and economical use of natural resources [5].

For sustainable development, from an economic point of view, its pillar is sustainable economic growth. Sustainable economic growth is a high-growth, stable economy in the long run.

In recent years, the economic growth rate of Vietnam is always quite high. In the period of 1995-2016, the growth rate of Vietnam ranked fifth in East Asia, only after Myanmar, China, Laos and Cambodia and always higher than the average of ASEAN countries. Specifically, the growth rate had been over 7.0% before 2010; 6.42% in 2010; 5.42% in 2013; 5.98% in 2014 [2]; 6.68% in 2015; and 6.21% in 2016 [6]. These figures show that the economic growth rate of Vietnam is quite high but not stable. The unstable productivity of Vietnam is one of the reasons. Based on the production function to explain the economic growth, economic growth is due to the contribution of capital, labor and invisible elements beyond capital and labor. Capital and labor factors, however, are limited input factors; therefore, for sustainable economic

development, it is necessary to increase the contribution of factors other than capital and labor. This factor is called *total factor productivity (TFP)*.

Total factor productivity is an index used to measure change in output per unit of input that is combined. It includes factors other than capital and labor, such as macroeconomic policies of the Government; business environment; manager level; level of labor; technological level...

Total factor productivity reflects the contribution of hard-to-quantify factors beyond capital and labor to GDP. Its effects are not as direct as the productivity of parts but through the transformation of tangible elements, especially labor.

2. LITERATURE REVIEW

The concept of total factor productivity in research is presented in a variety of ways, and as the process of development grows, this concept is expanded.

Solow, R.M (1956), "A contribution to the theory of economic growth", *The Quarterly Journal of Economics*, 1956-JSTOR, Volume 70, No.1, pp 65-94 [4]. The total factor productivity is referred to Solow when explaining the origin of economic growth as a Cobb-Douglas production function:

$$Y = F(A, K, L)$$

The Solow model focuses on four variables: output (Y), capital (K), labor (L), and technological progress (A). In his model, Solow mentions the role of A in promoting growth, but he considers it exogenous and sees it as a "surplus" that is not explained yet. According to Solow, the Solow surplus reflects total factor productivity such as technological progress, managerial level, skill level, random factor ... in generating output of the national economy.

Ilke Van Beveren(2007), "Total Factor Productivity Estimation: A Practical Review", *LICOS Discussion Paper, No.2007* [3]. The author presents the TFP estimation method of the business and considers that TFP is a factor in the production function that is not perceptible. TFP reflects the productivity of the depth elements such as technological level, management and workmanship of the workforce in the enterprise. In this study, Ilke Van Beveren points out the factors that influence the TFP of the business.

ABBP-Ackerberg, Daniel, C. Lanier Benkard, Steven Berry and Ariel Pakes (2007), "*Econometric tools for analyzing market outcomes*" in James Heckman and Edward Leamer, eds., *Handbook of Econometrics*, Volume 6(1), Amsterdam: North Holland, pp 4171-4276 [2]. The authors use the Cobb-Douglas production function to determine the TFP value and contribute to the output of the business. In this production function, output levels depend on factors such as capital, labor, and other factors. The author develops the model, estimates components such as components representing technology, differences in management levels among businesses, measurement errors in production ...

The research differs in terms of accessibility, scope of research but basically confirms that: (i) Growth on the macro or micro level depends on the indefinite factor in addition to capital and labor; (ii) this factor is increasingly important and contributes significantly to output growth; (iii) This factor reflects productivity of factors such as technical progress, institution, business environment, labor qualification ... and other random factors; (iv) This factor does not seem to be limited to other factors.

3. RESEARCH METHOD

The author calculates TFP based on the method of growth accounting. This is the method used in most empirical researchs. Based on the Solow function, TFP is considered to be a residue in the growth model, based on the Cobb-Douglas production function, the TFP growth rate formula is constructed as follows[4]:

$$TFP_g = Y_{tg} - (\alpha \cdot K_{tg} + \beta \cdot L_{tg})$$

Including: Y_{tg} is the output growth rate

TFP_{tg} is the TFP growth rate

K_{tg} is the capital growth rate

L_{tg} is the labor growth rate

α is the contribution coefficient of capital

β is the contribution coefficient of labor

$$\beta = \frac{\text{Labors' aggregate income}}{\text{GDP}}$$

With $\alpha + \beta = 1$ and $\beta = \frac{\text{Thu nhập đầy đủ của người lao động}}{\text{Tổng sản phẩm trong nước}}$

4. RESEARCH RESULTS

The TFP calculations for agricultural FDI sector in the Red River Delta for the period 2000-2016 are as follows:

Step 1: Use the values α and β based on the values of capital (K) and labor (L) from the annual survey of enterprise by the General Statistics Office. The values α and β are respectively 0.29 and 0.71.

Step 2: Calculate the growth rate of VA - K and L elements in 3 stages 2000-2005; 2006-2010; 2011-2016 based on original data.

Table 1. Growth of the VA - K and L elements of FDI sector's agricultural in the Red River Delta in 3 stages

Unit: %

| Stage | VA | K | L |
|-----------|------|------|------|
| 2001-2005 | 8,8 | 8,4 | -0,2 |
| 2005-2010 | 11,9 | 27,6 | -2,5 |
| 2011-2016 | 7,1 | 17,3 | -3,0 |

Source: Author's calculations

Step 3: Finally, calculate the contribution of K-L elements and TFP- aggregating elements into agricultural VA.

Table 2. Contributions of K, L and TFP elements into VA of FDI sector's agriculture in the Red River Delta in 3 stages

Unit: %

| Stages | VA | K | L | TFP |
|-----------|-------|------|-------|------|
| 2001-2005 | 8,76 | 2,44 | -0,11 | 6,43 |
| 2006-2010 | 11,93 | 7,99 | -1,78 | 5,72 |
| 2011-2016 | 7,13 | 5,02 | -2,12 | 4,24 |

Source: Author's calculations

The results of Table 2 show that in the 2001-2005 period, the VA grew by 8.76%, the contribution of the capital element (K) to the VA growth of FDI agricultural sector in the Red River Delta area is 2.44%; Contribution of labor (L) is -0.11% and TFP elements is 6.43%. For the period 2006-2010, contributions

of Capital, Labor and TFP are respectively 7.99%; -1.78% and 5.72%. For the period 2011-2016; they are respectively 5.02 %, -2.12% and 4.24%.

The data shows that the contribution of Labor (L) to the growth of VA in the agricultural FDI sector in the Red River Delta indicates ineffectiveness, reflected in the contribution of this factor to growth of VA is negative in all 3 phases. This value is negative because in all three periods, the labor tends to decrease while the labor is mainly used with simple labor, low labor force, so the labor productivity is not high. The equity factor has a higher contribution in the VA growth in both elements L and TFP for the 2006-2010 period and for the 2011-2016 period. This shows that the equity growth is effective in contributing to the VA growth. Therefore, the strengthening of attracting FDI and improving the efficiency of capital use will contribute to increasing the agricultural VA of this region. TFP compared to this index of the whole country is higher. According to the OECD report on agriculture in Vietnam, in 2001-2005 period and in 2006-2010 period the contribution of TFP was 2.52% and 2.18%. Apparently, the contribution of TFP to the growth of agricultural VA in FDI area in the Red River Delta is higher than that. This indicates that the le management and technology level in the agricultural FDI business of the region is quite good and the policy environment of the region is more effective than that of the whole country. However, the TFP of the uplands is also partly due to the specificity of the agricultural sector which its application of technology is not too high and is not invested as much as other industries, manufactures, and mining, etc.

5. CONCLUSION

In brief, the total factor productivity (TFP) plays an important role in contributing to the growth of agricultural VA in the Red River Delta by FDI sector in particular and in GDP in general. In order to develop the economy sustainably, it is necessary to develop in depth, and increase the total factor productivity instead of relying on the limited factors of capital and labor. This is also the development model of most countries in the world and the economic sectors today.

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TAX COMPLIANCE COST OF SMES: CASE STUDY IN HANOI

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ABSTRACT: *This study focuses on the burden of tax compliance of Small and Medium Enterprises (SMEs) in Vietnam which is a vital component of Vietnam economy, accounted for 45% GDP and 31% of total State budget revenue, attract more than 5 million employees. Based on a quick survey on the compliance cost and their impact on the performance of Vietnamese SMEs, we try to make a contribution not only for researchers but also for legal and taxation system to improve the transparency of accounting information system, internal control of the firms. The result of our study suggests that among those tax compliance cost in the SMEs: external, internal tax cost, and miscellaneous tax cost, the internal tax cost accounted for the major expenses in tax compliance in Vietnam, after that the miscellaneous tax cost also a significant cost for complying with tax regulation. External costs were evaluated at low percentage compared to the left component of tax procedure cost.*

Keywords: *Compliance cost, internal cost, external cost, miscellaneous tax, tax procedure cost*

1. INTRODUCTION

Vietnam is one of the fastest growing developing countries in Asia, located specifically in the middle of South East Asia region, sharing border with China, Laos, and Cambodia. The total area is at 310,060 square kilometers, and a population of about 93 million in which 34% of total population living at urban area. Regarding to the economy, Vietnam has been transforming from being a largely agricultural economy to an increasing industrialized economy that focuses on manufacturing and service factor. Association with the strong development, Vietnam has to face with many challenges and limitations which still incurred with the developing countries. According to the world-bank organization review on Vietnamese market, it is clearly stated that poverty are contributed a significant portion of the whole population, especially in rural areas. The wealth gap between the rich and the poor is more extended. In the financial sector, the fiscal imbalance, and unresolved assets quality in banking sector require highly attention. However, the private sector is a star and an engine for the economic growth compared to other sector in the economy. The Vietnamese government continues to show commitment to reform. Vietnam's 2011 – 2020 Socio-Economic Development Strategy (SEDS) is a 10 year strategy which highlights the need for structural reforms, environmental sustainability, social equity and emerging issues of macroeconomic stability. And the private sector, particularly the Small and medium enterprise will be the main rocket to fuel the whole economy.

Like the rest of the world, the taxation plays an important economic role in Vietnam, and contributes significantly to the State budget. Taxation in Vietnam categorized into some main types: Corporate income tax, Value added tax, Personal income tax, and others taxes.

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In the 21st century, SMEs has been given due recognitions for exerting a crucial role towards fostering the economic growth, development in several countries, especially in developing countries. Prior to the year 2018, the small and medium enterprises in Vietnam are defined by satisfying 2 factors: the average number of employees and total capital (Decree 56/2009/ND-CP).

Table 1: The classification of the SMEs based on the capital size and total labor

| Sector | Size | Small-sized enterprises | | Medium-sized enterprises | |
|--------------------------------------|------------------------|-------------------------|----------------------------------|--|-----------------------------------|
| | Very small enterprises | Total capital | Number of labor | Total capital | Number of laborer |
| I. Agriculture, forestry and fishery | < 10 people | < VND 20 billion | Between 10 people and 200 people | Between VND 20 billion and VND 100 billion | Between 200 people and 300 people |
| II. Industry and construction | < 10 people | < VND 20 billion | Between 10 people and 200 people | Between VND 20 billion and VND 100 billion | Between 200 people and 300 people |
| III. Trade and service | < 10 people | < VND 10 billion | Between 10 people and 50 people | Between VND 10 billion and VND 50 billion | Between 50 people and 100 people |

Source: Article 3 - Decree 56/2009/ND-CP dated 30-6-2009

However, per the tax perspective, the definition of small and medium enterprises is based on the average number of employee and total revenue of preceding year. According to Circular 78/2014/TT-BTC dated 18 June 2014, guiding the corporate income tax regulation, the average number of employees per tax perspective is at the same with the rate in the investment law, while the total revenue is lower than twenty (20) million in order to determine the size of the enterprises.

From 2018, according to the law on supporting SME, two indicators perspectives are combined into one in order to support the SME, including: the average number of employees contributing social insurance of no more than 200 and meet one of the following two criteria:

- (i) Total capital shall not exceed VND100 billion;
- (ii) Total revenue of the preceding year shall not exceed VND 300 billion.

According to the statistics number of Chamber of Commerce and Industry of Vietnam, recently, the SME not only contributes to 45% GDP and 31% of total State budget revenue, but also attracts more than 5 million employees. Furthermore, following the Vietnam annual business report by the Chamber of Commerce and Industry of Vietnam, in 2014 for the criteria of ownership, the number of SME was belonged significantly to non-state and private enterprises. Regarding to the total capital contributed and number of employees, the number of SME was nearly 98% of total enterprises in both criteria.

The SMEs provide the wide range of job opportunities for people, and is a key factor to increase income for labor, and help to mobilize social resources for development investment, poverty reduction simultaneously. The amount of fund source remains at the high proportion in the population, thus in case we have some appropriate mechanism for exploiting these capital in order to create material wealth and benefits for the whole society. The SMEs not only contribute to the dynamic economy in the market mechanism, but

they also help to speed up the transition of economic structure, especially to the agricultural sector village. Diversification the number of entities joining the economy may accelerate the market, play a crucial factor to reduce Vietnam's inflation at the lower. And Vietnam rural economy has been shifting to processing and service industry, while the SMEs usually implement and cover the services, trade or construction or repairing maintenance. Moreover, SMEs are the place to nurture the entrepreneurial talent, and create and train entrepreneurs, help them get familiar with the business environment. Especially, the start-up wave has increased significantly in recent year, and attracted many young people to participate in. Hence it clearly shows that the SME plays a vital role regarding to the economic impact and social impact.

The World Bank also concludes that the improvement in the process of tax declaration and payment, associate with fundamental reform in inspection, examination and refund, result in the score of Vietnam's Tax Payment Index and Vietnam's General Payment Index is enhanced significantly which increase by 81 levels compared to the Business Environment Report 2017 and ranked fourth in the ASEAN6. This result is supported by the strong and continuous improvement in administrative procedure reform. Vietnam Tax department has implemented both legitimation and tax administration.

Although in 2017, Vietnam made paying tax easier and the cost for tax reducing by the minimizing the administrative process of complying with tax obligation. Vietnamese government has together performed several improvements in tax legitimation relating to the tax declaration period, specifically:

For Corporate tax income purpose: Circular 78/2014/TT-BTC, Circular 151/2014/TT-BTC, Circular 119/2014/TT-BTC, Circular 96/2015/TT-BTC, Circular 45/2013/TT-BTC

For Value-added tax income purpose: Circular 219/2013/TT-BTC, Circular 26/2015/TT-BTC, Circular 39/2014/TT-BTC

For Income tax issue: Circular 111/2013/TT-BTC, Circular 92/2015/TT-BTC and other document guidance by the Government.

However pertaining to the above amendment and enhancement in the tax regulation, the result for these improvement processes are not seemed to be efficient and sufficient for tax payer.

The number of document required for each item are different and consumed high cost of compliance by internal employees. It can be generally explained that these procedures contribute to the high tax compliance timing burden for the SMEs. As the similar documentation has been mentioned in the OECD ("Organization for Economic Cooperation and Development") that less frequent filing offer the SMEs approach to reduce the tax compliance cost.

Furthermore, the Government will provide assistance for the SME regarding to capital factor, taxation factor, technology factor, human resources supporting and others. The Government also emphasizes that SME will be the main contributor of the whole country in the next several years, and target the SME is the rocket for the economy.

However, the issue of tax compliance costs is quite complicated, including the costs of bribes, tax evasion, psychological costs (anxiety or frustration) which cause damage to taxpayers, etc. These costs are difficult and not usually available for the author, hence these data may not be possible to be collected, but the cost of tax compliance is an objective issue that needs to be explored in order to partially find and contribute appropriate solutions to reduce the burden. Thus, with author ability, the data which will be collected and analyzed are limited and may not appropriate recently. The approach of dividing cost and methodology to carry out research are based on the published international studies and research, and other supporting from lecturer to fulfil the research.

Vietnam is approaching to a more dynamic and integrated economy with the developing in GDP and living standard, together with the improvement in regulation and business environment. The SMEs in Vietnam are important factor of the developing economy which contribute high amount of revenue and increase the living social welfare. However, even the fact that SMEs are crucial to the economy, the SMEs definitions are not clearly defined by the law at this point of time, and there are lack of supported policy and tax incentive for them to facilitate and expand their business activities. One of these burden for the SME is the Corporate Income Tax compliance burden which are further presented in the below part for having clear and appropriate view on such procedure expenses.

The paper is organized as follows. Apart from introduction in section 1, a literature review will be presented in the section 2. Section 3 presents methodology in the research. In the next section, we show the results and discuss about the burden of CIT in Vietnamese SMEs. We conclude the topic in the last section.

2. LITERATURE REVIEW

There are several studies relating to tax compliance cost facing by the SMEs in many countries. The term “tax compliance cost” has different interpretations, a consensus as to the precise meaning of compliance cost, according to Sandford (1995, cited in International Journal of Accounting and Taxation 2014, vol 2, p65), the tax compliance cost was defined as these cost which incurred by tax payers, or business... for achieving the requirement in complying with a given structure, and level of tax. They include the cost of collection, remitting, and accounting for tax on the profits of business and other related cost. Eragbhe and Modugu (2014) carried out research for tax compliance cost in Nigeria, interpreted that the tax compliance cost were the amount of resources expended by tax payer, exclude the amount of tax liabilities, in complying with the requirements of the relevant tax regulations. These tax compliance cost in their research were:

- The administrative cost,
- Timing spent for tax compliance
- Internal-external cost,
- Computational and tax planning cost,
- Commencement cost, accounting and tax cost.

As their result, the tax compliance cost in the SMEs factor in Nigeria was considerably high and took long time period for complying with the regulations. According to the study of the Corporate Income Tax compliance cost of Smalls and Medium Enterprises in Thailand by Papaporn C. (2013) the PHD of Curtin Business School in Thailand, by applying both the quantitative approach and qualitative approach for carried out the research such as questionnaires, interview... and divided the tax compliance cost in his research into 3 categories including: (i) internal tax cost, (ii) external tax cost, and (iii) miscellaneous tax cost. In both quantitative and qualitative results, the highest tax compliance cost per his research was in miscellaneous cost such as: transportation, software and training cost because of the requirement of tax filing. His study was conducted among more than 200 sample includes Limited company and Partnership in Thai Land. As his result, the highest tax compliance cost for the SMEs was in the wholesale business with regard at all criteria of the research. Moreover, according to his research, there were several reasons which result in high tax compliance cost in Thai Land: technical knowledge of tax was complicated, the available of guidance was still limited, the cost for hiring the tax professional for declaring tax, the final important additional reason was the informal business transactions of the SMEs which have to deal with Tax authority if challenges. Mr Papaporn also pointed out the limitation in conducting his research included:

- The data was used to analysis was the primary data which could not be respond correctly and appropriate since the tax revenue data was not published,
- The tax knowledge understanding of some respondents was still limited, and
- The sample may not sufficiently represent for the SMEs in Thai land...

Furthermore, Mr Hijattulah A. (the PHD of the Curtin Business School, 2009) has carried out another research in tax cost compliance of the SMEs in Malaysia. His sample in the research includes many sectors include SMEs and non-SMEs and collecting data through questionnaire, pilot interview and survey implementation. In his research, there were 3 categories of tax compliance cost which was evaluated: internal tax cost, external tax cost, and additional compliance tax cost such as (travelling, printing document ...). The highest average of tax compliance cost in Mr Hijattulah research was the internal tax cost which amount to 52% of total tax cost, and the external and additional tax cost were in the second and third position respectively. Notwithstanding with the above factor, one of his finding was that the SMEs were more concentrated on tax incentive rather other field of tax such as: tax audit, tax fairness... According to the interim report of Tax committee in South Africa, they conducted a research on the tax burden in the SMEs among the large sample, and found that time consuming in tax compliance was the major burden for the SMEs in complying with taxes even the government has issues several support and guidance to facilitate the tax compliance procedure. Further in this research, it was suggested that for the purpose of minimizing tax compliance cost, the Tax authority should reduce the meeting and inspection procedure, and request bulk data whenever there was high probability of significant impact related to tax compliance cost.

Mustafa (2002) has measured the tax compliance cost compared to the company tax obligations, specifically, for Malaysian SMEs, the compliance cost amounted to more than 1% of total tax payable, and admitted that the tax structure was more complicated and complex, which would be resulted in higher compliance cost for the SMEs to meet the requirement of tax regulation. Jeff Pope (2001) divided the tax compliance cost into external and internal tax cost, and he conducted his research in the international tax case and figured that the compliance tax cost shall be more concentrated in each country and put into the applicable policy in order to grant more support to the tax payer. Abdul (2008) has carried out research of the effect of self-assessment system on tax compliance cost in the SMEs in Malaysia, one of his result is that internal cost (timing spent and wage rate for employees) and external cost (financial audit and tax professional fees) amounted to more than 90% of total compliance cost in Malaysia, and the SMEs with capital less than RM250,000 shall be the main suffered object. These cost increased as the relative size of employees become larger.

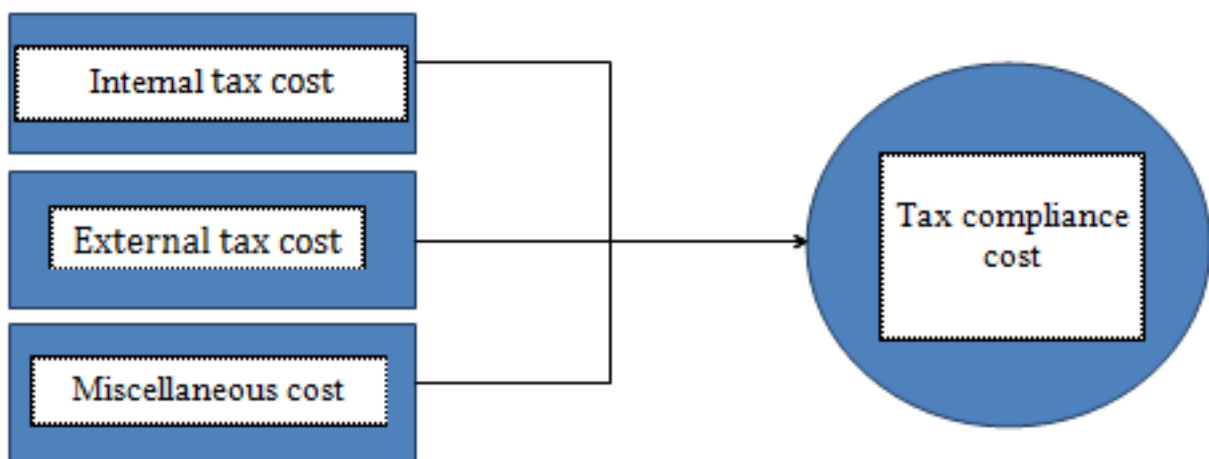
Gurd (1998, in Schoonjans, Cauwenberge, Reekmans & Simoens (2011)) admitted that the SMEs suffered the burden of compliance tax cost higher than direct tax liabilities, and insufficient ability to deal with many bureaucratic and legal knowledge requirements. Also in their research in 2011, the tax compliance cost in corporate income tax and value-added tax portion just amounted to 65% of total cost compared to other tax (Environment tax...). This can be explained by the requirement of filling in Malaysia and supporting document attached. In the case of United Kingdom, Hansford & Hasseldine (2012) has performed the study in calculating the tax compliance cost in UK with the sample of member of ACCA associate, as a result, the internal tax compliance cost were relative higher than the external tax cost, and increasing as the firm size expand in number of employees and production. The compliance cost for VAT and CIT were the major contribution for high level of tax compliance cost. In Australia case, the compliance cost in VAT accounted for more than 50% of total cost compliance in the research conducted

by Lignier (2012). He further illustrated that from 1995 to 2010, the compliance burden has been raised up, specifically the SMEs had to afford with the amendment in tax requirement by higher external cost in hiring tax professional bodies to perform the tax declaration and review at the company.

In summary, there have been several studies which had been conducted in order to measure and determine the tax compliance expenses internationally. They indicated tax compliance burden for the SMEs around the world, and suggest the Government to recognize the problem and focus on tax reform. In Vietnam, there are not many researches focuses on the tax compliance expenses, one of these is the research carried out by Ms Le Thi Hai Binh (2014) on the CIT compliance cost in Ho Chi Minh city, Vietnam. She has conducted her research on the financial year 2014 follow the regulation in such period which Vietnam made paying higher taxes for companies by increasing employer's social security contribution rate according to research "Doing business 2017" by World Bank organization. She also achieved some specific results regarding these procedure expenses in these periods. However, according to research by World Bank (2017), from 2015, Vietnam has enacted a number of tax regulations which made paying tax less costly and easier for tax payer by decreasing the tax procedure and compliance. Although there were many researches regard to tax compliance burden around the world, while in Vietnam, such researches are still limited and not sufficient for the topic. Therefore, identifying the tax procedure burden after these updated and reformed procedures come into effect in Hanoi, Vietnam is the purpose of this study. The result of this study may suggest and contribute to further reduce the CIT compliance expenses in developing country such as Vietnam.

Regarding about Tax compliance cost, the general definition of compliance cost is interpreted as the general cost that the SMEs has to bear for the purpose of complying with the effective regulations. In this section, we evaluate and examine the category of tax compliance cost in 3 criteria:

Figure 1: Scheme of tax compliance costs



→Internal tax cost

Internal cost generally are incurred inside the business relation, mainly in the accounting and administration department of the company, it consists of all internal tax work in office hours and the appropriate tax rate plus overhead cost (Pope, Fayle, & Chen (1994, p. 27 in the Papaporn Chunhachatrachai 2013). In the research carried out by Eragbhe & Modugu (2014) divided the internal tax cost in 5 elements:

- (i) Time spend on filling and keeping record,
- (ii) Cost incurred in filling process
- (iii) Cost incurred for researching and studying the new updated tax regulation
- (iv) Time by internal staff for addressing audit
- (v) Overhead cost.

Regarding to factor inside the internal tax cost, Hanefah, Ariff & Kasipillai (2002) noted that internal cost in the tax compliance composed of:

- Timing spent by staff in accounting and collection:
- Preparing supporting document and information for professional advisers,
- Training staffs for acquire tax knowledge
- Dealing with tax authority.

Jeff Pope (2001) had made a figure to illustrate the elements of internal tax cost:

- Self-employed cost
- Monetary cost: Staff cost and Miscellaneous cost

Tran-Nam, Evans & Walpole (2000) further illustrated that internal tax cost were substantially more important than external cost in Australia. We can infer from the above perspectives that internal cost exert an important part to build up the tax compliance cost for SMEs.

Briefly, based on such definition and categories of internal tax cost, this research will measure such tax compliance cost burden by dividing into 2 criteria: expenses and timing spending in following and solving with internal tax procedure cost such as: wages for internal accounting staff, expenses dealing with tax authority, management expenses for serving such procedure purpose...

→ External tax cost

External tax costs are defined as the payment to acquire the professional service: lawyers, accountants, investment adviser from outside company (Hanefah, Ariff, & Kasipillai, 2002). Other author has the same definition of external tax cost such as Jett Hope (2001), Papaporn Chunchatrachai (2013), Hansford & Hasseldine (2012)... External costs of tax compliance are primarily expenditures that taxpayers incurred while seeking tax advice or outsourcing compliance activities (Lignier & Evans (2012) such as:

- Tax service
- Non-tax service
- Payroll service

According to Mr Jabbar & Pope (2009) research, the external cost are generally classified as compliance are a straightforward monetary cost charged by external tax professional solely on tax activities. He further indicated that hiring tax professional bodies were common in Malaysia and the fees may not different with other financial service for carrying out the tax inspection and filing. Trepelkow & Verdi (2014) has also classified the external cost was one element of compliance cost, and defined the external cost as payment paid by a business to third parties in order to comply with its tax obligations. The commissioning of third parties presumes a charge or payment for the service rendered. Hansford & Hasseldine (2012) presented that for the SMEs, acquiring service from tax professional could create more favorable tax position advantage.

In this type of external tax compliance cost, the author will determine such cost including hiring external accounting services, and timing to fulfil tax procedure, keeping up with new and changing in tax regulation, others....

→Miscellaneous cost

Miscellaneous cost is defined as other cost except internal staff cost that are incurred inside of the business in relation to the corporate income tax such as: stationery, postage, travelling, software and computers cost (Papaporn Chunchachatrachai (2013). He also found that high miscellaneous cost shall be the significant factor affecting the tax compliance cost in Thailand. Not only Mr Papaporn, Hijattluah (2009) also concluded that additional cost except internal and external cost could be the main contributor to the high tax compliance cost in Malaysia. In his studies, the additional cost includes: Postage, stationery, travelling, printing and telephone cost of the business. However Jeff Pope (2001) has included the miscellaneous cost into the internal cost of the Company to measure the tax cost. Other studied conducted by Tran-Nam, Evans & Walpole (2000) also provides that portion of their miscellaneous expenses include: tax preparation fees, safe deposit box rental, etc).

Therefore in this study, author will apply the criteria of the miscellaneous cost which will be applicable in Vietnam market in order to find the time and cost burdens for the SMEs for complying with tax requirement. Such miscellaneous are measured include stationery expenses, travelling cost, expenses for document storage... the result is employed for finding the large actual miscellaneous expenses in the SMEs.

3. METHODOLOGY

This research will be conducted about the Tax compliance for SMEs in Vietnam especially in Hanoi. The SMEs in Hanoi are subject to the research since the SMEs play a crucial important role in developing country; also in Vietnam the tax procedures are still complex and complicated. The SMEs in every country are the vulnerable subject which will suffer high tax compliance cost. Further to that, there are not enough research regarding to tax procedure expense for SMEs in Hanoi to have an appropriate view on the expenses which are absorbed by the SMEs.

Although there are several type of tax in Vietnam such as: Value-added tax, Personal Income Tax, Corporate income Tax, Excise tax, Import-export tax... however the tax compliance in Corporate Income tax will be the main concentration of this study. Corporate income tax ("CIT") is a direct tax which is imposed on the net profit of a legal entity at the end of the accounting period. Although the definitions and categories of the SMEs are not clearly applied consistently between each Ministry in Vietnam. Therefore, for the purpose of this study, the SMEs, which are classified by the size of entity, defined by the regulation of the Vietnam Ministry of Planning and Investment will be the subjects to carry out research.

Furthermore, in this study, the size of the SMEs follow this regulation association with the regulations stipulated in Tax law are employed in order to have more accurate and appropriate information for this research. The survey is designed to suit with the purpose of this study to identify the CIT compliance burden for the SMEs in Vietnam.

Research objectives

The research objectives of the study are:

- To identify the tax-compliance burdens of the SMEs when applying the Vietnam taxation system, especially the corporate income tax.

- To uses the estimation and findings to place the issues within a taxation policy context and suggest appropriate policy implication

Research design

In theory, the research design is the crucial part of the research, which will present the idea and discussion of author. In order to apply research design, the methodological research shall be identified. The research design provides the guidance the overall plan to answer the research question (Saunders, Lewis, & Thornhill (2009). Understanding the research approach is especially helpful to clarify the appropriate approach for the research. Together with an understanding of the research philosophy, it is necessary for researchers to select the methodological approach as it guides the researcher's plan to conduct the research (McKerchar, 2010). Generally, there are 3 methodological approaches to conduct the research include: qualitative, quantitative approach, and mix method. According to Saunders, Lewis, Thornhill (2009), the quantitative approach are the collection results in numerical and standardized data, and analysis through the use of diagram and statistics. They also further stated that the quantitative approach was widely used in order to collect primary data. Ticehurst and Veal (2000) explained that quantitative research was about:

- (1) Statistical analysis;
- (2) Accuracy in numerical evidence to make a conclusion;
- (3) The reliability of results based on a relatively large number of people;
- (4) The reliability of data analysis based on computer analysis; and
- (5) The data being obtained from questionnaire surveys, observations or secondary sources.

Moreover, Saunders, Lewis, Thornhill (2009) illustrated that the non-standardised and complex nature of the data would probably need to be summarized, grouped or restructured as a narrative to support meaningful analysis. Creswell (2003) defined the quantitative approach as “the author primarily applied the post positive claims for developing knowledge such as cause and effect thinking, reduction to specific variables and hypotheses and questions, use of measurement and observation, and the test of theories), employs strategies of inquiry such as experiments and surveys, and collects data on predetermined instruments that yield statistical data.” However, in quantitative method, the reliable of the data together with the context of cultural backgrounds or people's views were the limited point to this approach (Creswell (2003).

Although there have been several difficulties and disadvantage of applying the quantitative analysis, the quantitative approach is the more appropriate and precise, shall provide the applicable information in the nature of this research in tax compliance cost. The author will choose to apply the quantitative approach for the research for such case in the compliance cost. Other researcher also has employed the quantitative method to carry out the research on the tax compliance cost (Lignier & Evans (2012), Tran-Nam, Evans & Walpole (2000), Trepelkow & Verdi (2014), Papaporn Chunchatrachai (June 2013), Hijattulah Abdul Jabbar (2009), etc.

The research was conducted within 2 months from September to November 2017. There were 100 questionnaires which have been sent to the respondents, however only 66 questionnaires were received (at 66%). Vietnamese and English version are prepared, however only Vietnamese version are distributed to the respondent since the English are not popular in Vietnam. The English version will be attached in this study for reference,

Due to limited time and resource to carry out this research, and the quantitative approach would be applied in this research, the result of those questionnaire shall be evaluated, assessed and concluded as the result of the study.

Research methodology

Survey data can be obtained in several ways includes: questionnaires (either administered personally, by mail, web), and interviews (face to face, or through telephone). Survey research is the most widely

and frequently employed method in the social sciences (Babbie (2017)). He also stated that one of overall advantage of survey research is the feasibility of obtaining a wide range of standardized information from a large population, which is cost beneficial. However, there were several limitations for survey research as such: the unwilling to response of people, lack of in-depth information, or technical term could create the difficulties for survey research as also point out in Babbie research (2017). Despite these limitation and difficulties, the survey research is seem to be the popular method to conduct research in social field, and also in business research. Lignier & Evans (2012) has applied the electronic survey in computing the tax compliance cost in his studies. They admitted that the advantage of this survey was the quicker response from target people, and applied over wide geographical area, association with cost beneficial regarding to the fees of printing and mailing survey. However, the limitation in this type of survey includes requirement of Internet which may not be provided in several area. Other author such as Schoonjans, Cauwenberge, Reekmans & Simoens (2011) also applied the electronic Internet-based survey. However, Jabbar & Pope (2009) performed the research based on the traditional survey questionnaire technique, with support from tax professional, tax expert, even the tax officer for the purpose of clearly understanding the questionnaire. It could be implied that the technical term together with some in-depth knowledge may affect the result of response in this research. The traditional survey questionnaire also employed by Hanefah, Ariff & Kasipillai (2002), Jeff Pope (2001), Trepelkow & Verdi (2014) in collecting data for computing the cost of tax compliance.

In this study, together with the perspectives and consideration of the expert in the tax field, we perform the quantitative approach by conduct the survey research method which will be employed in order to satisfy the purpose of researching the tax compliance cost.

Questionnaire design

This section explains the survey instrument applied in this current study. The design of the questionnaire should be appropriate with the research, pertaining to Abdul Jabbar (2009) emphasized some consideration to improve the response rate:

- Clear wording of the questions
- Appropriate layout and design of questionnaire
- Possible length
- Relevant respondents
- Personalizing the cover letter of questionnaire
- Providing a reply paid envelope.
- Keeping confidentiality of the respondent information.
- Carrying out a pilot test.
- Performing a pilot survey carefully.
- Appropriate timing of the survey.
- Enclosing a further copy of questionnaire in the
- Including second reminder.
- Scrutinizing and validating the responses.
- Selecting an advisory committee.
- Obtaining advance publicity.
- Sending photo-montage press cuttings with the reminder.

- Using a telephone reminder.
- Making available a pre-paid telephone help line.

Babbie (2017) also point out some improvement which can be made in order to have higher response rate from questionnaire include:

- Choosing the appropriate question form.
- Clarifying items which may be confused
- The respondent should be competent to answer those question.
- Avoid Double-Barreled Questions
- Relevant question
- Short item is more preferable
- Avoid negative items,
- Avoid Biased item and technical terms

In business case, Jeff Pope (2001) indicated that some information should be composed in the questionnaires: time spent on tax affair of the company employee and employer, fees paid to tax professional bodies, and any miscellaneous cost incurred. Besides that, the nature and additional cost should be taken into account when conducting questionnaires. Abdul Jabbar (2009) has developed the questionnaire for his survey including 16 questions for tax compliance cost and characteristics of SMEs in Malaysia.

In this study, electronic questionnaire and traditional questionnaires will be employed both in order to have the highest and quality response rate from the respondent. Business writing principles that have been adopted in the current study compose the use of simple words, question wordings and technical term explanation (but modified to suit the current study). Considerate that the electronic survey could be carried out to increase the sample size, and more important with no significant additional costs.

Furthermore, the final questionnaires, which will be delivered, are prepared in both English and the Vietnamese language. It is common to make available in both language version since Vietnamese people do not perform business transaction and communicate in English frequently and Vietnam is also a developing country. To some extent, some people may not feel comfortable of the technical term in tax field. Additionally, the Vietnamese language version was considered necessary to substantially reduce the length of the questionnaire and, more important is to get the reasonable response result.

The basis for designing the research questionnaire is the above assessment and dividing the tax compliance cost for the SMEs in Vietnam, specifically: Internal tax cost, external tax cost and miscellaneous cost. However, determining and figuring the accurate expenses spending on tax procedure need significant effort and human resources. Hence, with limited time and ability to perform the study, the time and expenses are designed on hierarchical scale such as (very small, small, normal, large, very large....). Moreover, the document and studies in various researches together with the effective CIT regulation will be considered to have the questionnaire completed. Since the limited in the time and capability of the author, together with the available information provided, the questions cover part of the Company expenses relating to tax compliance in the Company. There are three parts in the questionnaire:

Section A: General information – the question in this section were about the SMEs legal structure, geographical location, ownership type, main business activities, the number of labor employed, the total revenue of the year 2016, and the general compliance of tax in the Company. The question was designed to be straightforward to the point and expected the answers to be more clear and easy for the respondents.

Section B: Tax Compliance Costs - This was the main part of the questionnaire. The questions were about the time, money spent, and the difficulties of the SMEs regarding to comply with corporate income tax in the 2016 tax year, including internal, external and miscellaneous expenses. The internal cost composed of factor in complying with tax regulation such as: time filing requirement, fees for keeping recording and updating technical knowledge in tax field... The external cost consist of the question to require the respondent whether they seek the assistance of tax professionals or tax agents in understanding and complying with the Corporate Income Tax law. For the purpose of analysis, respondents were asked to give their comment and the average cost per year spent on professional charges. The miscellaneous cost were designed for including several expenses incurred during the working of fulfilling the tax requirement such as travelling, printing, stationery, and extraordinary expenses dealing with tax department... Some questions were applied the five-point scale to ask the respondent of the compliance cost in the SMEs.

Section C: The questionnaire concluded by asking the respondents to give their comments in relation to the suggestion and recommendation to improve the tax compliance, and reduce the tax compliance cost for the SMEs.

Population and sample

Since the research project focused on the cost of tax compliance with corporate income tax, the survey population was mainly concentrated on SMEs including limited companies and others.... Sampling methods were adapted to determine a group of representative units from a population. Reid (1996) further indicated that samples are not meant to represent large populations, and purposeful samples of respondents were used because they could provide important information, not because they are representative of a larger group. A sample of entities from Hanoi (Vietnam) would be determined and to cover the tax compliance cost which the SMEs may routinely incurred during their business process. There is no comprehensive list of taxpayers publicly available in Vietnam. Hence personal income tax, excise tax, Value-added tax and other tax imposed by the Government which affected specific activities and products were excluded from this study.

The framework of the SMEs definition in this research followed the definition provided by the Tax Department since the overall SMEs classification were widely accepted in Vietnam. Firstly, because the SMEs categories by the Tax authority were easily assessed and determined by self-entities. Secondly, the definitions were more specific and regarding to tax purpose. Although there were slight differences between the definitions of Tax Department with other Ministries, for the purpose of this study, the definition of SMEs in Tax regulation shall be applied accordingly.

The current study considered a sample size consists of 100 questionnaires which have been sent to the respondents, however only 66 questionnaires were received (at 66%). The main respondents are the accountant in the company. Two applicable approaches were to send questionnaires through social accountant network, and employ online survey for getting answer from accounting and auditing online sources. Furthermore, interviewing tax specialist were conducted, but the number of interviewees was limited since the tax procedure field for the SMEs in Vietnam were not concentrated sufficiently, and the tax procedure were consider still complicated and unrealistic several procedures. The author also seek my colleagues advice in tax field to have accurate adjustment and additional for the questionnaires.

4. DISCUSSIONS

Regarding to the internal cost for complying to the tax procedure, in total received sample, there is 80% people and organization do not use the external accounting service for tax procedure because of several

reasons such as the Company has enough accountants for fulfilling such tax work (62.5%), while 12.5% illustrates the higher external tax cost lead to employing only the internal accounting staff, and the left 5% sample is represented for the tax compliance work is not difficult hence using only internal staff for such work. Furthermore, among the total collecting sample, 20% respondent has selected the external tax work.

According to the survey, the SMEs in Hanoi mainly incurred several expenses for tax procedure of CIT criteria. The detail is based on the above evaluation and categories which present such cost as below:

Table 2: Internal tax compliance cost survey

| | Number of respondent | Percentage |
|---|-----------------------------|-------------------|
| Fees and charges on updating and preparing knowledge for the CIT regulation (including access to new tax laws and updated tax laws) | 16 | 24.24% |
| Wages for internal staff for completing the CIT procedure | 48 | 72.73% |
| Expenses dealing with tax authority | 33 | 50% |
| Administrative penalties regarding to late tax submission | 16 | 24.24% |
| Other expenses (Management expenses regarding to digital signature, applying technology in tax compliance....) | 13 | 19.70% |

(People may select more than 01 answer in order to express their opinion)

Source: Elaborated by the authors

Result of assessing the tax compliance cost from scale 1 – 5 with rate 1 is very low, while rate 5 is very high

For the first factor: cost for updating and preparing tax knowledge is amounted to only 24.24% of total respondent to be recognized the incurring cost in your business. This may indicate that the updating tax knowledge are not concentrated in the SMEs, while under Vietnam circumstances, the tax law has been amended several times. This could lead to non-updated to the regulation, and the accountant may misunderstand and wrong treatment with some tax procedure. Furthermore, this result is indicated by the cost for updating. 34.85% of respondent select the cost for updating tax regulation at the low cost, while 50% spend at the normal cost, only 15.15% apply high cost for this criteria. This result may impact the fact that the SMEs accountant may not updated and prepared enough to the effective regulation, and these causes high cost spending on tax procedure which may be eliminated by the tax authority. However, recently, many sources of updating tax law is free, and not charge fees such as Internet, or legal firm issuance paper... hence which may result in lower this cost, and the dependent of accountant on this type of source for updating and preparing tax updated regulation.

The second criteria is the salary for internal accounting staff in the Company. According to the survey, the percentage of respondent regarding to this factor is about nearly 72.73%. It can be understood that the accountant in the Company play a vital role related to tax compliance. Since the SMEs depend solely on the accountant to declare tax accordingly, which lead to mainly internal cost of tax compliance relating to wages paid to the accountant. Specifically, 28.78% of total people choose the cost for salary paid for

internal accounting at the high level, while only 10.60% records this criteria as low cost. The rest amount is belonged to acceptable cost for the SMEs. Hence, it is generally accepted that the internal accounting wages consume high expenses as their opinion, since it could be difficult to fulfil tax procedure in the Company, and the management need to hire more internal accountant to complete these requirements which lead to high cost for wages for them.

The third criteria incurring in the SMEs is the expenses dealing with tax authority which is amounted up to 50% of all selection. This amount is higher compared to other criteria of internal cost. It is because the tax regulations in Vietnam are updated regularly which the SMEs may find it difficult to complete its procedure accordingly, thus they have to pay some under-table to the tax authority in order to overcome these errors. Specifically, there are about 18.18% of selection recognize the cost for dealing with tax authority at the low level, while the percentage recording at high expenses is more than double the number of low cost as at 39.39%. It is represented for the large expense spending for tax inspection team. It can be further inferred that the SMEs in Vietnam usually face with the tax issue which include the tax compliance requirement. The mistakes during the completion of tax compliance may occur regularly and hard to find appropriate method such as declaring tax deductible expenses and revenue under CIT regulation. Hence the SMEs want to cover those errors, and paid directly to the tax officer in order to cover those mistakes.

The administrative penalties for late tax submission is come at the fourth position which at 16 respondents at 24.25% of the SMEs incurring such expenses in this tax year period. The tax submission are the requirement of the Vietnam tax authority which specify for each type of tax declaration with one of their purposes is to be convenient for tax department to take control and adjustment for business activities inside Vietnam boarder. Specifically, regarding to CIT regulation, the company shall submit the CIT finalization at the period of 90 days from the end of the company financial year. While the process of fulfil the form under current regulations are not easy to achieve, together with requirements in such other criteria of the business such as Financial statement, and other required report by the government. These create the expenses and fee for the SMEs to pay penalties for late tax submission. Among that, only 12.5% respondent agree that these penalties are at very low level, compared to 31.25% sample indicate the high expenses for the late tax submission. Remain selection is at normal level; hence these can be inferred that the administrative penalties for late tax submission and payment could generate obstacle for the SMEs to comply with tax requirement.

The other cost includes the management expenses regarding to digital signature, applying technology in tax compliance.... are recorded at 19.70% incurred such cost. Furthermore, the impact on such cost for the SMEs according to the survey is mostly at the normal phase, while the rest of respondent is divided at 2 stages which 7.58% with the opinion at very low level, while 30.30% recording at very high level. It is since to some companies, the expenses for such cost are small and the company staff is familiar and equipped enough tax knowledge. While other SMEs realize such expenses at high level because of the complex and complicated of tax procedure such as the digital signature or employing the supported technology for tax declaration...

The section for external cost included the second part of questionnaires design. It demonstrates the type of external cost of tax compliance in the SMEs together with the overall cost for such service. Among several type of external cost for the SMEs, the questionnaire is designed for suit with the reality of external service in Vietnam. The detail is presented as below:

Table 3: Number of respondent applying external tax service

| | Percentage |
|-----------------------------------|------------|
| Tax accounting service | 7.58% |
| Tax consulting service | 30.30% |
| Payroll service | 15.15% |
| Using internal accounting service | 46.97% |

Source: Elaborated by the authors

In the questionnaires, three services have been mentioned such as: External accounting service, consulting service and payroll service. According to result of the survey, 30.30% of total SMEs were asked has employed the external tax accounting service together with 15.15% using the payroll service. While the number of using tax consulting service in the SMEs just 7.58%. However the amount recording for not using external service amount to almost 50%, which clearly show that for the SMEs, hiring external services are not popular.

Among those who employed the external service, nearly 50% of respondent indicate the tax field is complex, and required huge amount of knowledge and experience, thus they choose to hire the external tax service in order to comply with tax regulation. While timing to fulfil tax procedure and keeping up with new and changing in tax regulation also account for the reason for using outside tax service at 6.45% and 12.90% respectively. For the remaining selection, the response consists of both timing and keeping up with changes above. It may imply the fact that with the SMEs who renting external tax service, they realize the difficulty and time consuming of the tax compliance, and the penalties if wrong treatment in the tax field, hence they decide to use outside service to ensure the accurate treatment and limit mistakes carried by the internal staff.

Furthermore, with regard to the cost for hiring external tax service, pursuant to the research result, it illustrates that the cost for using outside tax service is normal at 54.74%, while reporting high cost at 40% for the SMEs. In general, the external tax service is quite expensive compared to the scale of some companies. Furthermore, in such criteria, nearly 67% selection has reported the higher cost for outside service rather than internal service, but they still employ the outside tax service for their company. Hence, it can be denied that the SMEs in Vietnam are more aware of the importance of complying tax procedure and paying tax to the State Budget.

To sum up, in this section, the cost for external tax service are evaluated. Overall, these costs also contribute highly to the tax compliance cost for the SMEs such as hiring external accountant service, or payroll service. Since the nature of the SMEs together the business size, the renting such service may not be preferable which represent into the number of respondent choosing such criteria. Moreover, the expenses for such service are recorded at the high level, and these circumstances lead to the outside tax service consumes higher cost than internal.

The miscellaneous cost in the tax compliance of the SMEs

This section indicates the miscellaneous cost to the SMES relating tax procedure consist of some factors: Stationary expenses, Cost for collecting supporting document, invoice, Expense for document storage, Travelling expenses... The detail of respondent is represent as below:

Table 4: Summary of miscellaneous tax expenses

| | Number of respondent | Rate | Mean |
|--|----------------------|--------|------|
| Stationary expenses | 40 | 60.61% | 2.51 |
| Cost for collecting supporting document, invoice | 45 | 68.18% | 3.78 |
| Expense for document storage | 48 | 72.73% | 3.54 |
| Travelling expenses | 30 | 45.45% | 2.92 |

(People may select more than 01 answer in order to express their opinion)

Source: Elaborated by the authors

In this section, only four (04) elements of miscellaneous expenses are selected in order to conduct the research. Among 4 elements, the number of respondent answered highest is the expenses for document storage at 72.73% choose this factor. At this point, this expenses also have high mean point at 3.54 point. It is represented that the high tax compliance cost for such item. Since for business size of the SMEs, the amount of fund spending on document storage is quite high compared to other activities. Further to recent CIT regulation, the Company has to store the supporting document for maximum 10 years long, while the expenses for keeping such items increase over time to time, since the document needed for any expenses or revenue shall be recorded and storage.

The second position number of respondent is the cost for collecting supporting document, invoice, contract... at 68.18% selection, but this element has the highest mean variance (3.78). According to Vietnamese tax law, any expenses or income shall be supported by supporting document such as invoice, list of detail, receipts, invoice... hence the accountant staff has to collect and prepare these documents for tax purpose. In case the tax authority carry out the inspection at the Company, these document are required to provide, if not the punishment with the administrative penalties would levy on such amount. Furthermore, with the SMEs have the factories or other branches in other province, the supporting document shall return to headquarter to declare and pay CIT under current tax regulation. These requirements make the Company difficult to collect and prepare when possible. Or even the mistakes of the supplier including do not issue invoice appropriately, do not supply the goods and service at the time of stipulated in the contact, time to send invoices to the Company... which lead to high compliance cost for the SMEs.

The third and fourth position is for travelling expenses and stationery expenses. As can be seen in the above table those 2 criterias have mean point below normal level (3) of cost. The stationery stay at 2.51, and the travelling is at 2.92 point. Among these, the stationery has low mean for such criteria since the stationery cost in the Company include telephone, fax, photocopying, pen, paper, print ink... which may not expensive in the market. But for the purpose of filing requirement, the stationery expenses are still a problem of the SMEs. In reality, through observation, in many SMEs, the paper are limited and strictly control in order to limit the cost together with increase the effective and efficiency in printing supporting large document for the Company. The last option is travelling expense. Since the electronic submission through Internet is not developed and popular in Vietnam, in major part of SMEs, travelling to the tax department to pay tax and submit tax return occur regularly. Some explained these circumstances that the bank charge fee when paying taxes hence they choose to go directly to the tax department for such procedure, also the submitting tax declaration experience the similar situation. Many accountants would like to direct submit the tax return to the Tax officer rather than through Internet, which make them feel comfortable and secured.

Briefly, the miscellaneous expenses for the SMEs in Vietnam are also considered as consuming high cost for compliance to tax filing requirement and others. According to the survey, the highest cost refer to the cost of collecting document for tax purpose, the second point is document storage, and 2 last position are belonged to storage and travelling expenses. In addition, the causes which lead to high portion of miscellaneous cost for the SMEs as research in this study include 3 criteria: Request for supporting document for explaining to the tax authority; Requirement for supporting document for internal accounting control; Requirement for the purpose of management.

5. CONCLUSION

The first question of this study is to identify the tax-compliance burdens of the SMEs when applying the Vietnam taxation system, especially the corporate income tax. This study has shown that in the SMEs, there are 3 type of cost incurred during the tax compliance which included: internal tax cost, external tax cost and miscellaneous tax cost. Three pools of expenses contribute the large expenses for compliance. In which, the internal tax cost and miscellaneous tax cost placed in the first and second position at 48.48% and 33.33% respectively, while the amount for external cost is just 18.18%. Some internal cost reach at significant point at the SMEs such as wages for internal staff for completing the CIT procedure; and expenses for dealing with tax authority. The miscellaneous cost are also assessed as major contribution for high tax compliance cost such as document storage, cost for collecting supporting document, invoice, stationery expenses... Furthermore, Vietnam is a developing country, the hiring external accounting service is still limited, and the distribution and range of external service also are not popular to each SME, which lead to the external cost is quite low. It is implied the fact that the tax compliance expenses with regarding to updating tax knowledge, special treatment for some typical cases shall be recorded incorrectly.

The second objective is obtained through analysis the causes of incurring large expenses for tax procedure, we can conclude that the effort should come from both the SMEs and Tax authority to join hand for having proper and appropriate solution. The SMEs is recommended to have better internal control inside the company, and increasing the awareness of fulfilling tax obligation for the country. Whereas, the Vietnam tax department also need to further reform and complete the current administrative procedure follow the international practice. As such reducing the tax requirement for filing and preparing supporting document, limited criteria for declaring for the SMEs, applying technology in solving the problem arising from the SMEs... The Ministry of Finance must coordinate with other ministries, agencies and localities in a strict manner, with specific solutions, regularly monitored for the purpose of having accurate and appropriate solution for each type of business.

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A PROPOSAL TO RESEARCH ON SOCIAL RESPONSIBILITY IN SMES IN TEXTILE AND APPAREL INDUSTRY VIETNAM

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ABSTRACT: *In a competitive, globalised world, corporate social responsibility (CSR) is proposed as a strategy to invigorate the competitiveness of small and medium sized enterprises (SMEs) in textile and apparel industry of Vietnam (VITAS). The primary objective of this paper is to identify CSR factors that influence the competitiveness of SMEs in VITAS and to develop a hypothesised model that can be tested on SMEs in VITAS. Although SMEs in VITAS are increasingly becoming the backbone of the economy, their rate of survival and competitiveness are a cause for concern. The outcomes of CSR activities can help to improve the survival rate of SMEs in VITAS, and may offer great opportunities for business competitiveness, locally and globally.*

Keywords: *Business ethics, competitiveness, corporate social responsibility, SMEs, VITAS*

1. INTRODUCTION

(SMEs) are universally acknowledged as effective instruments for generation of employment and economic growth. Even in countries with large corporations like the United States of America, SMEs contribute substantially to employment opportunities, and they supply goods and services to consumers and large businesses. The rapid transformation of high performing Asian countries such as Vietnam, India, Malaysia, Indonesia, Taiwan and Hong Kong also provides evidence that SMEs are major catalysts in economic development (COzigbo and Ezeaku, 2009). In VITAS, where the private sector, in general, is not yet well developed, SMEs could play a critical role in stimulating economic development and alleviating poverty (Hoang Thi Thanh Huong, 2015)

As global competitiveness continues to be a momentous trend, the notion of corporate social responsibility (CSR) is proposed as an impressive strategy to invigorate the operations and competitiveness of SMEs. CSR is viewed as a vital concept that businesses of all types and sizes need to understand and address. There exists a positive relationship between CSR activities of SMEs in VITAS and their enhanced competitiveness, at least if a long term perspective is considered (Hoang Thi Thanh Huong, 2015). Although CSR has been mainly discussed in the context of larger businesses, there is compelling evidence that it can also be used as a strategic tool to enhance the competitiveness of SMEs (Mandl, 2009). CSR can positively influence the competitiveness of SMEs in many ways, such as improved products and/or production processes, resulting in an improved customer satisfaction and loyalty, higher motivation and loyalty of employees, better publicity due to awards received and/or enhanced word of mouth references, better access to public funds due to a better corporate image and increased turnover/sales due to the competitive

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advantage gained (Mandl, 2009). Hence, CSR is seen as an effective strategy for businesses to enhance competitive strength, financial performance and intangible assets.

Businesses undertake CSR, not necessarily out of a need to act benevolently, but more for survival in a globally competitive and legally complex modern environment (Moeti, 2000). Mandl (2007) demonstrate that an enhanced image, improved customer loyalty and better employee employer relationships are the most important intermediate effects contributing to increased competitiveness.

Although there is a great deal of optimism regarding the role that SMEs can play in improving responsibility in business, most researchers such as Silberhorn and Warren (2007) have focussed their research efforts on large businesses, and continue to do so. Most initiatives tend to take the tried and tested 'business case' developed in large businesses and 'shrink' it to fit SMEs (Jenkins, 2007). Despite the widespread practical and academic interest in CSR and its impact on the competitiveness of SMEs, theoretical and empirical studies are limited. Conclusions resulting from quantitative and qualitative research studies with respect to CSR in SMEs in VITAS are few.

The primary objective of this paper is to identify CSR factors influencing the competitiveness of SMEs and to develop a hypothesised model that can be tested on SMEs in VITAS. The paper is mainly a culmination of a synthesis of recent studies from the literature done on CSR, both in developed and developing countries, with conclusions compared to the VITAS situation. The outcomes of CSR activities can help a great deal in improving the survival rate of SMEs, and may offer great opportunities for competitiveness in business, locally and globally. It is noted, however, that it is a challenge to incorporate CSR activities simultaneously with other business priorities of SMEs in a balanced and motivating manner. This is especially problematic in developing countries where there are limited financial resources, weak institutions and poor governance (Beyene, 2002). The paper also contributes to a better understanding of the concept of CSR within a framework of different stakeholders.

2. DEFINITIONS OF CONCEPTS

As this research paper focuses on CSR and the competitiveness of SMEs in VITAS, it is imperative to present clear definitions of key concepts.

2.1. Corporate social responsibility

CSR is an evolving concept that currently does not have a universally accepted definition. In some studies, CSR refers to the integration of social and environmental concerns into the business operations, and to the interaction of the organisation with its stakeholders on a voluntary basis, that is, going beyond compliance with legal obligations (Mandl, 2009). According to Aaronson (2003), CSR refers to open and transparent business practices that are based on ethical values and respect for employees, communities and the environment, designed to deliver sustainable value to society at large, as well as to shareholders. It is a concept whereby companies decide voluntarily to contribute to a better society and a cleaner environment. CSR is also viewed as the commitment of businesses to behave ethically and to contribute to sustainable economic development by working with employees, their families, the local community, and society at large to improve their quality of life in ways that are good for business and sustainable development. CSR refers to a concept prevalent in today's business practices, where companies commit to be sensitive to the demands of all stakeholders in the scope of its business operations, beyond what is being regulated and expected by the community, and beyond the industry norm.

The focus of this research paper is on CSR activities that impact on the workforce of the SMEs, the society/community, the market (i.e., customers, suppliers, business partners, etc.,) and the physical environment, to enhance their competitiveness.

2.2. Small-and medium-sized enterprises in VITAS

There is no universally accepted definition of SMEs in VITAS. Definitions in other countries also lack uniformity, and reflect the relative development of the respective economies. In Vietnam, according to government decree 39/2018, SMEs in Vietnam are defined as businesses that are independently owned and managed, and employ less than 200 people. Other characteristics have not been fully defined (Hannun, 2004). A number of indexes are traditionally utilised to define SMEs (Harvie, 2004): Number of employees, invested capital, total amount of assets, volume of sales and production capability.

2.3. Competitiveness

Despite its acknowledged importance, the concept of competitiveness is often controversial and misunderstood (Li Hua, 2007). The literature on competitiveness provides a wide variety of definitions of the term (Herciu and Ogrea, 2008). As such, competitiveness means different things to different organisations (Rusu, 2003), depending on its context and level (Ambastha and Momaya, 2004). Generally, competitiveness is considered synonymous with success. In simple terms, success can be defined as the achievement of business objectives (Bibu, Sala, Pantea and Bizoi, 2008). To SMEs, competitiveness essentially means the liability and skill for market contention, and the skill to gain position and permanent commitment, all of which are indicated specifically by expansion of the business, market share and profitability (Markovics, 2005). Competitiveness is also viewed as the means by which businesses can improve their performance, which can be measured according to a number of dimensions, including market share, profit, growth and duration. From an entrepreneurial perspective, a competitive business needs to survive in the market and achieve market share and profitability. As such, the success of a competitive business can be measured by objective criteria, which include return on investment, market share, profit, and revenue from sales (Sultan, 2008). Based on various definitions, this paper considers competitiveness of a business as its ability to sustain long term performance better than its competitors in the market, as indicated by profitability, market share, sales and rate of growth.

2.4. Business ethics

Although ethics in general deals with what is good or right in human interaction, business ethics focuses on what is good and right in economic activity. In other words, it focuses on morally evaluating economic practices and activities (Rossouw, Prozesky, Van Heerden and Van Zyl, 2007). As such, business ethics is defined as a set of established rules, standards or principles for morally right conduct in specific situations and in specific cultures when applied to business activities and operations. According to Heisler (2007), business ethics is the ability of the business to pay attention to moral judgments, practices and commitments in business decisions. Business ethics is also viewed as a process of an organisation integrating values such as honesty, trust, decisionmaking. Hence, business ethics is inherently linked with corporate governance (Mahmood, 2008). For the purpose of this paper, business ethics is considered as business moral standards, values, norms and practices that over ride self interest while pursuing socioeconomic goals.

2.5. Nature and potential outcomes of CSR activities in SMEs of VITAS

CSR is a concept that every corporate member of a community and society should practise. Today, it is not enough for businesses to create and secure jobs, provide products and services to society and to pay

taxes. More and more consumers are showing a growing interest in ensuring that the products they purchase are produced in a socially and environmentally responsible manner (Lai, 2006). This puts businesses under pressure to make responsible and transparent efforts together with governments and civil society to create a more sustainable world (Kerby, 2001). As such, businesses should recognise that addressing wider social and environmental problems is fundamental in ensuring long term success. CSR involves working in partnership with local communities, practising socially sensitive investment, developing relationships with employees, customers and their families and involvement in activities for environmental conservation and sustainability (Maimunah, 2009). The nature of CSR activities in SMEs can be significantly different from CSR activities in large businesses. For instance, the relationships between SMEs and their key stakeholders, notably employees and customers, are qualitatively different from those of large businesses, and are characterised by a high level of informality. Relationships with customers are often based on personal knowledge of the needs of the customers, whereas relationships with employees are more family-like, with greater openness and social integration.

CSR includes a variety of different activities, and there is no one single approach to CSR, particularly for SMEs. However, to make the vague concept of CSR more tangible, it is vital to describe the conceivable CSR activities in more detail by classifying them into different categories (Mandl and Dorr, 2007). SMEs can be classified by the 'target group' of CSR activities, that is, the beneficiaries of the initiative set by the businesses so that different degrees of 'closeness of consideration' can be identified (Mandl and Dorr, 2007). Common CSR activities include sponsorship programmes, providing career development and training to employees, recycling of waste and being part of the activities of the community.

Related to this, Ararat (2008), Kramer, Pfitzer, and Lee (2005), Mandl and Dorr (2007), Mandl (2009) and Szabo (2006) demonstrate that SMEs are particularly active in workforce orientated, market orientated, society orientated, and environment orientated CSR activities. Such activities are categorised in accordance with their contents, as indicated in Table 1.

Table 1: *Categorisation of CSR activities of SMEs*

| Category | Content |
|---------------------------------------|---|
| Workforce-orientated CSR activities | This is about fair treatment of employees by the business and is often related to attraction and retention of employees, the improvement of working conditions and job satisfaction, work-life balance, equal opportunities and diversity, training and development of staff, participation in business decisions and fair remuneration or financial support of employees |
| Market-orientated CSR activities | This relates to issues of relevance to the markets in which the business operates. It entails activities to improve the quality or safety of products, fair pricing, ethical advertising, paying suppliers or business partners without delay and supporting the establishment of local or regional business alliances |
| Society-orientated CSR activities | This is about promoting social solidarity in the broadest sense in the local communities in which the business operates. It involves social and/or labour market integration at community level, improvement of the local infrastructure and cash or in-kind donations to local community institutions |
| Environment-orientated CSR activities | This is about policies, operational management and reporting in relation to the environmental impact of all activities of the business. It entails designing environmentally friendly products or production processes, efficient use of resources, reduction of waste and pollution, and informing business partners, customers and society on environmental issues |

CSR: Corporate social responsibility, SME: Small and medium-sized enterprises

It is also acknowledged (Mandl and Dorr, 2007) that CSR activities of SMEs, on the one hand, may have effects on the business itself (internal effects) and, on the other hand, on the respective target groups, such as society, customers or the environment (external effects). However, not all CSR activities need to be characterised by both, but in the majority of cases, internal effects, such as higher employee satisfaction, will also result in external effects, such as improved customer loyalty due to better service (Mandl and Dorr, 2007). CSR activities for SMEs can also be directed towards working conditions, safety, social development and human rights, ethical conduct in business practices or the environmental impact of business operations (Lantos, 2002).

Although CSR has traditionally been associated with large business, recognition of the growing significance of the SME sector has led to an emphasis on their social and environmental impact as well (Fuller, 2003). Whereas SMEs rarely attract the attention of the national media and may not individually have a significant impact, like large businesses, they constitute a significant part of the global economy and society (Spence, Schmidpeter and Habisch, 2003). SMEs account for about 90% of businesses worldwide and are responsible for 50-60% of employment (Virac, 2018). As such, they play a fundamental role in society, and can potentially have a significant impact on social welfare. It is noted that the majority of SMEs believe that businesses like themselves should pay significant attention to their social and environmental responsibilities (Southwell, 2004). It is argued that as they are smaller with a flatter hierarchy, SMEs maybe better placed than large businesses to take advantage of the changing needs of society (Perez Sanchez, 2003).

Some studies, such as the one conducted by Mandl (2009) confirm the positive impacts of SMEs that implement CSR. The impact can include: Higher productivity and decreased operating costs, better enterprise publicity, improved networking, new business opportunities, attracting new skilled and talented employees and a greater competitive advantage. Given their presence in local communities, SMEs are strongly connected with the community. With such personal interactions, SMEs can build trust in their communities (Mahmood, 2008).

Although businesses derive many benefits from implementing CSR activities, SMEs in VITAS still face several challenges that hinder such implementation. These obstacles include a lack of financial resources, a lack of experience in management, weak institutions, poor governance, poor infrastructure, poor skills in strategically reflecting upon the business, low demand for products and services, poverty, withdrawing too much cash for personal use, insufficient profits and lack of market research (Pham Viet Thang, 2018). Likewise, SMEs in VITAS are faced with limited capital, poor corporate governance, weak institutions, limited skills of management, lack of an incentive regime, low productivity and fierce competition. Regardless of these obstacles, SMEs do contribute to communities through conducting activities for the benefit of both the business and local community because of their relationship with the community. Moreover, SMEs that are more concerned about development of brands in the long term tend to be more conscious about their social responsibility (Mahmood, 2008). As SMEs have stakeholders and an impact on society, the concept of CSR is just as valid for small businesses as it is for large ones (Kate et al., 2007).

Also, in Vietnam, SMEs in VITAS do collectively exert a large impact on the economy through their operations. As such, they are required to pay attention to social, ethical and environmental issues. By engaging in dialogue with important stakeholders, SMEs can develop a good business image and achieve employee satisfaction and customer loyalty, thus enhancing their competitiveness. It is evident from the above that both theoretical and empirical research often point to a positive relationship between CSR activities and competitiveness of the business (Weber, 2008). The available literature also shows that higher

employee satisfaction leads to better publicity, as well as improved customer loyalty as important beneficial outcomes of socially responsible conduct (Mandl, 2007: 1). The subsequent section discusses the proposed hypothesised model of CSR activities and competitiveness of SMEs in VITAS.

3. PROPOSED HYPOTHESISED MODEL

A study of the literature revealed a number of CSR variables that influence the competitiveness of SMEs. Based on these factors, the following hypothesised model is proposed [Figure 1]. Figure 1 illustrates how the independent variables (workforce orientated, society orientated, market orientated and environment orientated CSR activities) impact the mediating variables, namely, employee satisfaction, reputation of the business and customer loyalty. These, in turn, lead to increased competitiveness (dependent variable), which is measured by profitability, market share, sales and growth rate. The various relationships hypothesised between the independent, mediating and dependent variables are summarised below:

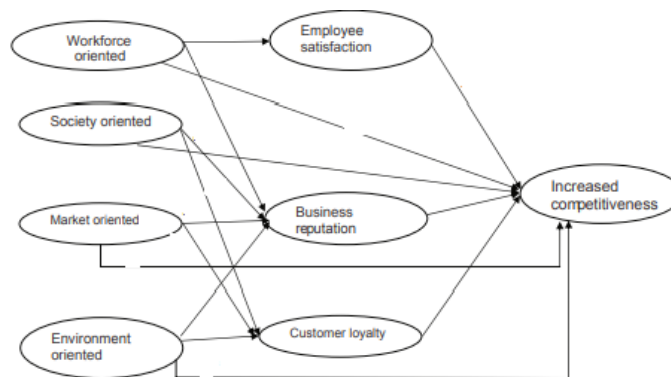


Figure 1: Proposed hypothesised model

4. DISCUSSION

From the review of the literature, a conceptual model of CSR was developed. The model is divided into three parts, namely independent, mediating and dependent variables. The subsequent sections briefly discuss the operationalisation of the variables in relation to the research hypotheses within the context of SMEs.

Workforce-orientated: CSR activities In this paper, workforce orientated CSR activities refer to those activities aimed at improving the working conditions, work life balance, job fulfilment, equal opportunities and diversity, training and development of staff, providing information to employees, participation in business decisions and fair remuneration. This is in line with a survey of SMEs, which showed the highest engagement in workforce orientated CSR activities (Polášek, 2010), namely, sufficient health and safety arrangements at the workplace, motivation of employees and education systems, possibility of flexible working hours for employees, contributions of the business to pension insurance and/or life insurance of employees, and the top management consulting with employees on important matters.

A survey of Danish SMEs (Granerud and Boesby, 2009) reveals that managers and employees in SMEs see a positive relation between CSR activities and the environment of work, mainly related to psychosocial conditions. This is more dominant in service orientated businesses. CSR activities seem particularly appropriate to impact the soft side of the environment of work, which is also the most difficult to regulate through legislation. Empirical studies demonstrate the positive impacts of CSR from a perspective of human resources. Businesses that run employee volunteer programmes report that such programmes can improve

morale of the employees and help participants to acquire and develop new skills. Furthermore, a study conducted on SMEs confirms the major benefits of implementing socially responsible and ethical behaviour towards employees as: Improved job satisfaction of employees, increased loyalty of current employees, reduced staff turnover and recruitment of new, qualified employees. Similarly, a survey of SMEs in Estonia found that many SME managers see CSR as a way of retaining qualified employees in a competitive labour market (PW Partners, 2007).

A survey of Malaysian SMEs (Jamaludin and Hasun 2007) show that training of staff is important in increasing the value of human capital. Training results in a high level of loyalty and productivity of the staff. Skilled employees are likely to be more efficient in performing their responsibilities, which results in an output of good quality and reduction of waste. This will directly increase the sales, market share, profit, growth, customer loyalty and demand of the business. Thus, a well skilled and trained workforce is a key tool for effective competitiveness. The knowledge and experience of the employees are unique, intangible businesses assets (Brdulak, 2006).

Society-orientated CSR activities: Society orientated CSR activities are defined as support for social and cultural community activities, as well as development of the community and other related issues. Such activities include cultural activities, sports, health and well being, education, assistance to low income groups and participation of the community (Vives, 2005). In this paper, society orientated CSR activities refer to the relations between the business and the citizens and communities that maybe affected by its operations. They include issues such as human rights, dialogue and partnerships with potentially affected communities, and an active contribution to the well being of the community. To become a good neighbour, a business can engage in such varied initiatives as providing financial and material support for local activities and projects, and making the time and the professional knowledge of its employees available to the local community (Polášek, 2010).

According to a survey of Czech SMEs (Polášek, 2010), the benefits associated with society orientated CSR activities include improvement of the reputation and image of the business, loyal employees and customers, simplified access to local resources, lower costs of security due to lower crime and vandalism, and new business opportunities. Businesses contribute to their communities, especially local ones, by providing jobs, wages, benefits and tax revenue. On the other hand, businesses depend on the health, stability and prosperity of the communities in which they operate. The reputation of a business at its location and its image as an employer and producer, but also as an actor in the local scene, certainly influence its competitiveness (Polášek, 2010).

Market-orientated CSR activities: In this paper, market orientated CSR activities refer to the ways a business operates in relation to its customers, suppliers and competitors. It entails issues such as responsible advertising, dealing with customer complaints and ethical practices. In today's market orientated environment, a socially responsible business is expected to conduct its activities in a transparent manner and to have positive relationships with its investors, customers, suppliers and other business partners. The ability of the business to succeed in the long term depends on its ability to create lasting and high quality sales networks for its products (Polášek, 2010). Examples of market orientated CSR activities include business policies guaranteeing adherence to ethical standards, provision of clear and accurate information on products and services, timely settlement of liabilities (payment of invoices), monitoring of and responding to complaints from customers, suppliers and other business partners, collaboration with other businesses on CSR activities and projects and high ethical standards in marketing and advertising.

A survey of Czech SMEs (Polášek, 2010) gives a list of benefits of market orientated CSR activities. These include increased customer loyalty, standing out among competitors, becoming an attractive business partner for socially perceptive business partners and customers, becoming a sought after supplier and business partner, and enhanced supplier chain performance. Similarly, retail data from a telecommunications business show that market orientated CSR activities are important drivers of the reputation of a business. Market orientated CSR activities are also often associated with better financial performance of the business.

Environment-orientated CSR activities: In this paper, environment orientated CSR activities are measures to minimise the negative impact of a business on the environment. It also means the production of goods and services that actively help improve the environment (European Competitiveness Report, 2008). The most important environment orientated CSR activities concern the consumption of materials and energy, handling pollution and waste in the most environmentally friendly way possible and responsibility for the product. It has been established (Polášek, 2010) that businesses that try to minimise the negative environmental impact of their activities can benefit through new business opportunities. For instance, a business that actively cares for the natural environment has a better chance of succeeding in tendering to large businesses and the public sector, and a better chance of attracting new customers from the ranks of environmentally conscious consumers. Examples of environment orientated CSR activities include environmentally friendly manufacturing, products, services and packaging, environmentally friendly practices of distribution and transportation, recycling, using recycled materials, energy and water saving practices, waste reduction practices, compliance with regulations and standards, protection of natural resources and the provision of accurate environmental information on products, services and activities. The benefits associated with environment orientated CSR activities include new business opportunities (e.g., attraction of environmentally conscious customers), protection of resources, reduced waste, lower costs due to efficient use of energy and resources and more efficient operations (Polášek, 2010). According to survey results of Czech SMEs, the main reason behind the involvement of SMEs in environment orientated CSR activities is related to improving the image and reputation of a business. This evidence suggests that SMEs help protect the environment to gain a competitive advantage. This is in line with the results from the survey of Danish SMEs that show that environment orientated CSR activities have a positive impact on the reputation of a business. Similarly, such activities have a positive impact on the reduction in the consumption of resources (European Commission, 2005).

It is also acknowledged that a positive relationship exists between embracing environment orientated CSR activities and increased profitability (Viviers, 2008). It has been empirically demonstrated that there is a positive relationship between environmental practices, customer loyalty and performance of the business. Competitiveness gains associated with the adoption of environmental practices are related to reductions in cost, saving of resources, opportunities for innovation, retention and loyalty of customers and improved morale of employees. Improvements in customer satisfaction lead to higher revenues and reduce future costs of transaction through improved customer loyalty.

Employee satisfaction: There are many factors that influence employee satisfaction. These include employee benefits, job satisfaction, the performance appraisal system, job safety, conditions in the workplace, and the relationships between managers and employees. Cranny, Smith and Stone (in Aydin and Ceylan, 2008) define employee satisfaction as the combination of affective reactions to the differential perceptions of what an employee wants to receive, compared with what he/she actually receives. As such, businesses should try to fulfil the expectations of employees to achieve employee satisfaction. In addition,

the emotional state of employees may also affect their satisfaction. This forces managers to create and sustain a positive working environment. The satisfied employee will work more willingly, and this contributes to the competitiveness of the business (Aydin and Ceylan, 2008). For the purpose of this paper, employee satisfaction is viewed as a measure of whether employees are happy and content, and having their desires and needs fulfilled at work. In other words, employee satisfaction entails attracting, developing, motivating and retaining qualified employees with a view to enhancing the competitiveness of a business. A survey by Sirota Survey Intelligence (2007) established that employees who are satisfied with the commitment of their business to social and environmental responsibilities are likely to be more positive, more engaged and more productive than those working for less responsible employers. Hence, a strong commitment to CSR has an impact on a wide range of attitudes of employees by fostering positive views about their employer in key areas such as its sense of direction, competitiveness, integrity and interest in their well being. Similarly, a study of the shipping industry in Taiwan (Tsai, Yu and Fu, 2005) confirms the positive relationship between employee satisfaction and the competitive advantage of SMEs. SMEs can use benefits to employees to increase the productivity of employees, and, in turn, achieve a competitive advantage. Therefore, investment in benefits to employees offered by SMEs represents not only costs, but also profits.

Business reputation: The reputation of a business has long played an important role in its success. It assures the license of a business to operate in the community, and helps to ensure its long term survival, alongside other factors such as financial stability and product quality. Today, businesses increasingly measure their assets in terms of intangibles, such as knowledge, brand visibility and customer loyalty. It is not what a business makes or does anymore, but how it is perceived, that matters (Money and Gardiner, 2005). In this paper, business reputation is considered to consist of attributes that form the perceptions of stakeholders of the extent to which a business is well known, reliable, trustworthy, reputable and believable, which attributes can collectively enhance the competitiveness of SMEs.

Business reputation is an important measure of the success of a business. It is the most important strategic and valuable asset a business can possess. Business people and scholars agree that a good reputation is the ultimate corporate asset that businesses strive to achieve (Shamma and Hassan, 2009). However, it must be appreciated that business reputation is hard to measure.

Theoretical and empirical research studies often point to a positive relationship between CSR and the competitiveness of a business (Weber, 2008). According to Hunt and Morgan, as cited in Eberl and Schwaiger (2005), business reputation is an intangible asset that could generate a competitive advantage in the marketplace and, hence, superior financial performance. An empirical study by Fombrun and Rindova (as cited in Omar et al., 2009) on leading US and UK businesses found that those businesses with a better reputation appear to project their core mission and identity in a more systematic and consistent fashion than businesses with lower rankings of reputation. According to a UK study, medium sized enterprises embracing CSR identified an improved business image and reputation, increased market share, and more business as dividends from their CSR engagement (Jenkins, 2006). Hence, a satisfactory business reputation is an important driver of successful business relationships with customers, which can have a significant impact on performance of the business (Ewing, Caruana and Loy, 1999). Empirical findings (Shamma and Hassan, 2009) highlight vision and leadership, emotional appeal and social and environmental responsibility as the important elements that businesses need to focus on as their reputation progresses. These elements are at the highest level of business reputation and represent an important source of long term sustainability and competitive advantage. Furthermore, empirical results from both autoregressive profit models and

proportional hazard regression models (Roberts and Dowling 2002) consistently suggest that superior performing businesses have a greater chance of sustaining their performance over time if they also possess relatively good reputations. These findings complement existing studies on the relationship between reputation and financial performance. Enhancement of the reputation of a business, in turn, makes it easier for it to sustain superior performance. The findings demonstrate empirically that a good business reputation is an important strategic asset that contributes to the sustainability of profits of that business. Hence, a good business reputation is an intangible asset that businesses use to create a competitive advantage, by distinguishing themselves from others (Flatt and Kowalczyk, 2006).

Customer loyalty: Developing customer loyalty is recognised as an essential concern for businesses. As markets become more competitive, businesses are more likely to attempt to maintain their market share by focussing on retaining current customers (Lee, Lee and Feick, 2001). In this paper, customer loyalty is the ability of the business to build and sustain long term relationships with stakeholders who have a deeply held commitment to repurchase or repatronise a preferred product or service consistently in the future, despite situational influences and efforts in marketing. Indeed, such long term relationships can enhance the competitiveness of SMEs, and loyal customers may frequently recommend a business to others. Scholars vary greatly in their measurement of customer loyalty. Although it is assumed that increased customer loyalty is strongly correlated with a high level of satisfaction, customer loyalty has, at times, been operationalised as a behaviour or an attitude. A study of the mobile phone market in France (Lee et al., 2001) confirmed the measures of customer loyalty as intent to repurchase, resistance to switching to the product of a competitor that is superior to the product of the preferred vendor and willingness to recommend the product of the preferred vendor to friends and associates. A customer who has the intention to repurchase and recommends a product is very likely to remain with the business. This is in line with the empirical findings of Brimpong (2008), which demonstrate the indicators of customer loyalty as length or duration of stay of customers, the willingness to recommend the product or institution to friends, and repurchasing products. Retention of a customer for more than a year is considered quite commendable in a highly competitive business environment. A shift in focus from finding customers to retaining customers has become prominent in recent years, and this perspective has been adopted by many businesses. The analysis of empirical data (Gable, Fiorito and Topol, 2008) shows that customer loyalty is key to the success of a business, and retaining existing customers costs far less than acquiring new ones. One way to do this is to create customer loyalty programmes that effectively reward potentially important customers.

Increased competitiveness: The long term goal of SMEs should be to stay in business, grow and make a profit. To effectively compete in local and global markets, SMEs must be quick and flexible in their response to the needs of stakeholders. Competitiveness can be treated as a dependent, independent or an intermediary variable, depending on the perspective from which the issue is approached. Such a variety of levels and approaches actually reflect the wide application of this concept. Measuring competitiveness is a very challenging task. Traditionally, the competitiveness of a business has been measured using only financial indicators such as profit, market share, sales and rate of growth (Singh et al., 2008; Man et al., 2002). It should be noted, however, that financial indicators measure only past performance. There are many indicators of competitiveness that are dependent on the nature of the study, and the industry and the size of the business being studied. Mandl and Dorr (2007: 49) found that a competitive advantage caused indirectly by CSR activities of SMEs leads to a higher level of competitiveness, indicated by increased volume of sales, market share and profitability. On the other hand, the competitive advantage of businesses in the

Chinese banking industry is measured by eight business criteria: Return on total assets, return on net assets, return on sales, asset liability ratio, total asset turnover, price cost ratio, loan losses and return on equity (Li and Wang, 2007). However, the survey of five owner managers of small and medium sized enterprises established that most SMEs today use a hybrid approach in measuring competitiveness. Financial measures include profits and sales turnover, while nonfinancial measures are the long term growth rate and market share of the business (Chong, 2008). Likewise, Jamaludin and Hasun (2007) measured competitiveness of a business by comparing the actual performance of the business sales, market share, profit, growth, demand, and customer loyalty with the forecast. Competitiveness is also measured by how the business perceives its performance compared to that of direct competitors in term of sales, market share, profit, and growth.

5. CONCLUSIONS AND RECOMMENDATIONS

The personal and ethical values of SME owners, managers and employees are a strong motivation for a business to pay more attention to social and environmental issues. As such, all stakeholders should be encouraged to view the opportunities that can arise from engaging SMEs in CSR issues. It should be recognised that SMEs in VITAS from the same sector often face common social and environmental issues. Addressing these issues collectively can reduce costs, and result in improvements that an individual SME acting alone cannot achieve. The forming of strategic alliances and networks in dealing with CSR activities allows SMEs to combine the advantages of smaller scale and greater flexibility with economies of scale and scope (Sultan, 2007). Hence, cooperation across different industrial sectors maybe important in addressing local CSR issues.

SMEs in VITAS should be encouraged to start with small steps. As CSR covers such a potentially wide number of issues, it can appear overwhelming. There is no need for a business to try to address all aspects of CSR from the beginning. For example, an initial focus just on simple measures to reduce costs and environmental impact, or giving priority to the local community during the recruitment of staff, could be a good start.

Finally, further research should be encouraged on action areas such as the success of different policies and techniques to increase the uptake of CSR amongst SMEs, the economic, social and environmental impact of CSR at sector level, and a typology of SMEs with regard to their engagement in CSR.

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THE PRICING MODELS OF COVERED WARRANTS AND EMPIRICAL STUDY IN THIN MARKETS AND DEVELOPED MARKETS

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ABSTRACT: *The covered warrant is a financial product which is widely applied in many markets not only the thin markets such as HongKong, Singapore and Korea but also developed markets namely Germany, Australia, the UK and the USA. Towards the Vietnamese market, the covered warrant is a new type of investment, assisting investors in hedging and diversifying their portfolios. The occurrence of covered warrants in the next few months may increase the ranking of the Vietnamese financial market. However, in the reality, it is not easy for investors to value the price of covered warrants to make decisions. This paper aims to present three models including Binomial, Trinomial and Black-Scholes model, used to price the value of covered warrants, based on the value of their underlying assets. Moreover, based on these valuation models, the paper conducts the empirical study in thin markets (Hong Kong and Singapore) and developed markets (Australia and the UK) to select which is the best model for each type of market. The research is involved in 1,275 input data (the daily price in 6 months of 12 stocks in 4 markets) and then pricing the value of their covered warrants respectively. The research also applies the Kolmogorov-Smirnov method to test whether the stock price of underlying assets follows the log-normal distribution or not. In addition, the P-value approach is conducted to test the hypotheses. The research results indicate that the Binomial model may apply to price the value of covered warrants in thin markets, while developed markets should employ the Black-Scholes Model. Thus, this result may be a suggestion for Vietnamese investors as well as issuing organisations in selecting an approach to price the value of covered warrants. Nevertheless, the further research is required to apply for pricing covered warrants with the American-style exercise.*

KEYWORDS: *Covered Warrants, Underlying Asset, Thin Market, Developed Market, Binomial, Trinomial, Black-Scholes.*

1. INTRODUCTION

A new type of financial instrument in the year 1998, was introduced to the market of Italy known as covered warrants. The covered warrant is referred to a type of financial products that allows the holders to sell (put) or purchase (call) an underlying asset at a predetermined price (strike price) on or before a fixed day (exercised day) in the future (London Stock Exchange 2009). The investors have joined the world of derivatives and purchasing the covered warrants which are the financial instruments that derives their values from the performances of other assets such as stock exchanges indices, shares, interest rates, currencies, and commodities.

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Distinctions between covered warrants, equity warrants, equity options

The covered warrant allows holders to sell (put) or purchases (call) **underlying assets** from **third party** at a predetermined price on or before a specific date in the future.

The equity warrant is the instruments issued by **the issuing company** that give **rights** to holders to purchase **stocks** at a predetermined price on or before a certain day in the future. The buyers of the equity warrant need to make the upfront payment to gain rights to the warrants issuer.

The equity option is a type of derivatives, issued by **Stock Exchanges** allow investors to buy or sell stocks at a predetermined price on or before a specific date in the future. The equity option has the powers to protect, diversify or develop share portfolios since it can be used regardless of conditions of the share market (Britton and Waterston 2013).

| Covered warrants | Equity warrants | Equity options |
|---|---|---|
| <ul style="list-style-type: none"> • Covered warrants are issued by the third party. • Underlying assets: Equities, Currency, Index or other assets • Covered warrants work in a similar way to the options contracts that allows the private investors to carry out trade in the prices of assets such as currencies, global indices, equities, and commodities. • The covered warrants generate a return if the prices of the underlying assets have increased above the strike price before the maturity date. | <ul style="list-style-type: none"> • Equity warrants issued by companies. • Underlying asset: The stocks of the issuing company • The warrants are issued by the way of the preferential allotment to institutional investors, promoters and other investors. • Equity warrants protect the participants of the market from the defaulting counterparties and provide the hedging opportunities. • The equity warrants are not the equity shares because they do not carry any voting or dividend rights. It is issued by the organization during the period of financing in order to purchase the security. | <ul style="list-style-type: none"> • Equity options issued by stock exchanges • Underlying asset: Equities on the market • The equity options are commonly used by the market participants which includes investors seeking exposure to movements of the shares for a fraction of the cost of an actual share. • Traders and brokers can access options, listed on the stock exchange through a technology platform that offers dual options structure of the market. • The equity option allows the regulators to gain the exposure to the share price movements for less than the actual share cost. |

2. PRICING MODELS

2.1 BINOMIAL DERIVATIVE PRICING MODELS

2.1.1 Overview

An options valuation method so-called Binominal option is developed by Cox, Rubinstein and Ross in 1979. In order to price options (or warrants), an iterative procedure is used by Binomial option pricing. Although Binomial option has an additional relationship with Black-Scholes model, when comparing with Black-Scholes model, it not only has simpler formal deduction but also is more concretely to demonstrate valuation of option's concept (Hull 2015).

The binomial option pricing model has an assumption that the stock's margin and probability will not change as well as the movement of price fluctuations is only possible between up and down during the whole

period of observation (Fard 2014). In some phases of the duration, the entire potential development path of basic stock is simulated by using the share price's historical volatility and handling in order to evaluate the exercise profits, the guaranteed price on each path and single node is calculated by discounted method.

In general, the Binomial option pricing model's basic hypothesis is that the price of share could only fluctuate two orientations in every phases including down and up. The pricing strategy of Binomial option depends on using stocks portfolio in order to simulate an option's market value, before creating a risk free hedge; otherwise, between different options, a cheaper one could be bought by the investor then sell the higher one to attain profit on risk free, if it exists the opportunities for arbitrage. However, these opportunities for arbitrage only happen in very short time period.

The call option's pricing method is given by the main function of this stock portfolio. The option hedging must be constantly adjusted until the date of expiration, different from futures, once created; the future hedging could not change. Generally, there are two approaches in order to use the Binomial pricing model including the Risk Neutral Approach and the Risk Less Hedge Approach which will indicate the similar consequences when estimate the warrant price with the different basic approach (Moon 2013).

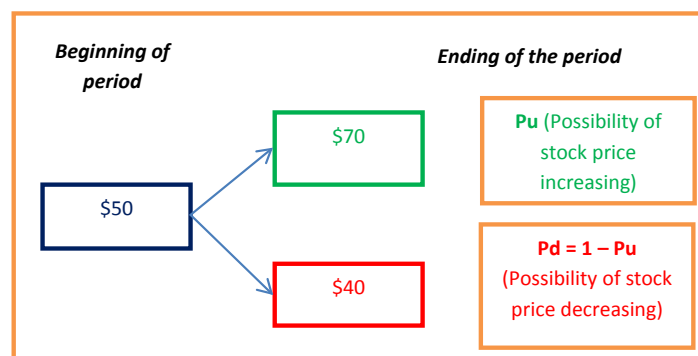
2. 1.2 The Riskless Hedge Approach

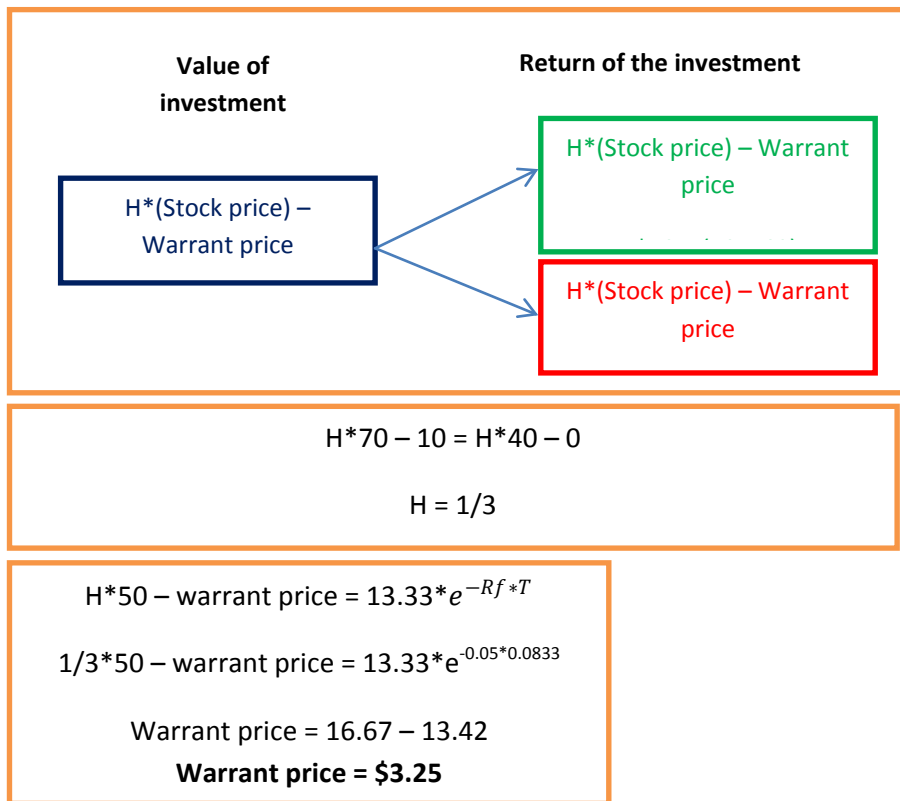
In term of the riskless hedge approach, the warrant price is calculated by using hedge ratio which could be found in a portfolio in each period between warrants and stocks. Therefore, finding a general hedge ratio for every single period is the first step of using riskless hedge approach. In this situation, a portfolio is established by an assumption including selling call warrants and buying shares. Assuming that, a number of shares are bought at \$50 and the strike price is \$60 if the call warrant is sold immediately. Under the situations, when the price of share rises to \$70, the price of warrant is \$10 (\$70-\$60). However, if the price of share falls to \$40, the warrant shall be valueless.

The initial portfolio investment is created by using the cost of shares after eliminating the profit from the sales of warrant. At the end of period, if the price of underlying asset increases to \$70, the return will consist of all value stocks as well as the warrant exercise's loss. However, the total portfolio return will be equivalent to the current price of stock if the price of stock decreases. In the below example, H is the hedge ratio.

Assuming that portfolio is invested without risk, resulting in an equivalent in the investment return. Otherwise, the hedge ratio also could be derived by using the equation.

The return value could be checked when the hedge ratio is gotten from the equation. In this situation, the portfolio value will equal $\$13.33 = (70 * 1/3 - 10)$ if the price of share has been risen. This result will be similar to the price of share when it decreases $= \$13.33 = 40 * 1/3$. The beginning portfolio value shall be discounted by the ending period return with the discount rate equivalent to risk free rate resulting in the present value of end period return. Therefore, the warrant price also could be calculated by using the present value. Assuming that, risk free rate equal to 5% with monthly period, every period will be equivalent to $1/12 = 0.0833$.





As a result, warrant price is \$325

2.1.3 The Risk-Neutral Approach

In term of the risk neutral approach, this model could apply for all the above assumptions. In order to comparing with the risk free hedge approach, there is an assumption that arbitrage is eliminated in the risk neutral approach. Generally, the return and risk always exchanges. For an illustration, if we are going to invest in an investment with high return, the money loss also must be proposal in case of failure. As a consequence, if the opportunity of arbitrage is ignored, there is not exist the potentiality of risk and return. When the probabilities of the stock price's trend are found by using this model, it is called the risk neutral probability.

When warrant price is calculated by using the risk neutral approach, the probability of the increase in stock price is pointed out by using P_u , and P_d indicates the probability of the fall in the stock price with $P_d = 1 - P_u$ is the association between P_d and P_u . Assuming that, risk free rate equal to 5% with monthly period, every period will be equivalent to $1/12 = 0.0833$. The same price is used to estimate as below:

All ending period possible warrant price must be discounted in order to calculate the warrant price. Based on the result above we have P_u (Possibility of the increase of stock price) as well as the ending period of warrant price is calculated by using the riskless hedge approach. As a result, when the price of stock has been risen, the warrant price will be equivalent to \$10. On the other hand, the warrant price will be equivalent to 0 if the price of stock has been fallen.

The results of two calculation methods demonstrate that the result of warrant price can be attained from two different approaches. It can be concluded that the warrant price only could be calculated in one period by these approaches, if the underlying assets have many stages, we must calculate the warrant price for every stage (using Excel).

| | |
|--|--|
| $50 = [P_u * 70 + (1 - P_u) * 40] * e^{-R_f * T}$ <p>Calculate P_u:</p> $P_u = \frac{50 * e^{-R_f * T} - 40}{70 - 40}$ $P_u = \frac{50 * e^{-0.05 * 0.0833} - 40}{70 - 40}$ $P_u = 0.326$ | $\text{Warrant Price} = [P_u * 10 + (1 - P_u) * 0] * e^{-R_f * T}$ $\text{Warrant price} = (0.326 * \$10) * e^{-0.05 * 0.0833}$ <p>Warrant price = \$3.25</p> |
|--|--|

2. 1.4 Restrictions of Binominal Model

Assuming for the price of future is the main limitation of the Binomial model. In fact, the stochastic performance is one characteristic of the stock market resulting in the most accurate number could not be obtained by the investor. Therefore, the prediction could lead to failure meaning that the results deriving from Binomial model cannot match the price of the market at all time

2.2. TRINOMIAL OPTION PRICING MODEL

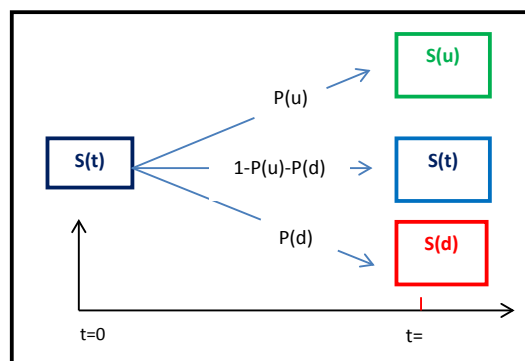
2.2.1 Overview

Binomial option pricing model was one of the first and most popular models for option pricing basing on straightforwardness and it’s easy to understand. However, this model also reveals a number of restrictions in the time of application resulting in emerging another model with more promising, so-called trinomial option pricing model.

Comparing to binomial model, the trinomial model adds a state which can be considered the main feature of this model. An assumption of binomial model is the option price in each step might be go up or might be go down while in the assumption of trinomial model, the option price could remain stable. This hypothesis is not only more similar to reality but also pricing better than the binomial model.

Assuming that, $S(t)$ is the price of stock at time t . In the future, at time $t+\Delta t$, we have three values of $S(t+\Delta t)$ including $S(u) = S(t) * u$, $S(d) = S(t) * d$ and $S(t)$ with $P(u), P(d)$ and $P(m) = 1 - P(u) - P(d)$ are their probabilities respectively.

2.2.2 Assumptions of the model



The price distribution over time $t+\Delta t$ is provided on the section above. The section above provides a distribution of price over time $t+\Delta t$. There are a number of assumptions before reaching a price in order to use this model.

a. No Arbitrage Pricing / Risk Neutrality: This assumption indicates that only one fix return could be reached for any given risk level meaning there is only one return is reached in a situation of risk free, so-called risk free return (rf).

$$E[S(t+\Delta t)|S(t)] = \text{Exp}(rf * \Delta t) * S(t) \quad (1.a)$$

b. The price of stock is assumed following the Brownian motion geometric with constant variance σ . This assumption will be equivalent to the log normal distribution's returns. As a result, we have the following equation.

$$\text{Var}[S((t + \Delta t)|S(t))] = \Delta t S^2(t) \sigma^2(t) + O(\Delta t) \quad (1.b)$$

c. For a given Δt time, the combination of equation (1.a) and (1b) is created as follow:

$$1 - P(u) - P(d) + u * P(u) + d * P(d) = \text{Exp}(rf * \Delta t)$$

d. Another assumption is established allowing the tree of trinomial complexity to grow only polynomial in order to make the calculation easier

$$P(u) * P(d) = 1$$

e. The size of jump is assumed now.

$$u = \text{Exp}(\sigma * \sqrt{2 * \Delta t})$$

$$d = \text{Exp}(-\sigma * \sqrt{2 * \Delta t})$$

The probability of lower and upper job of every intermediate node is obtained after solving these equations.

$$P(u) = \left(\frac{e^{(rf * \frac{\Delta t}{2})} - e^{(-\sigma * \text{SQRT}(\frac{\Delta t}{2}))}}{e^{(\frac{\Delta t}{2})} - e^{(-\sigma * \text{SQRT}(\frac{\Delta t}{2}))}} \right)^2$$

$$P(d) = \left(\frac{e^{(\sigma * \text{SQRT}(\frac{\Delta t}{2}))} - e^{(rf * \frac{\Delta t}{2})}}{e^{(\frac{\Delta t}{2})} - e^{(-\sigma * \text{SQRT}(\frac{\Delta t}{2}))}} \right)^2$$

$$P(d) + P(u) + P(m) = 1$$

2.2.3 Valuation of option (warrant)

The option valuation is analysed as below after we have the results of $P(d)$, $P(u)$, $P(m)$, u , d and m ($m=1$)

a. The factors including $S(u) = u * S(t)$, $S(d) = d * S(t)$ and $S(t) = m * S(t)$ is used to assign the price of underlying asset on $t + \Delta t$,

$$S_n = [P_u * S(u) + (1 - P_u - P_d) * S(t) + P_d * S(d)] * e^{-R_f * T}$$

b. The price of call option (warrant) or price of put option (warrant) is calculated respectively its intrinsic value situation.

In term of Call Option: $\text{Max}[(S_n - K), 0]$

In term of Put Option: $\text{Max}[(K - S_n), 0]$

c. Thus, the formula of final warrant price by using the Risk-Neutral method as below:

$$P_{\text{warrant}} = [P_u * C(u) + (1 - P_u - P_d) * C(m) + P_d * C(d)] * e^{-R_f * T}$$

$C(u)$: The option (warrant) price of an up move

$C(m)$: The option (warrant) price of the middle move (remain constant)

$C(d)$: The option (warrant) price of a down

R_f : Risk free rate of return, T : Time to maturity

2.3. BLACK-SCHOLES OPTION PRICING MODEL

2.3.1 Overview

The Black-Scholes Option Pricing Model was established and developed by Merton and Scholes who won the 29th economics Nobel Prize in 1997. The bonds, stocks as well as numerous of new derivative financial instruments are priced reasonably by this model.

2.3.2. Assumptions

Similar to other models, Black-Scholes model has a number of assumptions.

a. **Constant volatility**: The movement of a stock in short term (constant over time) could be measured by volatility which is one of the most important assumptions. The market will never change in long term although it experiences a fluctuation in very short term and relatively stable.

b. **Efficient markets**: The trend of individual stocks or market could not be consistently predicted by the Black-Scholes model in this hypothesis, instead of this, the stock is assumed walk randomly to move.

c. **No dividends**: Generally, the dividends are paid to the shareholders by most companies. However, the Black-Scholes model assumes that the shareholders will not receive dividends from basic stocks.

d. **Lognormal distribution**: The returns of underlying assets follow normal distribution in Black-Scholes model. This means that the price of underlying assets is lognormal distribution.

e. **European-style options**: European-style options are assumed.

f. **Interest rates constant and known**: The interest rates is assumed invariably

g. **No commissions and transaction costs**: There are not existed any trade barriers or extra costs in selling or buying options.

h. **Liquidity**: Assuming that every transaction takes place at any time and the markets are full liquidity.

2.3.3 Black-Scholes model's Function

This model consists of two parts with the expected return is absolutely basis of the purchase in part 1 and the paying's present value of the expiration exercise price is demonstrated in part 2.

$$c = S_0 N(d_1) - K e^{-rt} N(d_2)$$

$$p = K e^{-rt} N(-d_2) - S_0 N(-d_1)$$

where $d_1 = \frac{\ln(S_0 / K) + (r + \sigma^2 / 2)T}{\sigma \sqrt{T}}$

$$d_2 = \frac{\ln(S_0 / K) + (r - \sigma^2 / 2)T}{\sigma \sqrt{T}} = d_1 - \sigma \sqrt{T}$$

where, c - Call premium
p - Put premium
S - Spot price of underlying asset
K - Exercise price
r - Risk free rate of return
T - Time remaining for expiration of option in years
σ - Annualized standard deviation of returns expressed as decimal.

3. EMPIRICAL STUDY

3.1 Singapore market

| Warrant Ticker | Underlying Security Ticker | Issuer | Strike Price | Expiry Date | Style | Option type |
|----------------|----------------------------|--------------------|--------------|-------------|----------|-------------|
| CBJW | DBS | Macquarie Bank Ltd | 19.5 | 10/07/2017 | European | Call |
| CBHW | OCBC | Macquarie Bank Ltd | 9.5 | 02/10/2017 | European | Call |
| CBRW | UOB | Macquarie Bank Ltd | 22.5 | 01/11/2017 | European | Call |

- The risk-free rate is the SIBOR in 6 months.

The covered warrant price of CBJW, CBHW and CBRW is evaluated based on three models including Black-Scholes, Binomial and Trinomial as below:

| SINGAPORE_CBJW | Market price | Black-Scholes | Binomial | Trinomial |
|------------------------|--|---------------------|---------------------|---------------------|
| Mean value in 6 months | 0.0945 | 0.1203 | 0.1199 | 0.2062 |
| Average of Difference | | 0.0258 | 0.0254 | 0.1116 |
| T test | Null hypothesis: $H_0 = \text{Market Price} = \text{Price given by Model}$ | | | |
| | $H_1: \text{Market Price} \neq \text{Price given by Model}$ | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | 0.0982 | 0.1167 | 3.48E-08 |
| Conclusion | | P Value > 0.05 | P Value > 0.05 | P Value < 0.05 |
| | | Cannot reject H_0 | Cannot reject H_0 | Reject H_0 |
| SINGAPORE_CBHW | Market price | Black-Scholes | Binomial | Trinomial |
| Mean value in 6 months | 0.1102 | 0.2079 | 0.2933 | 0.2595 |
| Average of Difference | | 0.0977 | 0.1831 | 0.1492 |
| T test | Null hypothesis: $H_0 = \text{Market Price} = \text{Price given by Model}$ | | | |
| | $H_1: \text{Market Price} \neq \text{Price given by Model}$ | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | 2.95E-15 | < 2.2E-16 | < 2.2E-16 |

| | | | | |
|-------------------------------|--|------------------------------|------------------------------|-----------------------|
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H ₀ | Reject H ₀ | Reject H ₀ |
| SINGAPORE_CBRW | Market price | Black-Scholes | Binomial | Trinomial |
| Mean value in 6 months | 0.1098 | 0.1305 | 0.1287 | 0.1918 |
| Average of Difference | | 0.0207 | 0.0188 | 0.0819 |
| T test | Null hypothesis: H ₀ =Market Price = Price given by Model | | | |
| | H ₁ : Market Price ≠ Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | 0.1076 | 0.1574 | 3.04E-06 |
| Conclusion | | P Value > 0.05 | P Value > 0.05 | P Value < 0.05 |
| | | Cannot reject H ₀ | Cannot reject H ₀ | Reject H ₀ |

Table 1: The results of warrant prices from 3 models

3.2. HONG KONG MARKET

| Warrant Ticker | Underlying Security Ticker | Issuer | Strike Price | Expiry Date | Style | Option type |
|----------------|----------------------------|--------|--------------|-------------|----------|-------------|
| 16179 | China mobile | CS | 90.93 | 19/06/2017 | European | Call |
| 20104 | AIA | MB | 47.28 | 02/08/2017 | European | Call |
| 22249 | SMIC | UB | 10.88 | 17/07/2017 | European | Call |

- The risk-free rate is the HIBOR in 6 months

The price of 16179, 20104 and 22249 are evaluated based on three models including Black-Scholes, Binomial and Trinomial as below:

| | | | | |
|------------------------------|--|------------------------------|------------------------------|-----------------------|
| HONGKONG_161179 | Market price | Black-Scholes | Binomial | Trinomial |
| Mean | 0.1902 | 0.2396 | 0.233 | 0.3951 |
| Average of Difference | | 0.0494 | 0.0428 | 0.2049 |
| T test | Null hypothesis: H ₀ =Market Price = Price given by Model | | | |
| | H ₁ : Market Price ≠ Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | 0.149 | 0.2174 | 2.97E-06 |
| Conclusion | | P Value > 0.05 | P Value > 0.05 | P Value < 0.05 |
| | | Cannot reject H ₀ | Cannot reject H ₀ | reject H ₀ |
| HONGKONG_21014 | Market price | Black-Scholes | Binomial | Trinomial |
| Mean value | 0.3762 | 2.4893 | 2.4906 | 3.0327 |
| Average of Difference | | 2.113 | 2.1144 | 2.6565 |
| T test | Null hypothesis: H ₀ =Market Price = Price given by Model | | | |
| | H ₁ : Market Price ≠ Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | < 2.2E-16 | < 2.2E-16 | < 2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H ₀ | Reject H ₀ | Reject H ₀ |
| HONGKONG_22249 | Market price | Black-Scholes | Binomial | Trinomial |

| | | | | |
|------------------------------|--|----------------|----------------|----------------|
| Mean | 0.1114 | 0.204 | 0.2065 | 0.243 |
| Average of Difference | | 0.0926 | 0.0951 | 0.1316 |
| T test | Null hypothesis: H_0 = Market Price = Price given by Model | | | |
| | H_1 : Market Price \neq Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | 0.0005 | 0.0004 | 0 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |

Table 2: The results of warrant prices from 3 models

3.3 AUSTRALIA MARKET

| Warrant Ticker | Underlying Security Ticker | Strike Price (AUD) | Expiry Date | Style | Option type |
|----------------|----------------------------|--------------------|-------------|----------|-------------|
| ANZWOB | ANZ | 30 | 29/07/2017 | European | Call |
| BHPWOA | BHP | 24 | 29/07/2017 | European | Call |
| CBAWOA | CBA | 74 | 29/07/2017 | European | Call |

- The risk-free rate is the yield of 10 Year Australian Bond

The price of ANZWOB, BHPWOA and CBAWOA are evaluated based on three models including Black-Scholes, Binomial and Trinomial as below:

| AUSTRALIA_ANZWOB | Market price | Black-Scholes | Binomial | Trinomial |
|-------------------------------|---|--------------------|--------------------|--------------------|
| Mean value in 6 months | 0.4854 | 1.2569 | 1.2583 | 1.5266 |
| Average of Difference | | 0.7715 | 0.7729 | 1.0412 |
| T test | Null hypothesis: H_0 =Market Price = Price given by Model | | | |
| | H_1 : Market Price \neq Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | <2.2E-16 | <2.2E-16 | <2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |
| AUSTRALIA_BHPWOA | Market price | Black-Scholes | Binomial | Trinomial |
| Mean value in 6 months | 0.7405 | 1.8939 | 1.8984 | 2.2039 |
| Average of Difference | | 1.1535 | 1.1579 | 1.4634 |
| T test | Null hypothesis: H_0 =Market Price = Price given by Model | | | |
| | H_1 : Market Price \neq Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | <2.2E-16 | <2.2E-16 | <2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |
| AUSTRALIA_CBAWOA | Market price | Black-Scholes | Binomial | Trinomial |

| | | | | |
|-------------------------------|---|----------------|----------------|----------------|
| Mean value in 6 months | 2.0632 | 9.6043 | 9.6039 | 10.2014 |
| Average of Difference | | 7.5411 | 7.5407 | 8.1382 |
| T test | Null hypothesis: H_0 =Market Price = Price given by Model | | | |
| | H_1 : Market Price \neq Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | <2.2E-16 | <2.2E-16 | <2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |

Table 3: The results of warrant prices from 3 models

4. THE UNITED KINGDOM MARKET

| Warrant Ticker | Underlying asset | Strike Price (British Pound) | Expiry Date | Style | Option type |
|----------------|------------------|------------------------------|-------------|----------|-------------|
| CWN8144B2665 | LLOYDS | 0.89 | 21/12/2018 | European | Call |
| CWN8143L3076 | RIO TINTO | 40 | 21/12/2018 | European | Call |
| CWN8141J6687 | PRUDENTIAL | 19.85 | 21/12/2018 | European | Call |

- The risk-free rate is LIBOR in 6 months

The prices of CWN8144B2665, CWN8143L3076 and CWN8141J6687 are calculated based on three models including Black-Scholes, Binomial and Trinomial as below

| THE UK_CWN8144B2665 | Market price | Black-Scholes | Binomial | Trinomial |
|-------------------------------|---|----------------|----------------|----------------|
| Mean value in 6 months | 0.05 | 0.0007 | 0.0005 | 0.0039 |
| Average of Difference | | -0.0493 | -0.0495 | -0.0461 |
| T test | Null hypothesis: H_0 =Market Price = Price given by Model | | | |
| | H_1 : Market Price \neq Price given by Model | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | <2.2E-16 | <2.2E-16 | <2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |
| THE UK_CWN8143L3076 | Market price | Black-Scholes | Binomial | Trinomial |
| Mean value in 6 months | 0.4717 | 0.7022 | 0.7067 | 1.6894 |
| Average of Difference | | 0.2304 | 0.2349 | 1.2177 |

| | | | | |
|-------------------------------|--|----------------------|--------------------|--------------------|
| T test | Null hypothesis: $H_0 = \text{Market Price} = \text{Price given by Model}$ | | | |
| | $H_1: \text{Market Price} \neq \text{Price given by Model}$ | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | 9.59E-09 | 1.56E-08 | <2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |
| THE UK_CWN8141J6687 | Market price | Black-Scholes | Binomial | Trinomial |
| Mean value in 6 months | 0.1933 | 0.0988 | 0.0915 | 0.4891 |
| Average of Difference | | -0.0945 | -0.1017 | 0.2958 |
| T test | Null hypothesis: $H_0 = \text{Market Price} = \text{Price given by Model}$ | | | |
| | $H_1: \text{Market Price} \neq \text{Price given by Model}$ | | | |
| | Alpha = 0.05 (95% confidence interval) | | | |
| P value | | <2.2E-16 | <2.2E-16 | <2.2E-16 |
| Conclusion | | P Value < 0.05 | P Value < 0.05 | P Value < 0.05 |
| | | Reject H_0 | Reject H_0 | Reject H_0 |

Table 4: The results of warrant prices from 3 models

3.5 SUMMARY EMPIRICAL RESULTS

Between thin markets (Singapore and Hong Kong) and developed markets (Australia and the UK), there are some differences in the selection of models to calculate the price of covered warrants.

Towards the Singapore market, the results from models indicate that the Binomial model may be the best solution to calculate the value of covered warrants in this market. This is because the theoretical prices (mean value) from the Binomial model of two covered warrants (CBJW and CBRW) are closer to the market prices than those of the Black-Scholes and Trinomial model.

Similar to the Singapore market, regarding the Hong Kong market, the Binomial model may be the best selection because of some reasons. The results of the Binomial model (mean value) are nearly similar to the market price. In addition, since the returns of underlying assets such as China mobile or AIA do not follow the log-normal distribution (**seen as Appendix**), the Black-Scholes model may not be suitable to apply for this market.

In terms of developed markets (Australian and the UK market), the Black-Scholes may be the best model to calculate the price of covered warrants. This is due to the fact that the prices (mean values) from the Black-Scholes model may be less different from the market price compared to the Binomial and Trinomial model. Additionally, as the most returns of underlying assets in such markets follow the log-normal distribution, the Black-Scholes model can be applied to calculate the value of covered warrants (**seen as Appendix**).

5. THE BLACK-SCHOLES COMMENTS

Black-Scholes (BS) can be applied for pricing the value of covered warrants in developed markets such as Australia and the UK as the model is saving time. BS can calculate a huge number of warrant prices

in the short period of time (Kilic 2015). However, BS has many limitations that prevent it from forecasting accurately. Firstly, this model assumes that the distribution of underlying price is lognormal. Unfortunately, in the reality, the distribution is very different from lognormal such as having fatter left and right tails (Kilic 2015). For instance, thin market has very few buyers and sellers that lead to low transactions which lead to price more volatile and illiquidity (Rostek & Weretka 2008). This causes the distribution of underlying price movement is moved far from lognormal. Thus, Black-Scholes model is no longer applied correctly.

Moreover, the high volatility in price also relates to second huge limitation of BS model which is assuming volatility constant. Unfortunately, in the reality, the volatility is very hard to forecast and change randomly which often is referred to the term “stochastic volatility” (Lorig & Sircar 2014). Black-Scholes model has failed to take this issue into account; hence, it can lead to incorrect predictions. As a consequence, to modify BS model to enhance its result, volatility should be modelled stochastically (Fouque et al. 2000). It means that underlying price volatility will be random variables which could increase the precision of forecasts.

Similar to the volatility, another drawback of Black-Scholes is that interest rate is remained constant. This model only uses the same risk-free rate in calculation for the whole period. However, in practice, this rate is subjected to change every day (Spas’ka & Sheychenko n.d.); hence, it violates the Black-Scholes assumptions and makes the empirical results less accurate.

The fourth limitation of Black-Scholes is that it assumes there is no dividend payment throughout option’s life (Jonsson et al. 2013). Meanwhile, most companies pay dividend to their shareholders; therefore, it is a huge limitation of Black-Scholes because dividend yield can impact investors on deciding which underlying has better value. According to Spas’ka and Sheychenko (n.d.), they suggest that the common way to improve Black-Scholes model in this aspect is subtracting the discounted value of future dividend from stock price. As a result, dividend payment will be taken into account and make the results more accurately.

Some other limitations that make Black-Scholes model be less accurate is that when it comes to price warrants with American-style exercise, Black-Scholes model cannot calculate and forecast correctly (Kilic 2015). The reason is that the Black-Scholes model only calculate price options at expiration, while in American-style, options can be exercised at any time and even before expiration. Spas’ka and Sheychenko (n.d.) argue that there are some methods to adjust Black-Scholes price to make it calculating American option prices more precisely such as Fischer Black Pseudo American method but it is not really effective. In addition, Black-Scholes model also ignores commissions (Spas’ka & Sheychenko n.d.). In fact, investors always have to pay commission when buying and selling options. This may be small amount of money but it still has impact on output.

CONCLUSION

It can permit that there are three approaches, used to price the value of covered warrants including Binomial, Trinomial and Black-Scholes model. Between thin markets and developed markets, the selection of pricing models may be different. While the Binomial model may be the best method to calculate the price of covered warrants of markets namely Singapore and Hong Kong, the Black-Scholes should be employed to evaluate the value of covered warrants in advanced markets including Australia and the UK. However, it is important to notice that the Black-Scholes may have some limitations due to its assumptions and BS may not be applied for warrants with American-style exercise. Towards the Vietnamese market, investors and issuing originations may consider applying the Binomial model to evaluate the value of covered warrants.

APPENDIX

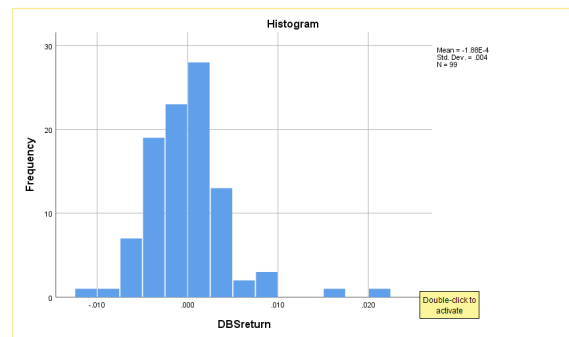
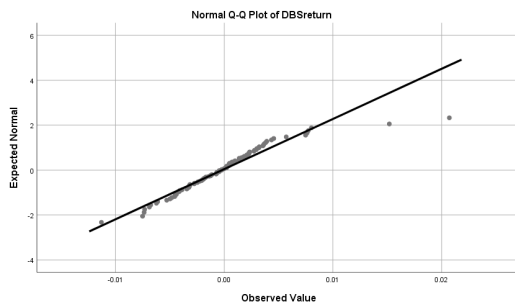
KOLMOGOROV-SMIRNOV TEST

Log-normal distribution Test

The test is to indicate whether the daily returns of underlying assets follow normal distribution or not. As the total samples of each underlying asset is higher than 50, the author uses Normal Q-Q plot and Kolmogorov-Smirnovtest (based on the SPSS software) to make conclusion. If the value of Sig is greater than 0.05, the return follows normal distribution. As a result, the stock price follows the log-normal distribution.

Singapore market

1.1 DBS return distribution *DBS is the underlying asset of CBJW covered warrant*



Tests of Normality

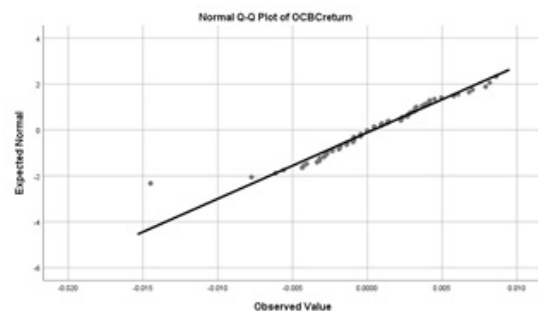
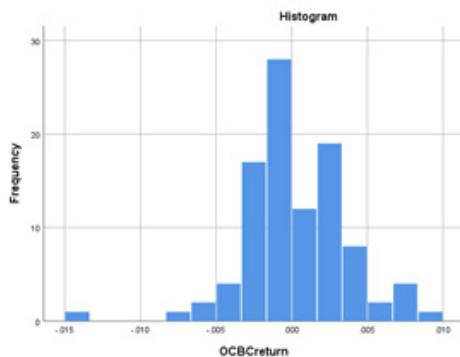
| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-----------|---------------------------------|----|-------------|--------------|----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| DBSreturn | .089 | 99 | .052 | .920 | 99 | .000 |

The Sig (0.052) is higher than 0.05

The returns of DBS follow normal distribution or the DPS's stock price follows log-normal distribution

1.2. OCBC

OCBC is the underlying asset of CBHW covered warrant



Tests of Normality

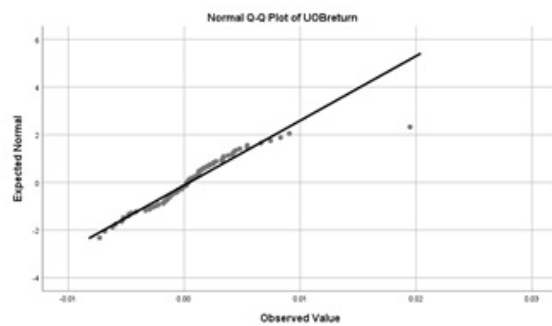
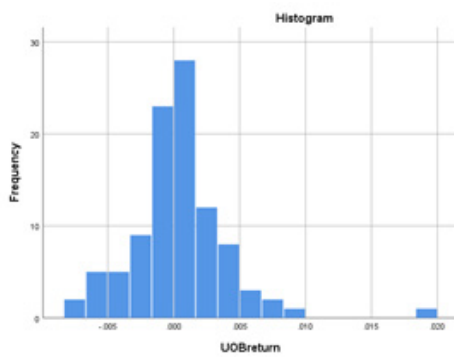
| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|------------|---------------------------------|----|-------------|--------------|----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| OCBCreturn | .081 | 99 | .110 | .958 | 99 | .003 |

The Sig (0.11) is higher than 0.05

The returns of OCBC follow normal distribution or the OCBC’s stock prices follow log-normal distribution.

1.3. UOB

UOB is the underlying asset of CBRW covered warrant



Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-----------|---------------------------------|----|-------------|--------------|----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| UOBreturn | .103 | 99 | .011 | .909 | 99 | .000 |

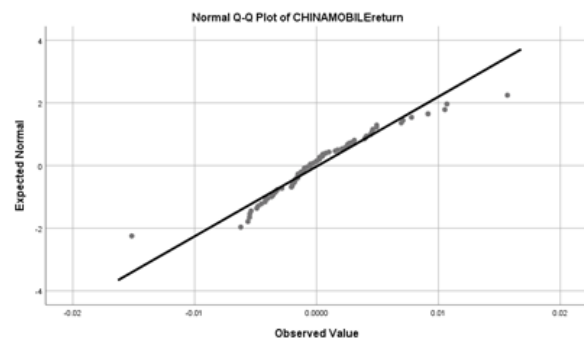
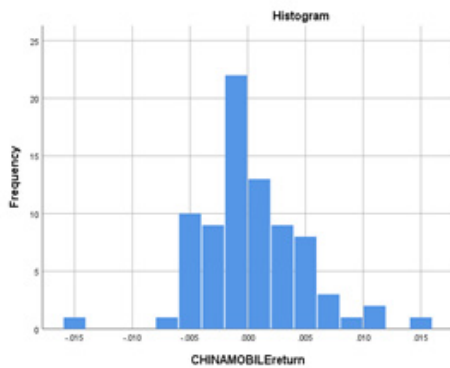
The Sig (0.011) is lower than 0.05

The returns of UOB do not follow normal distribution or the UOB’s stock prices do not follow log-normal distribution.

2.HONG KONG

2.1. Chinamobile return

China mobile is the underlying asset of 16179 covered warrant

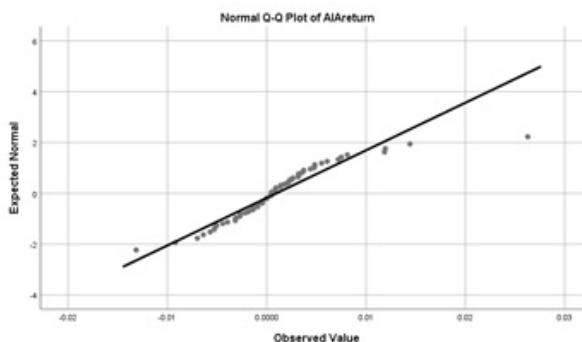
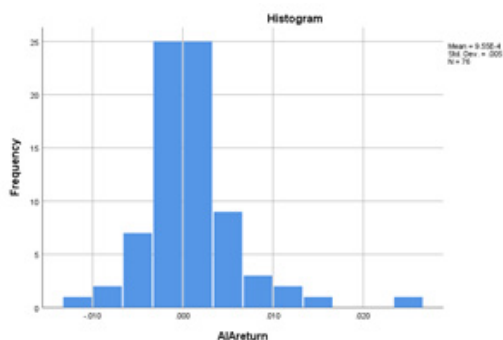


- The Sig (0.01) is lower than 0.05

The returns of China mobile do not follow normal distribution or the China mobile’s stock prices do not follow log-normal distribution.

2.2 AIA

AIA is the underlying asset of 20104 covered warrant



| Tests of Normality | | | | | | |
|--------------------|---------------------------------|----|------|--------------|----|------|
| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
| | Statistic | df | Sig. | Statistic | df | Sig. |
| AIAreturn | .131 | 76 | .002 | .890 | 76 | .000 |

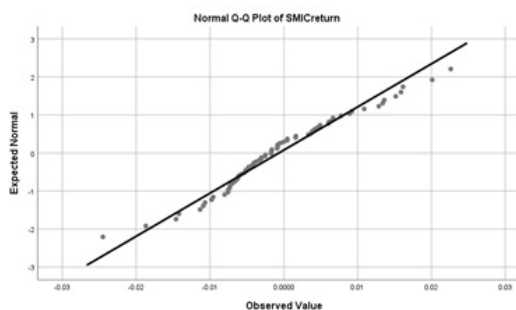
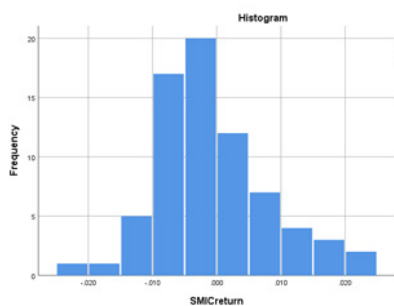
a. Lilliefors Significance Correction

The Sig (0.02) is lower than 0.05

The returns of AIA do not follow normal distribution or the AIA’s stock prices do not follow log-normal distribution.

2.3. SMIC

SMIC is the underlying asset of 20104 covered warrant



| Statistic | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|------------|---------------------------------|------|-----------|--------------|------|------|
| | df | Sig. | Statistic | df | Sig. | |
| SMICreturn | .103 | 72 | .055 | .975 | 72 | .164 |

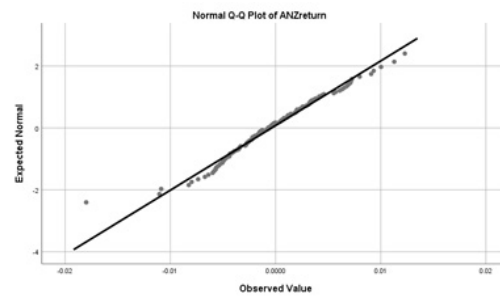
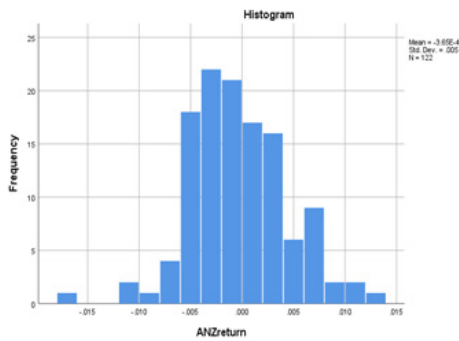
- The Sig (0.055) is higher than 0.05

- The returns of SMIC follow normal distribution or the AIA’s stock prices follow log-normal distribution.

3. THE AUSTRALIAN MARKET

3.1. ANZ return

- ANZ is the underlying asset of ANZWOB covered warrant



Tests of Normality

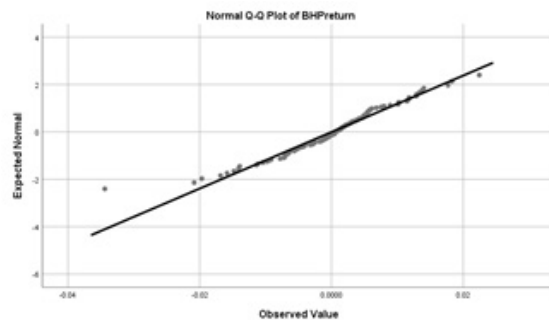
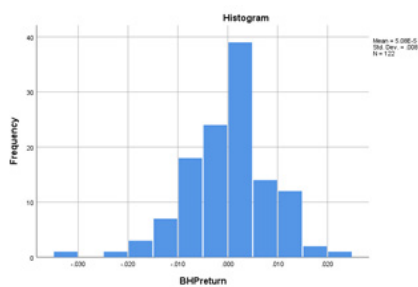
| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-----------|---------------------------------|-----|-------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| ANZreturn | .055 | 122 | .200* | .983 | 122 | .116 |

- The Sig (0.20) is higher than 0.05

The returns of ANZ follow normal distribution or the ANZ’s stock prices follow log-normal distribution.

3.2 BHP return

- BHP is the underlying asset of BHPWOA covered warrant



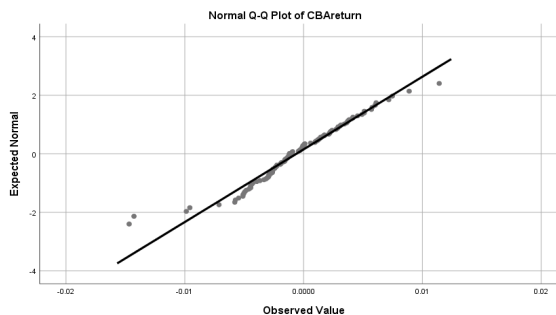
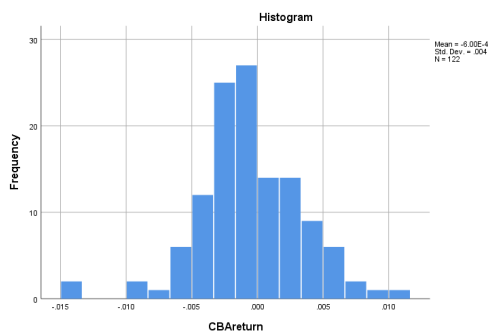
Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-----------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| BHPreturn | .080 | 122 | .056 | .970 | 122 | .007 |

- The Sig (0.056) is higher than 0.05

The returns of BHP follow normal distribution or the BHP's stock prices follow log-normal distribution.

3.2. CBA return



CBA is the underlying asset of CBAWOA covered warrant

Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-----------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| CBAreturn | .074 | 122 | .158 | .969 | 122 | .006 |

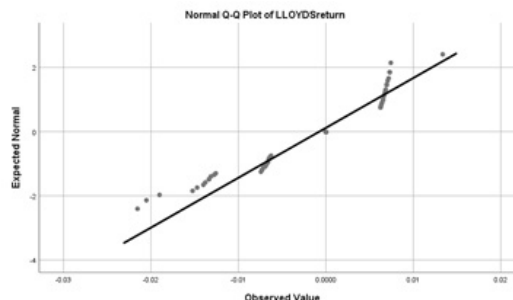
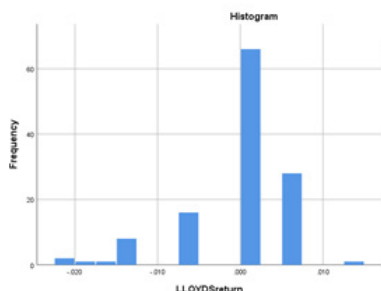
- The Sig (0.158) is higher than 0.05

The returns of CBA follow normal distribution or the CBA's stock prices follow log-normal distribution.

4. THE UK MARKET

4.1 LLOYDS return

- LLOYDS is the underlying asset of CWN8144B2665



Tests of Normality

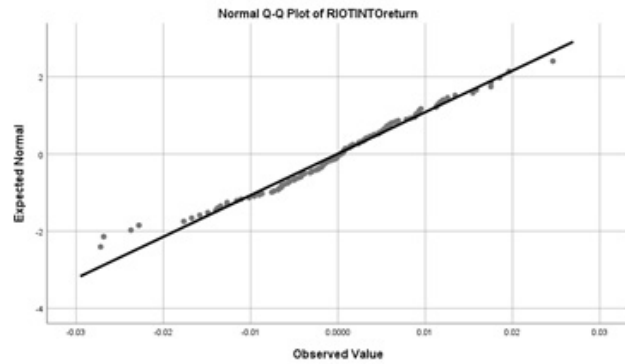
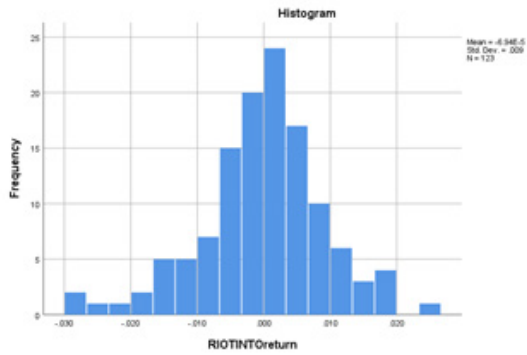
| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|--------------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| LLOYDSreturn | .318 | 123 | .000 | .847 | 123 | .000 |

- The Sig (0.000) is lower than 0.05

The returns of LLOYDS do not follow normal distribution or the CBA’s stock prices do not follow log-normal distribution.

4.2. RIO TIN TO return

RIO TIN TO is the underlying asset of CWN8143L3076



Tests of Normality

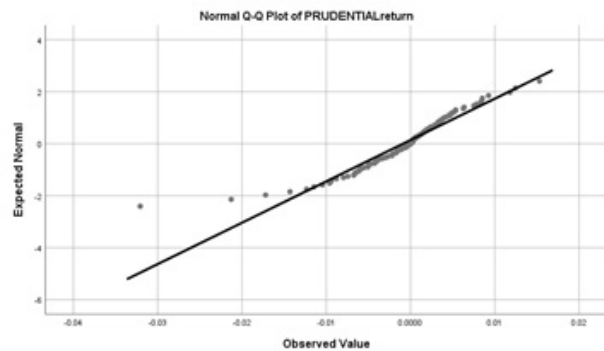
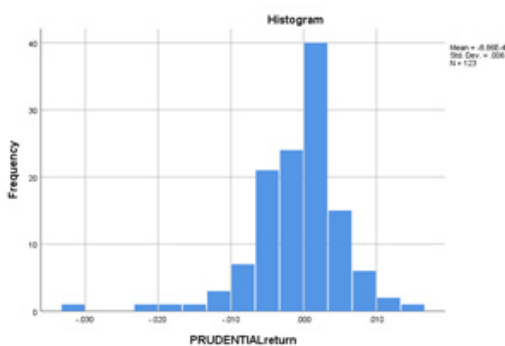
| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|------------------|---------------------------------|-----|-------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| RIO TIN TOreturn | .065 | 123 | .200* | .983 | 123 | .121 |

- The Sig (0.20) is higher than 0.05

The returns of RIO TIN TO follow normal distribution or the CBA’s stock prices follow log-normal distribution.

4.3. PRUDENTIAL return

PRUDENTIAL is the underlying asset of CWN8141J6687



Tests of Normality

| | Kolmogorov-Smirnov ^a | | | Shapiro-Wilk | | |
|-------------------|---------------------------------|-----|------|--------------|-----|------|
| | Statistic | df | Sig. | Statistic | df | Sig. |
| PRUDENTIAL return | .099 | 123 | .005 | .923 | 123 | .000 |

- The Sig (0.05) is equal to 0.05

The returns of Prudential may follow normal distribution or the Prudential’s stock prices may follow log-normal distribution.

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LABOR PRODUCTIVITY- LEVERAGE FOR SUSTAINBLE GROWTH OF VIETNAM

Mai Tran Thi Phuong¹

ABSTRACT: *With the objective of sustainable development and enhancing competitiveness of the economy, Vietnam needs to move to a growth model based on productivity, quality and efficiency, in which the key point is improving labor productivity. In this paper, the author focuses on the analysis of Vietnam's labor productivity, presents opportunities and challenges and proposes some suggestions to increase labor productivity in Vietnam in the coming time.*

Keywords: *Labor productivity; sustainable development; sustainable growth*

1. INTRODUCTION

Sustainable growth is posing great challenges to Vietnam as one of the high growth economies in South East Asia. The reason why is that Vietnam's economic growth rate is on the downward trend in recent years. Specifically, from 7.3% in the period 1990-2000 to 6.7% in the period 2001-2010 and further reduced to 5.96% in the period 2011-2016. Forecasts of international organizations show that in 2017, Vietnam's economic growth may return to a high 6.7%, but this is not a sustainable growth. As the dynamics of economic growth have gradually come to an end, the old way of growth (mainly based on increasing investment capital, low labor cost and resource exploitation ...) is no longer. The leverage for sustainable growth of Vietnam is increasing productivity, in which increasing labor productivity is increasingly playing a decisive role.

The World Bank's Vietnam Development Forum report shows that in the past five years, despite a remarkable economic growth, weak labor productivity has been a serious concern for Vietnam. Vietnam's productivity growth rate averaged 4% a year, at the same stage of development as Vietnam, China at 7%, Korea at 5%. Therefore, in order to avoid the risk of lagging and overcoming the middle income trap, Vietnam needs to shift to a growth model based on productivity, quality and efficiency, in which the center is improving productivity to increase the competitiveness of the economy, to develop the country quickly and sustainably in the future.

2. DEFINITION OF LABOR PRODUCTIVITY

2.1. Definition of labor productivity

According to Marx: productivity is the productive ability of specific useful labor. It refers to the result of human-made production in a given unit of time.

According to the Organization for Economic Co-operation and Development (OECD), labor productivity is calculated by the number of final goods and services produced for a unit of labor engaged in production. The final product and service produced by the economy is gross domestic product (GDP). As

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the workload completed in an hour increases, the overall productivity level will be higher, showing that the economy is healthy and growing.

Thus, labor productivity is an indicator reflecting the capacity to create wealth, performance of specific labor in the production process, measured by the number of products or quantities produced in a unit of time, or the amount of labor time spent to produce one unit of product. Labor productivity shows the characteristics and level of progress of an organization, unit of production or a mode of production, which is one of the important factors determining the competitiveness of enterprises and the economy.

2.2. Calculating labor productivity

According to the OECD's Performance Measurement Guidelines, productivity-based value added is the most common parameter for calculating labor productivity. To calculate the labor productivity of a country, the ILO calculates the gross domestic product (GDP) divided by the number of employees employed in the economy. According to the national statistical indicator system, labor productivity is the indicator which reflects the productivity of labor, measured in GDP per worker in the reference period, usually one year. The labor productivity is calculated according to the following formula:

| | |
|----------------------|---|
| Labor productivity = | GDP |
| | The number of employees employed in the economy |

3. CURRENT STATUS OF LABOR PRODUCTIVITY IN VIETNAM

3.1. Labor productivity of the economy

Based on comparative price in 2010, the productivity of the whole economy of Vietnam in 2017 will increase by 6% compared to 2016, the average growth rate in the period 2011-2017 will be 4.7% per year.

Table 1: Labor productivity and increase rate of labor productivity in Vietnam

| Year | Labor productivity (Million VND per person) | The labor productivity growth rate (%) |
|------|---|--|
| 2006 | 24,14 | 4,05 |
| 2007 | 27,58 | 4,22 |
| 2008 | 34,78 | 2,81 |
| 2009 | 37,89 | 2,57 |
| 2010 | 43,99 | 3,59 |
| 2011 | 55,21 | 3,49 |
| 2012 | 63,11 | 3,06 |
| 2013 | 68,65 | 3,84 |
| 2014 | 74,30 | 4,84 |
| 2015 | 79,3 | 6,45 |
| 2016 | 84,5 | 6,35 |
| 2017 | 93,2 | 6,0 |

Source: General Statistics Office

After a slow growth period from 2009 to 2012, labor productivity has shown signs of rapid recovery, according to the above data, labor productivity will increase from 2015 to 2017 faster than the previous period, highest is to increase by 6.45% in 2015. This shows the trend of recovery of the economy as well as the improvement of labor productivity. Increasing labor productivity is the main driver of economic growth and the improvement of people's living standards through GDP growth and GDP per capita. According to

the General Statistics Office, the gross domestic product (GDP) in 2017 is estimated to increase by 6.81% compared to 2016, this year's growth exceeded the target of 6.7% and higher than the increase of the years 2011-2016. Labor productivity has contributed about 89% of GDP growth in 2017, much higher than the 66.3% in the period 1990-2000 and 61.9% in the period 2000 – 2012.

It can be said that Vietnam's labor productivity has improved significantly over the years, but compared with other countries, Vietnam is still low and the gap increased. According to the General Statistics Office, Vietnam's labor productivity in 2016 only reached \$ 9,894, equivalent to only 7% of Singapore; 17.6% Malaysia; 36.5% Thailand; 42.5% Indonesia; 56.7% Philippines and 87.4% Lao.

Table 2: The comparison of labor productivity of Vietnam with other countries in the region and on the world

| Countries and regions | Labor productivity (thousand USD) | | |
|-----------------------|-----------------------------------|-------|-------|
| | 2000 | 2010 | 2015 |
| Singapore | 98,5 | 119,0 | 127,8 |
| Japan | 64,6 | 71,0 | 77,2 |
| Korea | 42,2 | 58,8 | 63,4 |
| China | 6,1 | 15,6 | 22,3 |
| Malaysia | 38,8 | 50,2 | 55,7 |
| Thailand | 16,4 | 22,4 | 26,5 |
| The Philippines | 11,9 | 14,4 | 18,1 |
| Vietnam | 4,8 | 7,6 | 9,6 |
| Lao PDR | 4,7 | 7,4 | 11,1 |
| Campuchia | 2,9 | 4,4 | 5,7 |
| Myanmar | 2,5 | 6,7 | 5,7 |
| ASEAN | 12,9 | 17,9 | 21,9 |

Source: APO Productivity Databook 2017, p.59

The above table shows that the labor productivity of Vietnam is very modest, the gap between labor productivity between Vietnam and other ASEAN countries is relatively large. Vietnam's labor productivity growth rate is faster, but the absolute gap widens. For example, in 2000, by 1/8 Malaysia, 1/4 Thailand, or about one third of the ASEAN average, by 2015, the gap between Vietnam's labor productivity and other economies in ASEAN does not shorten but there are signs of being left behind by the commune. This gap will widen as neighboring countries strive to strengthen their internal forces in the context of globalization and deep integration.

In the period 1992-2014, labor productivity in Vietnam equivalent of 2011 increased by 4.64% per year, the highest increase among ASEAN countries but still significantly lower than that of China in the same period (9.07%). In terms of speed, in the period 2005-2014, the labor productivity growth rate of Vietnam was 3.8%, higher than the average level of ASEAN (3.2%), Vietnam was in the group of countries with average labor productivity growth rate China's average (9.0%), India (5.99%), but higher than Malaysia (1.8%), Thailand (2.8%). Thus, efforts to increase labor productivity over the past 20 years have not produced satisfactory results when compared with neighboring countries. Without timely improvement, Vietnam will become the dark spot in the economic picture of the region. This can be considered as the biggest challenge to Vietnam's desire to increase incomes by 2035. According to the World Bank (2016),

Vietnam could become a high-income country by 2035 if it maintains the minimum economic growth rate (7% / year), and the labor productivity growth rate must be at least 6.2% / year.

3.2. Labor productivity in terms of economic sectors

The first three sectors of the national economic classification system are: (1) agriculture, forestry and fishery; (2) industry and construction; (3) services. Labor productivity of these three groups is large.

Table 3: Labor productivity of sectors and Vietnam's economy in the period 1998-2016

(Unit: million VND)

| Year | Agriculture, forestry and fishery | Industry and construction | Services | Economy |
|------|-----------------------------------|---------------------------|----------|---------|
| 1998 | 10,7 | 77,9 | 48,3 | 27,4 |
| 2000 | 11,3 | 83,6 | 53,3 | 29,7 |
| 2002 | 12,2 | 78,7 | 55,3 | 32 |
| 2004 | 13,4 | 76,1 | 56,3 | 34,9 |
| 2006 | 14,5 | 82,9 | 57,0 | 38,1 |
| 2008 | 15,9 | 80,8 | 61,5 | 41,4 |
| 2010 | 16,3 | 67,5 | 55,0 | 44,0 |
| 2012 | 17,5 | 73,5 | 56,5 | 46,9 |
| 2014 | 18,5 | 79,8 | 60,5 | 51,1 |
| 2016 | 21 | 80,9 | 66,2 | 57,4 |

Source: Vu Hoang Ngan (2017), Vietnam's labor productivity – Opportunities and integrative challenges, National Economic University Publisher.

In general, labor productivity in the agriculture, forestry and fishery sector is the lowest, while the labor productivity of the industry and construction is 4-7 times, the service sector is 3-5 times in compared with the agricultural, forestry and fisheries sector. This can be explained by the fact that the agricultural sector today is mainly small, backward, dispersed, low-tech products. In the three economic sectors, the highest labor productivity in the industry can be explained by the low proportion of industrial workers in the whole economy (24.7% in 2016).

In recent years, the average labor productivity of the economy has approached the level of services and industry, which can be explained by the tendency to reduce the proportion of low labor productivity sectors such as agriculture and forestry and seafood in the whole economy.

In terms of average labor productivity growth rate for the period 1998-2016, the industry was the lowest (only 1.2%). This shows that the policy of technology enhancement, production restructuring has not been implemented effectively, has not raised the technological level of the industry over time. The proportion of Vietnam's middle and high-end industries in 2014 was only 26.3%, much lower than the 50-60% in Thailand, China and Malaysia. The processing industry mainly performs assembly, low technology and slow change. The labor force employed in the industry is not high (the rate of trained workers in the manufacturing industry is 17.7%, because the quality is not high. The labor productivity growth rate of the service sector is about 1.9% higher than that of the industry but much lower than the agriculture, forestry and fishery sector (8.1%) as well as the whole economy (8.7%). In terms of the agricultural sector, although the value added by the agricultural sector has increased slowly, thanks to a structural shift, the number of labor in the agricultural sector has declined significantly. The labor productivity growth of this industry is higher than that of other industries.

3.2. Labor productivity in terms of ownership

In terms of ownership, Vietnam's economy is divided into three sectors: state, non-state and foreign-invested. Of which, the foreign invested sector always leads the labor force, the state economic sector is the second and the non-state sector has the lowest labor productivity.

Table 4: Labor productivity in terms of ownership in the period 2000-2015

Unit: Million VND/employee

| Year | The State-owned sector | The non-state sector | The foreign-invested sector |
|------|------------------------|----------------------|-----------------------------|
| 2000 | 119 | 16 | 419 |
| 2002 | 126 | 17 | 302 |
| 2004 | 132 | 19 | 228 |
| 2006 | 148 | 21 | 202 |
| 2008 | 134 | 22 | 324 |
| 2010 | 132 | 22 | 189 |
| 2012 | 131 | 24 | 223 |
| 2014 | 140 | 26 | 216 |
| 2015 | 155 | 28 | 222 |

Source: General Statistics Office (2016), Labor productivity Report 2016

In 2015, the labor productivity of the foreign-invested sector reaches 22.3 million VND / labor, 1.4 times higher than the state-owned sector and 8 times more than the non-state sector. In the economy, the foreign invested sector is considered dynamic and plays an important role in the economic development of Vietnam. In 2016, this sector contributed 20% of GDP, accounting for 22-25% of total social investment, accounting for 55% of industrial output value, 70% of export turnover, 18% of total budget revenue with 3, 7 million workers are working in this area. However, the labor force of the foreign invested sector has tended to decrease rapidly and slow down after 2008. This is explained by the fact that foreign investment in Vietnam has so far tended to focus on large-scale labor-intensive activities, the value-added of this sector increases much more slowly than the labor force (the number of employees is 1.0% (2000), 3.5% (2010), 4.4% (2016)).

The rate of labor productivity growth of economic sectors in terms of the ownership in the period 2001-2015 is illustrated in the table below:

Table 5: The rate of labor productivity growth of economic sectors in terms of the ownership

Unit: %

| Year | The state-owned sector | The non-state sector | The foreign-invested sector | The Economy |
|------|------------------------|----------------------|-----------------------------|-------------|
| 2001 | 4,6 | 4,2 | -11,0 | 4,5 |
| 2002 | 1,7 | 3,8 | -20,0 | 3,2 |
| 2003 | -0,3 | 4,3 | -16,0 | 4,3 |
| 2004 | 5,2 | 4,1 | -9,8 | 4,6 |
| 2005 | 3,6 | 8,2 | -8,4 | 4,7 |
| 2006 | 7,9 | 2,7 | -3,4 | 4,3 |
| 2007 | 4,8 | 4,0 | -2,5 | 4,7 |
| 2008 | -14,0 | 2,3 | 64,7 | 1,9 |
| 2009 | -35,0 | 15,3 | -33,0 | 4,4 |

| | | | | |
|------|------|-------|-------|-----|
| 2010 | 51,3 | -16,0 | -13,0 | 2,5 |
| 2011 | -9,2 | 6,0 | 76,5 | 4,4 |
| 2012 | 9,6 | 4,5 | -33,0 | 3,1 |
| 2013 | 6,5 | 2,9 | 3,8 | 3,8 |
| 2014 | 0,4 | 5,7 | -6,6 | 4,9 |
| 2015 | 10,7 | 5,8 | 3,0 | 6,5 |

Source: General Statistics Office

Despite the highest labor productivity, the foreign invested sector had negative labor productivity growth for most years. Labor productivity of the non-state sector increased at an average rate of 3.8% per year, higher than the level of 3.2% of the state sector in the period 2001-2015

In terms of the state-owned sector, by accelerating the privatization of state-owned enterprises and reducing staffing in administrative agencies, the workforce in this sector decreased (in 2000 the number of employees in the state-owned sector accounting for 11.7%, 10.4% in 2010 and 9.8% in 2016), which makes the average labor productivity increase 3.2%.

The non-state sector has more than 86.1 % (2010) and 85.8% (2016) in the number of employees in the economy, this means that the majority of employment is generated by this sector, but mainly low labor productivity, moreover, the slow integration of the sector into the global value chain has led to relatively low local added value.

4. OPPORTUNITIES AND CHALLENGES IN ENHANCING LABOR PRODUCTIVITY IN VIETNAM

4.1. Opportunities

Firstly, the scale of Vietnam's economy has many advantages in the context of international integration. Of which the size of the population (91 million in 2015) is about one or three times that of Thailand (67 million) and nearly one or eight times South Korea (51 million). Besides, Vietnam's area territory is more than a half of Thailand and 3 times more than Korea.

In addition, per capita income, despite reaching the threshold of medium-income economies, Vietnam has significant gap in comparison with other countries. The current level of income reflects the level of development in Vietnam while the size of population and labor shows potential growth for Vietnam's domestic market.

Secondly, Vietnam has the opportunities and advantages to enter into many bilateral and multilateral trade and investment (FTP) agreements, with more and more levels of market liberalization when Vietnam starts to implement industrialization policy, for example, the Comprehensive Partnership and Trans-Pacific Partnership (CPTPP), the Vietnam-EU Free Trade Agreement (EVFTA) and the Vietnam-Korea Free Trade Agreement. The economic agreements signed by Vietnam play an important role in breaking down tariff barriers to bring domestic goods to countries in the region. For the market of 634 million people, demand for food in the ASEAN region is enormous, creating opportunities for export of agricultural products to developed economies such as Singapore, the Philippines, Malaysia, Thailand and Indonesia.

Thirdly, the liberalization facilitates the improvement of the investment environment, the integration of the national economy to overcome the shortage of capital, to compensate for the shortage of investment demand and saving ability. In addition to attracting foreign investment, investors can access and enjoy tariff incentives from the markets which have signed agreements such as ASEAN, China, Korea and India. Besides, the implementation of the commitments in the new Free Trade Agreement will make the investment

environment of Vietnam more open, transparent, and more favourable from which to attract more investment capital more. Vietnamese enterprises also have the opportunities to access to the wider market, participate more deeply in the global value chain, and promote domestic enterprises to improve their competitiveness. Opportunities from tax reduction help increase the quantity of Vietnamese goods exported to ASEAN.

Lastly, from the advantages of the latter, Vietnam has the opportunity to learn advanced business management models, modern technologies and tools for integrating advanced information technology products and methods to increases productivity. Trade liberalization allows more diversified and convenient introduction and transfer of technology, facilitating improved labor productivity. Enhancing the ability to grasp and apply effective experience and rules of business in accordance with international standards will bring Vietnam's economy to the development of international level, as a motivation to improve labor productivity.

4.2. Challenges

Firstly, although big potential, it is not easy to export to ASEAN because Vietnamese products must compete with other products of other countries such as Thailand, Singapore, Malaysia... On the other hand, main exported products of Vietnam do not have brand in the international market; and raw exported has low the value added. The low competitiveness of Vietnamese enterprises on the international market requires enterprises to take the advantages of capital, technology, capacity to organize production, marketing and dominate the market, in order to enhance labor productivity of the enterprises which bring the growth of Vietnamese economy.

Secondly, Vietnam still has a lack of skilled labor and high technology workers. A large part of the labor force is still weak in terms of labor and industry techniques, time and behavior, and has not met the requirements of foreign languages in comparison with ASEAN countries. In addition to the attractiveness of the ASEAN working environment, a highly skilled workforce in Vietnam will easily move to countries with good treatment regimes that lead to brain drain and a shortage of high quality human resources. Vietnam is on the verge of falling back on power, losing its low labor cost advantage. Therefore, in the coming time, it is necessary to focus on the use of effective incentive funding for labor productivity improvement, especially when the capital is decreasing, as Vietnam becomes a medium income country. Industrialization is not progressing and labor will shift to low value services. If labor moves from low productivity to low productivity, then this shift does not change.

Thirdly, the domestic market is dominated by foreign firms. Foreign companies who have the advantage of capital, management experience, management imposed on the market, can make the Vietnamese enterprises under the pressure of competition. If the link between supply and demand with local firms is not established or the brand is promoted, or the high quality of products with high localization rate can not be improved and in long term, it is hard to enhance labor productivity. In terms of SOEs, there are monopoly advantages in accessing both business and market resources (in many areas such as transportation infrastructure construction, telecommunications services, insurance, etc.) due to the government's protection of the labor force to improve the efficiency of using resources available. The urgent need to do is to shorten the gap between foreign and domestic enterprises. By this way, Vietnamese enterprises avoid this situation and successfully solve the problem to connect to the global production chain.

Fourthly, the resources of the state and workers are limited. In order to develop the economy in a coordinated manner, to use advanced scientific and technical advances, but laborers without qualifications, sense of responsibility for work, weak technical and commercial infrastructures, slowly forming transaction

floors, information systems and analysis of labor productivity is not professional, passive. This slows down the flow of capital and increasing productivity

Fifthly, the technology gap, the connection in the business between domestic and foreign investors are still fuzzy, the spillover effects on technology and labor productivity from foreign partners to domestic enterprises is still limited. Most of the science and technology enterprises have infrastructure, production, business, investment scattered, but the commercializing of the enterprises have many barriers from the policy mechanism. The science and technological products are always innovated while there are no regulations on standards and quality of this new product, and the state management agencies are confused in licensing.

Lastly, most enterprises only exploit cheap labor force, available resources, large consumption market for processing, assembling, consuming domestic products and exporting. This can cause a depletion of resources, which the value on a product is low, leading to low labor productivity.

5. SOME RECOMMENDATIONS IN ENHANCING LABOR PRODUCTIVITY IN VIETNAM

In order to achieve an average GDP growth rate of 6.85% per year by 2020, productivity growth should be accelerated, with average productivity growth of about 6% against 4.6 % for the period 2011-2015 and 5.5% for the period 2014-2016. Thus, labor productivity growth has to increase by 26% over 2011-2017 and about 10% over the period 2014-2016. This is a challenging target for Vietnam today. Therefore, in order to increase productivity and create leverage for sustainable economic development in the coming time, attention should be paid to the following issues:

Firstly, appropriate resources should be allocated, with a focus on land and capital resources. In order to improve labor productivity, the Government prioritizes the allocation of investment budgets for education and training to improve the qualification and skills of workers. In fact, one of the most important factors leading to low labor productivity in Vietnam is the quality of education and training and the lack of human resources, high quality training, not emphasis on retraining and advanced training.

Vietnam is on the verge of falling back on human resource, losing its low labor cost advantage. Therefore, in the coming time, it is necessary to focus on the use of effective incentive funds for labor productivity improvement, especially when the capital source is decreasing as Vietnam becomes a medium income country.

Secondly, increase the productivity of the TFPs, reform legal institutions, improve governance capacity, improve business environment, and reduce transaction costs for the economy. Increasing TFP will contribute effectively to economic growth.

In 2017, TFP's contribution to GDP growth was estimated at 44.13%, higher than 2016 (40.68%) and much higher than the 2011-2015 average (33.58%). Therefore, in the coming time, attention should be paid to improving the TFP factor.

In addition, the quality of Vietnam's policy needs to be improved so that the Government can effectively support the private sector; continuing strong development of the private sector has become an important driving force of the economy by accelerating the application of advanced science and technology...

Thirdly, encourage the business community, especially small and medium enterprises to innovate and support the shift from low value-added activities to high-value-added activities by enhancing human capital and increasing spending on research and development. Encouraging businesses to invest in science and technology is an important factor to improve productivity and product quality.

At the same time, set up a technical advisory committee composed of industry experts, managers

and business representatives of Vietnam to identify Vietnamese enterprises in comparison with those in the frontline of technology and Institutional support measures. The committee regularly evaluates policy objectives against the goal of catching up and leapfrogging technology in existing markets and through innovative linkages.

Lastly, take the initiative in international integration, effectively exploiting opportunities from FTAs, especially new generation FTAs such as the Comprehensive Partnership and Transnational Partnership Agreement (CPTPP), the Vietnam-EU Free Trade Agreement (EVFTA) and the Comprehensive Economic Partnership Agreement (RCEP).

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TRANSPARENTIZATION OF INFORMATION ON REAL ESTATE MARKETS WITH SUSTAINABLE DEVELOPMENT

Vuong Minh Phuong*

ABSTRACT: According to the Asia-Pacific Real Estate Transparency Report 2018 of Jones Corridor Lasalle (JLL) with survey of 100 real estate markets (real estate) worldwide (divided into 5 groups: Super transparency, transparency, semi-transparency, poor transparency and non-transparency), at the present, Vietnam ranks 61 in terms of real estate transparency - the highest ranking in the group of “poor transparency” and is at the transitional threshold to the group of “semi-transparency”. Vietnam has the higher rank than Sri Lanka, Myanmar... in the group.

Keywords: real estate markets with sustainable development; transparentization of real estate markets ...

1. INTRODUCE

Transparentization is one of the prerequisites for the sustainable development of the real estate market. It can be understood that transparent real estate is an open market that is clearly organized and operates in a certain legal framework, enforcement of laws and regulations and appreciation of private ownership is consistent in performance.

Table 1. Transparent Asia Pacific real estate 2018

| Tính minh bạch | Xếp hạng toàn cầu | Thị trường | Chỉ số |
|----------------|-------------------|-------------|--------|
| Siêu minh bạch | 2 | Úc | 1.32 |
| | 7 | New Zealand | 1.59 |
| Minh bạch | 12 | Singapore | 1.97 |
| | 13 | Hong Kong | 1.97 |
| | 14 | Nhật Bản | 1.98 |
| | 26 | Đài Loan | 2.32 |
| | 30 | Malaysia | 2.57 |
| Bán minh bạch | 31 | Hàn Quốc | 2.60 |
| | 33 | Trung Quốc | 2.67 |
| | 34 | Thái lan | 2.69 |
| | 35 | Ấn Độ | 2.71 |
| | 42 | Indonesia | 2.87 |
| | 48 | Philippines | 3.11 |
| Kém minh bạch | 60 | Macau | 3.49 |
| | 61 | Việt Nam | 3.52 |
| | 66 | Sri Lanka | 3.70 |
| | 73 | Myanmar | 3.96 |

Nguồn: Quản Lý Đầu tư của JLL, LaSalle

Singapore, Hong Kong và Nhật Bản dẫn tiên lên xếp hạng các nước 'Siêu minh bạch'

Hàn Quốc xếp hạng 'Minh bạch' nhờ các cải thiện về thông tin thị trường

Trung Quốc hướng tới xếp hạng 'Minh bạch'

Thái Lan và Ấn Độ có những bước cải thiện nhiều nhất

Việt Nam xếp hạng cao nhất trong nhóm 'Kém minh bạch' và đang ở ngưỡng quá độ lên 'Bán minh bạch'

Myanmar nằm trong Top các nước có sự cải thiện lớn nhất từ xếp hạng 'Không minh bạch'

Source: Investment manager Jll, LaSalle

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In comparison with other markets in the world and in the region, Vietnamese real estate market has made remarkable progress in the ranking of recent years, but in general, it has not been comparable to many other markets in the region of provided information openness, many foreign investors are still facing many obstacles in accessing information on real estate in Vietnam.

2. SOME MAIN CAUSES

- The difficulty in finding the right supply of property can satisfy the needs of large investors.
- Real estate prices in the market didn't really reflect the supply and demand relationship.
- The distance between the price offered by the seller and the desired price of the buyer makes the negotiation process last longer. This is due to differences in market view, investment growth prospects and profit potential.
- The information system is inaccessible, incomplete and ambiguous and lacks of publicity on planning or change of State policies, which is one of the important reasons for this market to become poorly transparent.

3. PROPOSED SOLUTIONS

In order to develop a transparent and sustainable real estate market, it is necessary to focus on the following issues:

Firstly, the State needs to develop legal, supervisory and regulatory frameworks that support healthy development of the market. In the coming time, it is necessary to improve and promulgate legal documents related to real estate markets. Policies, laws and regulations on real estate markets must ensure consistent, adequate and stable principles. Besides the new promulgation, it is necessary to revise the promulgated documents. If any one overlaps and does not conform to the practical situation, it shall be removed or amended immediately.

Secondly, transparentize information on real estate planning; create conditions for the market supply and demand to operate effectively. In fact, it is important to have a good, open, transparent and accessible information system for smooth operation of the real estate market. The information provided to subjects in the real estate market must be accurate, timely and complete.

Thirdly, in the long term, there should be a continuous update of data for buyers in all areas of planning, capital, transfers, taxes, legal status of houses and lands. Therefore, it is necessary to establish a center (with the participation or supervision of the State) in collecting, processing, analyzing, synthesizing and developing a information system related to the real estate market (including prices, economic & technical features, legal status, ... of real estate as well as planning, projects on real estate, technical infrastructure, urban areas ...). This center will respond promptly when anyone needs information on the market. However, customers who need to gather the information must pay fees and conversely, the information center is responsible for the information reliability.

For the real estate market of countries with transparency development, there is a digitized information system. All data relating to each particular land lot will be digitized including maps and drawings. Other ministries and agencies will have a password to access the system and update the changes related to the work they are in charge of. The system will save parameters and updated information such as updated contents, time, updating person, ... and be responsible for updated issues.

Fourthly, the issuance of land use right certificates has been legalized and is being implemented nationwide so that this can be done in the shortest possible time. Simplification of procedures to accelerate the issuance of certificates of land use rights and ownership of works on land would make the real estate qualify for official market transactions and prevent real estate owners from participating in underground transactions that are losing revenue to the State.

Fifthly, complete development and publicity of real estate assessment indicators throughout the country; propagate the State's guidelines, policies and laws on land through the mass media to people.

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AN APPLICATION OF ORGANIC AGRICULTURE SYSTEM AS A STRATEGY OF WOMEN FARMER GROUP TO OVERCOME THE CLIMATE CHANGE

(Case Study: Ketapang Village, Subdistrict of Susukan, Semarang Regency, Indonesia)

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ABSTRACT: *Ketapang village lies in 613 m above sea level, it has high rain intensity about 3.572 mm per year, and that daily temperature average is 27° – 29° C. The problem found that climate change affected the agriculture sector. The impact of the climate change claimed by women farmers more than the farmers. The objectives of this research aimed to formulate Women Farmer Group (WFG) strategy in overcoming the impact of climate change. The methods used is mixed methods. Atlas TI is to analyse the qualitative data and logit model was applied for quantitative one. This research conducted in Ketapang village as one of administrative area in Susukan subdistrict, Semarang regency. Agriculture sector in Ketapang village is managed by the society. Women farmer is managed by Women Farmer Group (WFG) with the name of An Nisak I, An Nisak II and Bunga. The results showed that the factors influenced in organic agricultural system carried out by women farmer group amongs other are inputs of production individual characteristics of the farmers, and cultures. Finally, women roles is significant in overcome the impact of climate change in managing society and environment.*

Key Word: *woman, farmer, climate change, Indonesia*

INTRODUCTION

The agricultural sector in Indonesia has an essential role in the national economy. Based on the Strategic Plan (Renstra) of the Ministry of Agriculture in 2015-2019, during the period 2010-2014 the average contribution of the agricultural sector to GDP remains to grow, and in the same period, the agricultural sector absorbs the largest labor force despite a declining trend. Developing countries are more vulnerable to the impacts of climate change than developed countries because of the dominance of agriculture in the form of rainfed, the scarcity of capital for adaptation measures, and vulnerable to extreme events (Mertz, et al., 2009).

The agricultural sector is particularly vulnerable to climate change due to its high dependence on climate and weather (Ruminta, 2016). Climate change affected the temperature and patterns of fluctuations in monthly rainfall and increased frequency and intensity of extreme events such as La Nina and El Nino. In the agricultural sector, climate change has a notable impact on rice cultivation, because rice cultivation has a strong dependence on climatic elements, especially rainfall and temperature.

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Table 1 The Height of Place, Rainfall, and Number of Rainy Day by District in Semarang Regency in 2016

| | Subdistrict | Height of Place (Meter) | Rainfall (Mm) | Rainy Day (Days) |
|----|----------------|-------------------------|---------------|------------------|
| 1 | Getasan | 1 450 | 4 067 | 243 |
| 2 | Tengaran | 729 | 2 924 | 164 |
| 3 | Susukan | 205 | 3 572 | 122 |
| 4 | Kaliwungu | 353 | 3 572 | 122 |
| 5 | Suruh | 175 | 2 741 | 106 |
| 6 | Pabelan | 192 | 2 158 | 135 |
| 7 | Tuntang | 405 | 3 082 | 125 |
| 8 | Banyubiru | 478 | 1 964 | 125 |
| 9 | Jambu | 572 | 2 801 | 127 |
| 10 | Sumowono | 900 | 3 279 | 156 |
| 11 | Ambarawa | 514 | 2 346 | 127 |
| 12 | Bandungan | 915 | 2 142 | 95 |
| 13 | Bawen | 650 | 2 142 | 95 |
| 14 | Bringin | 357 | 1 387 | 71 |
| 15 | Bancak | 325 | 2 586 | 102 |
| 16 | Pringapus | 400 | 3 486 | 132 |
| 17 | Bergas | 400 | 4 599 | 228 |
| 18 | Ungaraan Barat | 318 | 3 454 | 181 |
| 19 | Ungaran Timur | 318 | 3 454 | 181 |

Sources: Statistics Indonesia, Central Java, 2016

Climate change is a multifaceted problem not only related to nature but also other aspects such as land management, cultural behavior including the gender aspect (Dankelman 2002 in Dey, 2018). The results of the preceding study (McCright, 2010 in Sadegh, 2015), showed that theoretically and empirically, gender impacts climate change.

Climate change can be affected by human behavior. Given different roles and responsibilities between men and women, varies according to cultural features in society. Climate change has gender-specific characteristics of women affected differently and more severely by climate change and natural disasters due to the role of social discrimination, poverty, and household injustice (Parikh, 2007 in Salehi, 2015). Women's household strategies play an essential role in tackling climate change. Some Oxfam studies said that women's social institutions and social outcomes could minimize the impacts of climate change and address poverty (Latifa, 2013). Efforts such as supporting women's access to finance, building a gender focus base to increase women's participation with training efforts, utilize legal reforms to ensure that gender-discriminatory legislation was revised as well as new regulations that do not cripple women (Shaw, 2012).

Three categories of gender roles according to Fakih (1996) in Rochmayanto, (2013), namely: (1) Productive roles, namely Roles undertaken by men and women to obtain cash payments, including market production with an exchange rate and production of household / subsistence with use value; (2) The reproductive role of functions relating to the responsibility of parenting and domestic duties to ensure the maintenance and reproduction of labor in relation to the sustainability of personnel; (3) The role of community and political management comprising two categories: (a) The role of community management (social activities), encompassing all activities within the community as an extension of reproductive, voluntary and non-wage roles; (b) The role of political management, ie, the role in organizing communities at the politi-

cal formal level, usually paid (directly or indirectly), and increasing power or status. The role of women in influencing household welfare: (1) Role as housewife and breadwinner, (2) role in position as a decision maker, (3) role of position as a citizen of the society that is supporting social organization or organization, economy, culture, and politics in the village.

Increasing the role of women in households by strengthening women's institutions/institutions is a necessary means to increase women's participation in gender justice programs. Women are vulnerable to the effects of climate change because of their lack of representation in the formal sector of the economy. Improving women's access to the formal sector is necessary if women are fully involved in a process. Human resource development and institutional strengthening are crucial to climate change mitigation strategies. Civil society especially women which is vulnerable to climate change need to be encouraged and facilitated; hence they could participate.

The role strategy of Kelompok Wanita Tani (KWT) in implementing the organic farming system is an environmentally friendly strategy to address climate change. It aims to develop resilience agriculture against current and future climate variability. The implementation of organic farming by KWT is expected to be able to overcome the impact of climate change that is to overcome the decrease in production.

METHODS

The method employed in this research is a mixed method. Mixed method is a research method that illustrates the procedure in response to a need by mixing quantitative and qualitative data in research (Creswell and Clark, 2007). The objective of the study was to analyze the shape of the KWT (Kelompok Wanita Tani) strategy in overcoming the impact of climate change; furthermore to analyze the factors influencing the KWT strategy in overcoming the impact of change.

The sampling technique applied was multistage sampling, which can be defined as sampling technique by utilizing various sampling method altogether, as efficient as possible. First, a cluster sampling was processed. Later was taken by applying purposive sampling method. Purposive sampling is a deliberate method of sampling based on specific characteristics, traits, and characteristics of samples that are considered to represent the characteristics of the population. The purposive sample yielded a more representative sample. Finally, the sampling was conducted on the farmer's wife in Ketapang village.

Data analysis based on questionnaire and interview data were grouped into two parts: qualitative analysis using ATLAS.ti and quantitative analysis using logistic regression. Methods of data collection were through interviews, observation, and documentation. Qualitative data analysis in this research begins by carrying an in-depth interview on Key Person and Key Informant, then processed using ATLAS.ti. The quantitative analysis used in this research is descriptive statistics and logistic regression. The logit model is a non-linear regression model that generates an equation in which the dependent variable is categorical. The most basic category of the model produces binary values of numbers 0 and 1. The resulting number represents a particular category of probability calculations for the occurrence of that category. The analysis model used in this research are:

$$\ln Y = \delta + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \beta_6 X_6 + \beta_7 X_7 + \beta_8 X_8 + e_i$$

$$\Pr(Y=1|X_i) = \beta_0 + \beta_i X + e_i$$

where :

$\Pr(Y=1)$ = farmer's probability

(1) Overcoming the impact of climate changes: Overcome the decline in harvest

(2) Implementing Farmer Women Group (KWT) strategy: (a) Application of organic farming; (b) Diversification of organic agricultural products,

X is a vector representing individual characteristics of respondents: (a) age, (b) education, (c) organic farming experience, and agricultural input: (d) number of family dependents, (e) organic fertilizer, (f) organic pesticides, (g) land area, (h) source of irrigation. and is estimated parameter; is residual in the model.

FINDINGS

General Description of Ketapang Village

Ketapang Village is one of the areas within the administrative sub district of Susukan, Semarang Regency, Central Java province. Ketapang Village is a highland area located at an altitude of 613 m above the sea level, which has a daily average temperature of about 27 ° -29 ° C, with an average rainfall of 3,572 mm per year. Development of organic farming in Ketapang village through quality improvement community economy through the sustainability of agriculture. The women farmers roles saw from the existence of Kelompok Wanita Tani (KWT) as an institution that established by women farmers.

Some activities organized by Kelompok Tani Women include physical activities, agricultural processing activities, and post-harvest activities. Physical activities including rice intensification, and the procurement of fertilizer. Agricultural processing activities cover seedbed, planting, maintenance, fertilizing, and pest and crop prevention. Then post-harvest activities include the management of Multipurpose Business Cooperatives (KSU), savings and loan activities, and organic rice products diversification.

Logistic Regression

a. Factors that Affect the Strategies Group of Women Farmers (WKT)

Based on the B values on the calculation of logistic regression model of equation formed is as follows:

Prob. Overcoming Production Decrease = -5,552 + 0,012 age + -0,093 education + 0,099 organic farming experience + 0,539 total family dependent + 0,100 organic fertilizer + 1.098 organic pesticide + 0,000 land area + 3,256 irrigation source

The equation shows the relationship between age, education, the experience of organic farming, the number of family dependents, organic fertilizers, organic pesticides, land area, and water sources against the probability to overcome the decline in output.

Table 2. The Analysis Result with Logistic Regression

| | Variable | Coefficient | Z-Statistic | Prob. |
|---|----------------------------------|-------------|-------------|----------|
| 1 | Age | 0.012374 | 0.416147 | 0.6773 |
| 2 | Education | -0.92719 | -0.793875 | 0.4273 |
| 3 | Organic farming experience | 0.099447 | 2.163216 | 0.0305 * |
| 4 | The number of dependent families | 0.538834 | 2.073052 | 0.0382 * |
| 5 | Organic fertilizer | 0.099516 | 0.217025 | 0.8282 |
| 6 | Pesticides organic | 1.097759 | 2.745442 | 0.006 |

| | | | | |
|----------------------|-------------------|-----------|---------------------|-----------|
| 7 | Land Area | -6.94E-05 | -0.804663 | 0.421 |
| 8 | Irrigation Source | 3.256149 | 3.345877 | 0.0008 ** |
| 9 | C. | -5.551969 | -2.228706 | 0.0258 |
| McFadden's R-squared | | 0.321625 | LR statistic | 42.50681 |
| | | | Prob (LR statistic) | 0.000001 |

On table 2 shows indicating four independent variables that had a significant influence and four independent variables have the impact is not substantial. Significant variables include organic farming experience, number of family dependents, natural pesticides, and irrigation sources. Can be interpreted the more extended knowledge of organic farmer farming then the probability of coping with the decline in production will be greater. The more the number of dependents of the farmer's family, the higher probability of overcoming the decrease in production. The use of organic pesticides by farmers suggests the probability of defeating the drop in production will be even more significant results. Sources of irrigation farmers in the form of technical irrigation show the probability of overcoming the decline in production will be higher.

b. Probability of Farmers Group Strategies (KWT) Dealing with Climate Change Impacts

Based on the calculation of the value of the Odds Ratio as follows:

Table 3. The calculation of the value of Odds Ratio Variables that affect the probability of overcoming the production decrease

| Variable | Z-Statistic | Odds Ratio | |
|----------------------------------|-------------|----------------|-------|
| Organic farming experience | 2.163216 | $e^{2.163216}$ | 8.69 |
| The number of dependent families | 2.073052 | $e^{2.073052}$ | 7.94 |
| Organic Pesticides | 2.745442 | $e^{2.745442}$ | 15.57 |
| Irrigation Source | 3.345877 | $e^{3.345877}$ | 28.38 |

*: Significant at level 10%; **: Significant on the level 5%; significant on the level 1%

Based on table 3 shows that organic farming has experience of variable odds ratio amounted to 8.69% can be indicated that when farmers have the knowledge of organic agriculture increased by 1 percent, then the probability of overcoming the decline in results production increased by 8.69% percent. The longer farmers in natural farming experience which related to the implementation of the organic farming system that is getting good, so the more extensive applicate organic farming then it will fertilize the land and increasingly enhance long-term production results. Then the variable number of dependents of the family has an odds ratio of 7.94% can be interpreted when farmers have the name of dependents of the family increased by one percent then the probability of coping with the decline in production grew by 7.94% percent. The increasing number of family dependents indicates that the burden on households increases and this causes the farmers to work harder to overcome the decline in production. Variable of organic pesticide that has odds ratio about 15, 57% percent Showing when farmers increasingly apply organic pesticides than the probability of defeating the decrease of output increased by 15.57 percent. The use of organic pesticides shows the application of the ecological farming system is progressing well. The purpose of organic pesticides has an effect on the natural pest control as its needed, compared to the use of chemical pesticides will cause plant pests more resistant, in addition to organic pesticides also function to increase the nutrients in plants to overcome the decline in production. The irrigation source variables have an odds ratio of 28.38 percent. Indicating that when farmers use irrigation through industrial sources than the probability of overcoming

the decline in production of 28.38 percent. Source of irrigation through technical irrigation cause watering on agriculture more secure than non-technical irrigation sources that depend on rain and natural conditions. So the source of irrigation through mechanical flooding overcome the decrease of production.

Qualitative data analysis Through ATLAS.ti

The ATLAS.ti app is a qualitative application of large textual, graphics, audio, and video data. This application is useful for accomplishing tasks related to a systematic approach to data. Interviews were held with stakeholders regarding the implementation of organic farming systems by Kelompok Wanita Tani (KWT) concerning strategies to address the impacts of climate change felt by farmers. Interview participants were comprising ABCG (*_ Academics, Business Sector, Communities and Government*).

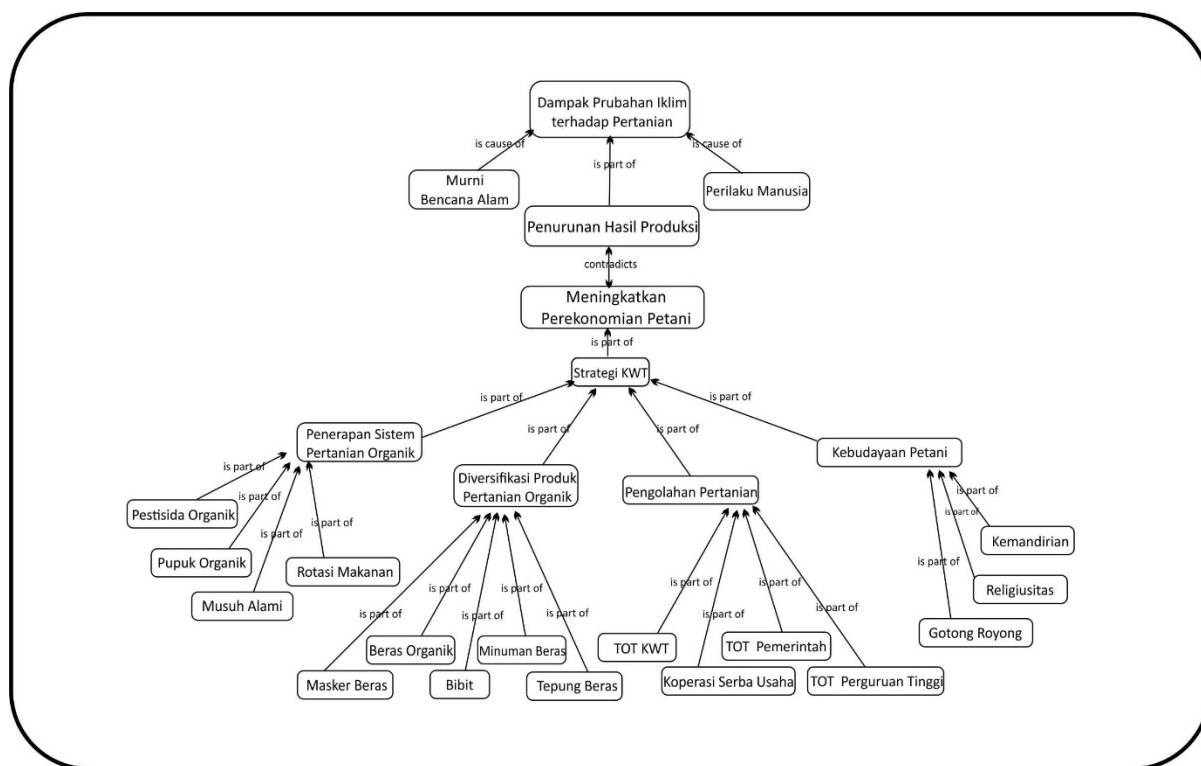


Figure 1. The strategy of Kelompok Wanita Tani (KWT)

Based on the results of interviews with ABCG (*Academics, Business Sector, Communities and Government*) obtained the appropriate strategy for Kelompok Wanita Tani (KWT) according to Figure 1.

Kelompok Wanita Tani (KWT) has a well-structured organic farming strategy to cope with the decline in yields resulting from climate change in the agricultural sector. The procedure is analyzed through encoding of interview results. Table 4 is a conclusion of the coding patterns of each variable.

Table 4. The results of the Recapitulation of Coding ABCG (Academics, Business Sector, Communities, and Government)

| Variable | Opinion | Total of Code |
|--------------------------------------|------------------------|---------------|
| Causes of climate change | Human behavior | 4 |
| | Pure natural disaster | 1 |
| Climate change affecting agriculture | Decrease in production | 5 |

| | | |
|------------------------------------|---|----|
| Overcome the decline in production | Increase the agricultural economy | 6 |
| Women's group strategy agriculture | Application of organic farming system | 22 |
| | - Organic fertilizer | 9 |
| | - Organic Pesticides | 7 |
| | -Crop rotation | 4 |
| | -Pure Enemy | 2 |
| | Diversification of organic agricultural products: | 12 |
| | - Organic rice | 5 |
| | - Rice Flour | 2 |
| | - Red rice Juice | 2 |
| | - Rice mask | 3 |
| | Agricultural Processing: | 23 |
| | - KWT _ Institutional | 18 |
| | · Training of Trainer (TOT) KWT | 10 |
| | · TOT of government | 3 |
| | · TOT of university | 2 |
| · Government Assistance | 3 | |
| - Multipurpose Cooperative | 5 | |
| Culture | 17 | |
| - Religiosity | 4 | |
| - Independence | 5 | |
| - Cooperation | 8 | |

Discussion and Conclusion

Climate change is a compelling case which is used to gender dynamics. at the developing country, a weak and susceptible person such as woman, because of the social norm has a minimum role to deal with the climate change however in this research will show the critical part of a woman to deal with the climate change at the agriculture sector through strategy of Kelompok Wanita Tani (KWT) organization

On the agricultural sector impacts of climate change are described as a decrease in the yield of production. Kelompok Wanita Tani (KWT) has factors that are affecting the probability to handle the reduction of the production result experience variable of organic agriculture, the number of dependents, organic pesticides, and irrigation sources has a significant influence on the 5 percent confidence level. Those variables have potential factors to overcome the decreasing of production results, indeed according to the interview analysis of ABCG (*Academics, Business Sector, Communities and Government*) to overcome the climate change which is depicted from the decreasing of production results. There is a role of women farmers by Kelompok Wanita Tani (KWT) which has a strategy in the form of application of the organic farming system, diversification of organic product, agricultural processing, and cultural development.

Solution

Rice farmer Development organic should be done for example organic production inputs increased good seeds, fertilizer, and pesticides for organic agricultural output which increases given the increasing

amount of demand for organic products in the market. Then importance of TOT (Training of Trainers) either from internal KWT, Government, colleges, or institutions for creating innovations of agricultural products. The importance of innovation and diversification by KWT purpose to increase the economy through increased farmer selling value so that it copes with the decline in the results of the production effects of climate change.

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THE ANALYSIS OF INVESTMENT BEHAVIOR OF INVESTORS IN THE NORTHERN BORDER PROVINCES OF VIETNAM

Tran Van Quyet*, Nguyen Viet Dung**, Nguyen Bich Hong***

ABSTRACT: *The paper applied the data from an in-depth interview with 165 enterprises in Quang Ninh, Lao Cai and Cao Bang provinces to analyze and evaluate the behavior of investors when deciding to invest in the Northern border provinces of Vietnam. This article evaluated and analyzed the behavior of investors when deciding to invest in four aspects: how to find information on investment location; analysis of investment location; decision process to select the investment location and process of investment deployment. The results show that the factors such as: investment policies, access to production factors and infrastructure, the availability of natural resources, the availability of intermediary services, local trade agreements, administrative procedures, local laws and regulations have a great influence on the investment behavior of investors. Based on the above results, the paper proposes some solutions to the Northern border provinces of Vietnam to attract strongly investment.*

Keywords: *Behaviour of investor; Investment decision; Northern border provinces of Vietnam*

1. INTRODUCTION

Following the success of marketing application theory in business in general and in the political and social issues in particular, Philip Kotler (2013) [4] proposed “Place Marketing” to develop the general theory of regional and territory marketing for all continents and territories in the world with the orientation to three target groups: Investors, Residents and Workers, Travelers. Accordingly, local and territory may also do marketing to attract these target customers. Specially, in the book “Asia Marketing” (2005), Philip Kotler analyzed the unique characteristics of Asia, where most countries are either developing or underdeveloped, and showed how Asian countries can develop by doing marketing activities targeted to attracting groups of customers (investors, residents and workers).

In Asia, over the past year, Vietnamese government have been taken concrete steps to ensure the security of the border regions, improve the business environment, reduce disparities in the development of district centres and communities, and address existing social problems. In the trend of regional development, the issues of attracting investment to the Northern border provinces such as: Dien Bien, Lai Chau, Lao Cai, Ha Giang, Cao Bang, Lang Son, and Quang Ninh has played a very important role in the development of the economy of the provinces, the area of border in particular and the country in general. To develop and adjust attract investment as well as improve the investment environment timely, it is very essential for those Northern

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border provinces to capture the behaviour of investors, including search for investment location information, how to choose the investment location, investment decision making process, and the decision to deploy the official investment. Based on Place marketing theory, the paper focused on analysing investors' behaviour when choosing to invest in a locality. This is an important part of local marketing, helping to attract investors. The foundation and effectiveness of each local marketing decision, including local strategies and policies, depends entirely on local knowledge of the investor, especially the target investors.

2. INVESTMENT BEHAVIOR INVESTOR THEORY

2.1. Definition of investor's behaviour

The behavior of investors is defined as the whole of the actions of investors in relation to investing in a particular locality, including: finding, evaluating, deciding the implementation of investment and subsequent reactions [2].

The behaviour of investors is described in the figure below.

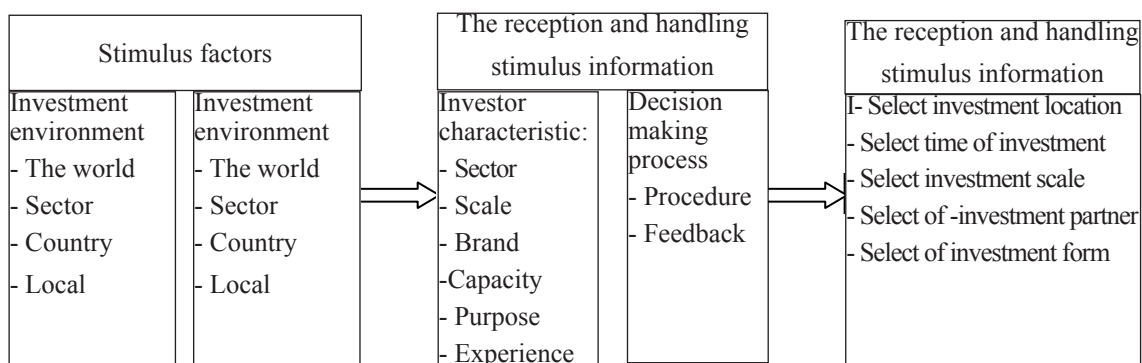


Figure 1: Behavior of Investor Model

(Source: The authors' analysis)

2.2. The investment decision making process of the investor

From the perspective of local marketing, the investment decision-making process of an investor includes their actions in chronological order to find the location for their investment.

This is a complex process. And there are many participants involved it, making a certain impact on the decision making of the investor. Studying the investment decision making process of investors will help local people get more accurate knowledge about them so that effective marketing decisions can be made.

Unlike the decision-making process in the conventional commodity market, the decision-making process of selecting an investment location has some basic features:

First, the decision-making process of choosing a location for investment is a long and complex process; therefore, the level of risk is high. Typically, this process takes place in an uncertain environment. This is largely explained by a lack of information for researching and decision making;

Second, the decision to choose an investment location involves a variety of decisions and is less formal. However, this process still has to comply with some basic finance and market requirements;

Thirdly, the decision-making process of selecting an investment location can be viewed as a dynamic, dynamic and continuous process that is influenced by different members of the organization;

Fourthly, this process is governed by many factors such as strategy, resources, goals and needs of the members;

Fifth, this is not a “trail” process and experience impact is not great. Each investment project is always considered on a new basis and according to frequent change criteria. Even for each project there will be a new management board.

The process of making investment decisions goes through the following steps:

Step 1: Recognize investment needs

Step 2: Establish investment project management board

Step 3: Identify and clarify the role of the consultants

Step 4: Identify and analyze the fundamentals that affect the investment project

Step 5: Set up a list of some of the most potential locations

Step 6: Field survey the locations and negotiation

Step 7: Final selection

According to marketing thinking, understanding is to adapt and to make influence. Therefore, only knowing the decision-making process of selecting investment locations, local leaders can develop and implement appropriate policies and activities to influence behavior. and the decision of the investor in each stage to achieve the highest efficiency in attracting investment development of their local.

3. DATA SOURCE, SAMPLE SIZE AND TECHNIQUE

The study used both secondary data and primary data. Secondary data was taken from the reports of the provincial People’s Committees, Provincial Statistics Offices, Provincial Department of Planning and Investment and annually PCI Provincial Competitiveness. Collected data were edited according to the contents of statistical reports on investment attraction of the central and local authorities in the northern border provinces.

Primary data was collected through field surveys and interviews with enterprises investing in Northern border provinces with selected representatives from Quang Ninh, Lao Cai and Cao Bang provinces. Sample size was calculated by:

$$n = \left[\frac{1}{N} + \frac{N-1}{N} \frac{1}{PQ} \left(\frac{k}{z_{1-\alpha/2}} \right)^2 \right]^{-1} \quad (1)$$

Where: N =population size; P =population proportion; Q = 1-P; k=acceptable sampling error. This study applied k=5%, Z=1.96.

Based on above formula, the number of enterprises collected to interview in each province was:

Table 1. *The number of selected enterprises*

| Province | No of enterprise in 2016 | Sample size | No of selected enterprises |
|------------|--------------------------|-------------|----------------------------|
| Quang Ninh | 5,761 | 59 | 65 |
| Lao Cai | 1,576 | 34 | 40 |
| Cao Bang | 659 | 55 | 60 |
| Total | 7,996 | 148 | 165 |

Source: *The authors’ calculation [6] [5] [1]*

4. ANALYSIS OF INVESTMENT BEHAVIOUR OF INVESTORS IN THE NORTHERN BORDER PROVINCES

4.1. Method to find information about the investment location

Interviewing 165 enterprises showed that the source of information that enterprises seek investment location is from the “colleague” with 86 answers. Source of information ranked second from “symposium, conference” with 78 answers. Internet sources (70 answers), “newspapers” (65 answers), “relatives” (48 answers), “friends” (35 answers), and “Television” (33 answers) ranked in turn third, forth, fifth, sixth và seventh. And the source information that respondents choosing at least was “leaflets” (18 answers).

Interestingly, these results pointed that the information from “colleague and “semina, conference” is very important reference source for enterprises to select the investment location. Most of interviewed enterprises participated in local business organization, which is a good chance to establish working network. Through calling for mutual investment among members of the organization, among colleagues and after evaluating the investment project, enterprises will make decisions on the location of the investment.

The survey results also show that when receiving invitations for investment from the province or from other enterprises, enterprises will make investment in provincial investment projects quickly if the project is feasible, although the procedures for bank loans may not be completed. Events such as symposium, conferences where enterprises get the official and important information about the location of the investment, the unit calling for investment, the local investment environment are a useful and meaningful source to help businesses reach their target investors.

4.2. Analysis of investment location

Analysis of enterprise’s the investment location is carried out through various stages and factors. According to Pham Cong Toan (2010) [7], investors’ motives are ranked from low to high as follows: (1) Searching for resources; (2) Search the market; (3) Search effectiveness and (4) Search for strategic assets. Considering the above four steps, we can see that the investment location analysis process performed in step 3 is “Search effectiveness”, which means that businesses must be aware of the favorable conditions, feasibility, and the benefits that investment projects, investment locations bring to the business. The analysis of the investment location can be based on a number of major factors: investment policy; access to production factors; the infrastructure. The assessment of factors of investment location is based on two scales:

- The first scale is “assessment of regulations” based on 5 levels: 1 - Very reasonable; 2-reasonable; 3-Normal; 4-Unreasonable; 5-Very unreasonable.

- The second scale “assessment the level of local support” also includes 5 levels: 1- Supports very much; 2- Support much; 3-Normal; 4-Less support; 5-Not supported.

The results obtained after the investigation are as follows:

- The investment policy includes the following elements: The specialized law provisions related to the enterprise’s operation; policy of tax; land policy; compensation policy for site clearance; credit policy; labor policy; environmental protection policy; technology-related policies....

First, with the criteria for assessment of regulations, investors rated it “normal” level (ranging from 2.99 to 3.51). However, there are a number of factors such as land policy (3.51), credit policy (3.46), compensation policy (3.20) and labor policy (3.20) are being evaluated by investors at “unreasonable” level. Only the factors related to technology (2.99) are judged “reasonable”by investors.

Second, with the criteria for assessment of the level of local support, investors evaluated at “normal” and support less. In Table 2, investors indicated that local support for credit policies was low (4.03); labor policies (3.70), land policy (3.45) and specialized law regulations related to the business sector (3.40) have not really received much support from local authorities.

Table 2. *Evaluating results on policies related to the operation of investing enterprises*

| Investment policy | Assessment of regulations | | Assessment the level of local support | |
|--|---------------------------|--------------------|---------------------------------------|--------------------|
| | Mean | Standard deviation | Mean | Standard deviation |
| 1. Specialized legal regulations related to the operation field of enterprises | 3.01 | 0.35 | 3.40 | 0.22 |
| 2. Tax policy | 3.00 | 0.45 | 3.20 | 0.35 |
| 3. Land policy | 3.51 | 0.23 | 3.45 | 0.23 |
| 4. Compensation policy for site clearance | 3.20 | 0.33 | 3.17 | 0.37 |
| 5. Credit policy | 3.46 | 0.58 | 4.03 | 0.15 |
| 6. Labor policy | 3.20 | 0.92 | 3.70 | 0.18 |
| 7. Environmental protection policy | 3.03 | 0.62 | 3.34 | 0.38 |
| 8. Technology-related policy | 2.99 | 0.28 | 3.12 | 0.48 |

Source: The authors' calculation

This is the first step (investment location analysis) so that investors make the decision to invest. Therefore, local governments need to be more open, flexible and more interested in their policies in order to create peace of mind for investors before making investment decisions.

- *Access to production factors* including: tourism resources; input materials; employment recruitment; access to capital; access to technology; finance and banking; providing information for business.

Table 3. *Evaluation of production factors assessment related to the operation of investment enterprises*

| Access to production factors | Assessment of regulations | | Assessment the level of local support | |
|---------------------------------------|---------------------------|--------------------|---------------------------------------|--------------------|
| | Mean | Standard deviation | Mean | Standard deviation |
| 1. Tourism resources | 4.12 | 0.25 | 3.99 | 0.33 |
| 2. Input material | 3.32 | 0.28 | 3.57 | 0.38 |
| 3. Employment recruitment | 3.22 | 0.36 | 3.43 | 0.57 |
| 4. Access to capital | 3.03 | 0.45 | 3.25 | 0.68 |
| 5. Access to technology | 2.92 | 0.55 | 3.23 | 0.38 |
| 6. Finance and banking | 3.89 | 0.29 | 3.68 | 0.29 |
| 7. Providing information for business | 3.97 | 0.71 | 4.00 | 0.27 |

Source: The authors' calculation

Table 3 shows that with the criteria of regulations, the general assessment of investors ranged from reasonable, normal to unreasonable. Factors that are reasonably assessed are access to technology (2.92). Factors that were rated at normal were input material (3.32), employment recruitment (3.22), access to capital (3.03), finance and banking (3.89) and providing information to businesses (3.97). And unreasonable rated factor was tourism resources (4.12).

Basically, local regulations on access to production factors still have many points that make investors feel unreasonable when making investment decisions. In addition to the regulatory assessment criteria, most investors assessed the level of local support at normal and unreasonable levels. In particular, factors related to the provision of information to businesses of localities are rated “not reasonable” by investors. This is a problem that localities need to overcome immediately if they want to attract more investors in their province.

- *Infrastructure* includes: electricity, water, transportation, post and telecommunication; infrastructure for business operations; finance, banking, providing information for businesses.

Table 4. Evaluation of infrastructure related to the operation of investment enterprises

| Infrastructure | Assessment of regulations | | Assessment the level of local support | |
|---|---------------------------|--------------------|---------------------------------------|--------------------|
| | Mean | Standard deviation | Mean | Standard deviation |
| 1. Electricity | 3.00 | 0.27 | 3.45 | 0.15 |
| 2. Water | 3.02 | 0.33 | 3.37 | 0.22 |
| 3. Transportation | 3.45 | 0.18 | 3.57 | 0.34 |
| 4. Post and telecommunication | 3.35 | 0.28 | 3.96 | 0.11 |
| 5. Infrastructure for business operations | 3.67 | 0.23 | 3.48 | 0.38 |
| 6. Finance, Banking | 3.23 | 0.62 | 3.44 | 0.26 |
| 7. Providing information for businesses | 3.74 | 0.74 | 3.63 | 0.42 |

Source: The authors' calculation

The results from Table 4 show that evaluation of the investors on the regulations and level support of local was “normal”. Although there are some factors that do not really make investors feel secure when making investment decisions such as regulations on providing information for enterprises, regulations related to infrastructure serving business operations, or the level of local support in post and telecommunications, providing information to enterprises, transportation... However, basically, the provinces are well prepared for the infrastructure factors to attract investors.

4.3. Decision making process to select investment location

In the decision-making process of selecting investment location, it is necessary to understand the main driving force for investors to invest in localities. The results of factors to consider when choosing an investment location are shown:

Table 5. Evaluation of factors influencing the decision to select investment location of enterprises in the local

| Influencing factor | Mean | Standard deviation |
|--|------|--------------------|
| 1. Ability to participate in policy formulation | 3.25 | 0.25 |
| 2. Access to policy makers | 3.32 | 0.35 |
| 3. Availability of natural resources | 3.78 | 0.24 |
| 4. Availability of human resources | 3.54 | 0.35 |
| 5. Availability of support areas for businesses (industrial parks, resorts, ...) | 3.01 | 0.46 |
| 6. Availability of intermediary services | 3.89 | 0.35 |
| 7. Trade Treaty or bilateral or multilateral treaty | 3.90 | 0.36 |
| 8. The relationship between business-worker | 3.26 | 0.28 |
| 9. Cost of intermediary services | 3.41 | 0.36 |

| | | |
|---|------|------|
| 10. Contract implementation | 3.62 | 0.18 |
| 11. Quality of infrastructure | 3.33 | 0.36 |
| 12. Labor cost | 3.69 | 0.26 |
| 13. Labor quality | 3.52 | 0.35 |
| 14. Land allocation | 3.48 | 0.28 |
| 15. Incentives on tax and land | 3.41 | 0.39 |
| 16. The similarity of investment place of other investors | 3.77 | 0.58 |
| 17. Macroeconomic stability (inflation growth, ...) | 3.62 | 0.35 |
| 18. Political stability | 3.09 | 0.25 |
| 19. Protection of property rights | 3.27 | 0.35 |
| 20. Distance to consumer markets | 3.76 | 0.36 |
| 21. Laws | 3.29 | 0.24 |
| 22. Market size | 3.19 | 0.58 |
| 23. Purchasing power of consumers | 3.06 | 0.34 |
| 24. Investment protection | 3.47 | 0.48 |
| 25. Address the problems of enterprise | 3.43 | 0.38 |

Source: The authors' calculation

The assessment of the impact of factors on investment decisions is based on 5 level Likert scale: 1- No impact; 2 - Little impact; 3 - Normal; 4 - Positive; 5 - Very positive. The results are shown in Table 2.29.

From Table 5, the investors assessed the factors influencing the investment decision is "Normal". Some factors have influenced positively on decision of investors such as: the availability of natural resources (3.78), the availability of human resources (3.54), the availability of intermediary services (3.89), local trade agreements (3.90), implementation of contracts (3.62), labor costs (3.69), relationships among industry players (3.77), macro stability (3.62), distance to markets (3.76). The remaining factors affect normally to the decision of the investor. Thus, the understanding and promotion of positive impact factors are not only important in inviting and attracting investment from local authorities but also directly affect the decision-making process of investors.

4.4. The process of investment deployment

In the process of investment deployment, enterprises will look back on the factors affecting their businesses. As embarking on any investment process, the investors will assess local investment environment more detailed and accurate. From there, they will have practical insights and recognize the positive aspects as well as the local constraints in attracting and implementing investment projects. The factors need to change to bring about more effective investment attraction for the local are shown by investors.

According to the opinion of investors, the factors that need to be reformed immediately to improve the efficiency of investment is corruption and negative reduction (88.89%), legal, policies, and administrative procedures reform accounted for 81.11%, infrastructure improvement accounted for 75.56% and human resources development accounted for 65.56%.

In fact, the corruption and negative issues in the localities in the process of investment assessment as well as in the implementation of investment is still very high. This has a negative impact on investors' sentiment when making investment.

Table 6. *Investors' views on the factors that need to be reformed to improve the effectiveness of local investment attraction*

| Factors that need to be reformed | Number of comments | Percentage (%) |
|--|---------------------------|-----------------------|
| 1. Reform legal, policies, and administrative procedures | 134 | 81.11 |
| 2. Restrict corruption and negative | 147 | 88.89 |
| 3. The competitive environment between enterprise is fair | 84 | 51.11 |
| 4. Plan and implement site clearance well | 92 | 55.56 |
| 5. Develop and raise the quality of human resources | 108 | 65.56 |
| 6. Improve infrastructure | 125 | 75.56 |
| 7. Support to solve difficulties and problems of enterprises | 73 | 44.44 |
| 8. Promoting investment attraction effectively | 104 | 63.33 |

Source: The authors' calculation

As discussed above, issues relating to administrative procedures and local legal policies have a positive impact on the decision-making process of investors. However, in the opinion of investors, this factor in localities is slow and cumbersome, affecting the progress of investors. Infrastructure factors have been paid due attention by local authorities, but they still have many drawback affecting the implementation of investors' activities. Other activities such as investment promotion, local human resource development or creating a healthy competitive environment are also urgent issues that need to be changed to improve investment efficiency.

5. POLICY RECOMMENDATIONS

Based on the research results, the paper proposes some solutions to enhance investment attraction in the Northern border provinces of Vietnam.

- *The group of solutions on policy mechanism*

- Formulating policies on exploitation and use of infrastructure construction

- + Promote the construction of inter-regional transport infrastructure

- + For general socio-economic infrastructure construction in their localities, the economic zone management boards or regional administrators shall have to organize the management, operation, maintenance and collect the infrastructure use levy from the investors, maintain the working conditions of these infrastructures, and manage them according to the provisions of law.

- Having policies and measures to improve the investment environment and support enterprises

- + To continue improving the investment environment, creating conditions to attract domestic and foreign resources for development investment.

- + To formulate support policies for the concentrated development of industrial parks and border-gate economic zones.

- + Develop policies to develop markets, create favorable environment for production and business.

- *The group of solutions to improve policies and regulations on investment promotion activities.*

- To broaden the objectives and objects of investment promotion activities

In addition to attracting investment from corporations and large enterprises in the country and in the world, provinces need to pay close attention to start-ups and small and medium enterprises. It is important to develop and support small and medium-sized businesses as a viable solution to attract corporations,

large enterprises and multinational corporations to invest locally because there has already a network of professional service providers and products and a stable business market.

- Strengthening the role and competence of the Investment Promotion Centers and supplementing specific regulations on the reporting mechanism and evaluation of the efficiency of investment promotion activities.

- *The group solutions of local marketing in attracting investment*

- The basic and urgent solution is that the top-level local marketing management apparatus need to establish a framework and roadmap to provide local marketing strategies that are relevant and valuable, difficult to imitate, practical, and Create an emphasis in providing different marketing strategies.

In the context of the fourth industrial revolution, if locality goes ahead in the practice of database marketing (Database Marketing), it will create a competitive advantage of sustainable leadership.

- Perfecting the marketing channel's strategic elements and promoting commodity investment, creating the premise for improving the efficiency and effectiveness of tactical and operational marketing management

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IMPACT OF INTERNATIONAL INTEGRATION ON COMMERCIAL BANKING SYSTEM

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ABSTRACT: *The opening up and integrating into the regional economy, joining the WTO also mean accepting competition on the same playing field with foreign banks in the domestic market and the world market. In order to survive and develop in the business environment with the presence of more qualified competitors, the issue of enhancing the competitiveness of the banking system Vietnamese trade is inevitable. For any country, banking is always the lifeblood of the economy, the development of the banking system affects the whole economy. In that system, commercial banks have great contribution to the development of the country. Banking system is an objective issue, resulting from the following reasons: international economic integration has become a trend in many fields; the more manufacturing of goods and services develop, the more goods is sold, the more suppliers are. In fact, no bank is capable of satisfying all requirements of customers; Competitiveness, the ability to survive and affirm the position in the market, especially the international market is not high.*

Impact of international economic integration on the commercial banking system

Positive Impact: Create new sources of capital and lead to international practices in banking supervision; Funds are allocated more efficiently; Improve the efficiency of the banking system in the country; Improve the management level of local banks; Improve the stability of the banking system in the country; Better financial services at a lower cost

Negative impact: Negative impact on the financial system and domestic economy; Impact on business performance of domestic banks; Impact on the credit portfolio of domestic banks; Impact on highly qualified human resources; Impacts on management activities, supervision in banking operations

International economic integration, in the simple concept, is the institutional link among countries. According to this understanding, economic integration has taken place for thousands of years and global economic integration has taken place two thousand years ago when the Roman Empire invaded the world and expanded its network. transport, promote the circulation of goods in the whole occupied territory.

Keywords: *International integration, International integration of the commercial banking system, impact of international integration on the commercial banking system*

Economic integration, in a more coherent way, is the institutional link among economies. This concept has been proposed by Besla Balassa since the 1960s and is accepted primarily in academia and policy. To put it more clearly, economic integration is the active process of simultaneously performing two things: on the one hand, linking the economy and markets of each country to the regional and world markets through opening and promoting the liberalization of the national economy; on the other hand, join and contribute to the building of regional and global economic institutions.

Economic integration can be bilateral - that is, between an economy or a region - that is, between an economic group or a multilateral one - that is, the whole world resembles what the Organization World trade

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is heading. The level of integration is usually divided into six levels: preferential trade area / agreement, free trade area / agreement, customs union, common market, monetary union, and comprehensive integration.

The system, which is a collection of components and parts that are closely coordinated and scientific to achieve a number of goals. A set is considered a system if it has three main characteristics: (1) The system consists of components, parts (usually elements), which usually have some similar characteristics or ; (2) These components are combined together in a method or process that is not systematic if the elements are only discrete, because the relationship among elements is vital, giving the system the characteristics and operating conditions. (3) This combination aims to achieve one or several goals.

Thus, commercial banks being in the system is inevitably because the commercial banks have similar characteristics and the nature of the operation and always in coordination with each other, doing a number of processes to achieve the certain goals. In the commercial bank system, each commercial bank is a part of the system, branches of a commercial bank are not considered as part of the system because they only operate under the authorization of the central (The head office). They can not inseparably link to cooperate with other banks independently.

The commercial bank system has its own characteristics and operating conditions, unlike other financial institutions, in that: (1) Commercial banks always have mutual borrowing or depositing transactions in the interbank market ...with the purpose of temporary investment to make a profit or to find cheaper capital than borrowing from the central bank. These transactions make commercial banks dependent on each other by the liquidity factor, so a commercial bank in the system with liquidity risk is likely to drag the liquidity risk for the whole system of commercial banks; (2) Due to the emergence of diversified financial needs, opportunities for the development of correspondent banks have created. The agent banks will help small commercial banks to perform some services to save time and investment costs ... so the bond between the elements (the commercial banks) in the system becomes more complex, binding and tighter; (3) In order to meet the diversified needs of customers, among commercial banks form a network of payment channels, this is the channel system connecting the banks together, leading to the smooth capital flow of the economy.

Therefore, the commercial bank system is a set of commercial banks combined closely and scientifically to achieve a number of goals.

In the field of banking, international integration is the process of opening up the domestic banking system to integrate into the regional and world banking system, banking operations are no longer confined within a country, an area. It expands on a global scale.

Banking must always be competitive within the legal framework, in compliance with international business principles, banking practices are carried out according to market signals without being blocked by administrative measures, interest rates, exchange rates, and credit activities are determined by the market.

The international economic integration process of the banking system can be understood as the gradual reform of the banking system, stemming from the practical requirements of the globalization of the national economy so as that the new banking system can take over and promote its role of financial intermediation in the context of the economy with many complicated changes of the international market in general and the domestic market in particular.

International integration in the banking sector requires the government and the state bank to eliminate incentives and to compete equally among domestic and foreign banks. Therefore, the level of international integration in the banking sector is closely related to the level of financial and monetary

liberalization. The more effective the liberalization of monetary - monetary system, the more favorable the integration of banking.

Thus, based on both the theory and the reality of development of the world economy, it is affirmed that a country that wants to exist and develop steadily and sustainably must take the initiative in international integration, actively integrate into the banking and finance sector - the sensitive and vital domain of the national economy in particular.

The system of international commercial banks is an objective and inevitable issue, stemming from the following reasons:

Firstly, international economic integration has become a trend and has taken place strongly in many countries. As a result, in parallel with reaching out to the world market, Vietnam also has to open the domestic market, including the financial sector - banking. In that context, the system of commercial banks in Vietnam must actively be aware and ready to participate in the process of integration and competition because the domestic market is no longer at the high level of protectionism as before, banks will have to compete globally and even compete at their home market.

Secondly, the more goods are produced, the more they are sold, the more suppliers are on the market. To survive and grow, it is imperative for businesses to compete. As a result, some businesses are losing out and being left out of the market, while others still exist and develop. Competition takes place all the time, wherever it is not dependent on subjective will of anybody so competition becomes an important rule promoting development. All businesses, regardless of their economic sectors, must mobilize themselves to stand in this mechanism. Any business that is not fit will go bankrupt. Being willing to accept competition and constantly improve competitiveness is a vital issue for every business enterprise. Especially in the current integration period, enterprises can only develop when the competitiveness of enterprises is improved.

Thirdly, in fact, no bank is able to fully meet all the requirements of customers. Often a bank has advantages in some respects and restrictions on the others. Banks must be aware of this in order to enhance their competitiveness by leveraging their strengths to best meet the needs of their clients. Thus, new banks can maintain and develop their market share, profitability in the context of market opening, and the increasing participation of domestic and foreign banks.

Fourthly, the competitiveness of commercial banks in Vietnam is still limited and weak, so the ability to survive and affirm the position in the market, especially the international market is not high. Based on the above analyzes, together with the importance and characteristics of the banking sector in the national economic development process, in order to maximize the opportunities, limit the challenges and improve the competitiveness of the banking system, improving competitive capacity of commercial banks are now indispensable.

International economic integration and international cooperation has become a trend and inevitably spread to all countries in the world with increasing speed and scale. With the establishment of a common currency, a central bank and the complete elimination of financial constraints among countries in the region, Europe has become a pioneer in the process of banking and finance integration at the regional level. On the global scale, there are EU banks in almost all financial markets in countries around the world.

Developing countries are well aware of the benefits of the global integration trend, gradually removing market access restrictions on financial institutions, thereby promoting self-innovation of domestic banks. Some countries allow foreign financial institutions to open their branches, and others allow them to open

representative offices. In other cases, such as Hong Kong, Panama and Singapore, exports are viewed as a source of employment and foreign exchange. Implementing integration commitments means that the country allows foreign banks to operate in the same regulatory environment as local banks and apply looser regulations to financial institutions.

In order to increase efficiency in allocating resources as well as undermining the financial sector, in the early 1980s, Korea adopted a number of competitive policies in financial markets by reducing the regulation of non-bank organizations, which significantly reduce the barriers to market entry. Foreign financial institutions, including banks and life insurance companies, are allowed to open branches. Commercial banks owned by the Government are allowed to privatize. The government also abolished preferential lending rates and did not implement any additional credit programs, and also foster greater competition among financial institutions by allowing them to expand their service scopes.

The integration of financial markets domestically and internationally is not only reflected in the liberalization of trade in financial services but also in the financial assets. Restrictions on capital inflows have been loosened in many developed countries that are often part of a broad reform agenda. Capital flows have been fully floated in Argentina, Chile, Malaysia, Mexico, the Philippines, Thailand, Uruguay. More and more developing countries are encouraging foreign participation in domestic stock markets.

However, in an increasingly globalized and globalized world, liberalization on a global scale, the abolition of regulations for markets has increased financial instability. Before liberalization, commercial banks are strictly controlled. These financial intermediaries are directed towards receiving deposits directly from customers and lending to large commercial and industrial enterprises, often state owned or closely related to the state. As a result, they can avoid strong competition and still make a profit despite their uneffectiveness. In the face of a series of bankruptcies, the results of financial intermediation are predictable and supported by the state.

Taking into account the overall development of the banking system, the large banks in developing countries rarely fail. Today, however, the removal of regulatory regimes has increased the impact of negative externalities. Banks' activities have shifted from a domestic market to a new and unstable environment - the market is liberalized, the exchange rate is floating and the pressure to earn a higher profit in a lower economic growth world and fiercer competition. The emerging global market has to deal with risks in business operations that are inherently sensitive. In the new environment, banks are forced to take higher risks to keep their customers, capital, and stock value. The participation of foreign organizations may not provide the desired benefits to the domestic competitive market while reducing the autonomy of domestic monetary and fiscal policy.

Impact of international economic integration on the commercial banking system

Positive impact

a. Creates new capital and leads to international practices in banking supervision

A characteristic of developing countries or transitioning economies is that the founding members, shareholders, regulators and big clients of commercial banks have a close relationship. Foreign banks entering the market in developing are very prudent in lending these closely related activities. In fact, the market entry of foreign banks has brought new funds to many developing countries that have experienced crises and they also bring international practices into banking supervision.

b. Funds are allocated more efficiently

International integration in the field of financial banking will make capital more readily available in the market as private savings increase. The interest rate is liberalized and becomes positive and creates an attraction for depositors. The fluctuation of interest rates as well as the rate of return will cause capital to be allocated to places where there is a real need and where it is used effectively. This means that capital will be efficiently circulated from surplus to scarce through the free market mechanism.

c. Improve the efficiency of the banking system in the country

Allowing foreign banks to participate in the domestic market can help improve the efficiency and stability of the domestic banking system. This is due to the fact that foreign banks are involved in improving the quality, price and supply of new financial instruments for the domestic market, improving their management skills and qualifications, and increasing competitive in the domestic market.

In addition, because foreign banks have better access to external sources, they have more appropriate forms of financing and lending than local banks. Foreign banks also seem to be more diversified in their credit portfolio and therefore will not be affected by the shocks or downturns in the countries they invest in. The presence of foreign financial institutions will enable domestic financial institutions to have access to international capital markets; apply new financial tools and techniques; improved monitoring and regulation framework, thereby improving the performance of domestic banks.

d. Improve the management level of local banks

The presence of foreign banks will be a condition for technology transfer activities to take place. Foreign banks will hire highly qualified local people. After working at foreign banks, the number of employees recruited by foreign banks will acquire international banking skills and technology and be able to transfer to local banks when returning to their work for domestic banks. The presence of foreign banks will also help improve credit management and thus improve the allocation of credit to the economy. There are many views that foreign banks are better at evaluating the risk of derivatives because they are more experienced in the international market.

e. Improve the stability of the banking system in the country

Researchers around the world have pointed out that the involvement of foreign banks can provide a source of credit for the economy and contribute to a healthier banking system as well as to reduce external shocks (such as crisis). The domestic financial market will be more stable because foreign bank branches or their subsidiaries can obtain capital assistance when necessary from the parent banks in the event of instability.

The involvement of reputable, global-scale banks in the domestic market can be seen as an import of regulatory mechanisms for the country's financial system. This is true if a foreign bank branch operates under the same control under the terms of the Basel Convention. Assuming that, for example, a subsidiary bank of a foreign bank (a separate legal entity with its own assets) operates in a particular country, due to its reputation effect, which forces its parent banks to closely monitored the activities of the bank. When a foreign bank participates in providing a new product or service to the market, it forces the bank supervisors in that country to be upgraded and improved to meet the requirements to comply with international standards for the operation of the commercial banking system.

It also shows that the presence of foreign banks also contributes to the stability of the domestic banking system by allowing domestic depositors to open accounts and switch their deposit to a foreign bank in that country if the depositors do not trust the stability of the domestic banks in the event of a crisis, this will help stabilize the total deposit of the system.

Recent research shows that large-scale foreign banks with branches or sub-banks often do not “run away” in the event of a crisis occurring in the country in which they have branches or banks. It is likely that the main reason for the failure of foreign banks is because they have invested a large amount of capital in fixed assets to establish a branch network and to gain market share. In fact, large equity banks are more stable in providing credit to customers after the crisis. [3] capital mobilization by foreign banks in Argentina during the financial crisis in the mid-1990s has grown significantly and [5] foreign bank branches have played a role as a safe haven for depositors during the banking crisis in Croatia in 1998.

f. Better financial services at a lower cost

Most of the foreign banks implement a transparent disclosure mechanism and implement the accounting system in accordance with international standards. Competition for providing financial services to customers as well as in obtaining funding or financial services will force local banks to gradually adopt international practices such as bank branches. The domestic financial market will be more disciplined and more competitive by minimizing the imbalance of the banking system. It is informative and reduces adverse effects such as adverse selection and moral hazard. As a result, the bank’s customers will receive higher quality financial services and lower costs.

Negative impact

a. Negative impact on financial system and domestic economy

Recent research indicates that the increasing and deepening involvement of foreign banks in the domestic market has also had a negative impact on the financial system in developing countries. Due to the ability to capture information around the globe and have more choices about where to invest, foreign banks often tend to “run away” when their investments are not as expected. In contrast, domestic investors often have a vested interest in their investments and are therefore more likely to incur higher transaction costs.

The greater the international integration of the banking sector, the greater the impact and interplay of financial markets. As one of the global banking and finance corporations, their foreign bank branches or subsidiaries may not be negatively affected at times when the banking system and the national finance of the host country was in a difficult situation. However, since international banks are consistently adopting a common policy for their subsidiaries and branches around the globe, when an event occurs in a country, foreign banks often adopt policies or mechanisms that may have a negative impact on the local banking and finance system.

Peek and Rosengren’s empirical studies [4] show that the problems of the Japanese financial and banking system that occurred in the late 1980s and early 1990s have spread to America through the operation of Japanese banks in the US market. In addition, another study by [6] has shown that the influence of US banks on developing countries often reflects the state and volatility of US economic conditions rather than the growth and interest rates of developing countries where they have branches or sub-banks. Especially when the branch of a foreign bank or a sub-bank occupies the majority of operation scale and the equity of the sub-bank occupies the majority of the capital of the total number of foreign banks in the home country (country where foreign banks have branches or sub-banks), the negative impact can occur on the economy of the host country in the event of a shock in the parent bank’s country. According to a study by [4] out of the five largest foreign banks in New Zealand account for over 90% of the total assets of the banking system, there are four Australian banks. Hull concludes that it is the ownership concentration of Australian investors and the interdependence between the New Zealand and Australian economies that can lead to

the instability of the Australian economy. It negatively affects New Zealand. In many Latin American countries, Spanish banks have occupied an important position in their banking systems.

b. Impact on the business performance of domestic banks

Recent studies show that there are differences in the market entry of foreign banks into developing countries and industrialized nations. In developing countries, branches of foreign banks often have higher gap between output interest rates and input interest rates, which are more profitable than domestic banks. Meanwhile in industrialized countries the situation is the opposite.

Studies have also shown that, with the increasing participation of foreign banks, the spread of interest rates on loans, profitability and general costs of domestic banks will be reduced. In addition, the effects on the business performance of foreign banks on the domestic banking system are likely to occur soon after their entry into the domestic market and are not dependent on the market share they occupy after accession.

c. Impact on the credit portfolio of domestic banks

In fact, in some cases, the involvement of foreign banks has not played a positive role in effectively allocating credit to the economy. In many cases, foreign banks only “choose delicious” and this situation is very common in developing countries. Foreign banks only choose the clients with the lowest return and risk, and the remaining firms considered to have a higher level of risk are left for the domestic bank, which makes the local bank’s portfolio of loans more risky. When foreign banks launch a “good tasting” campaign, they only choose healthy, high-rated clients, and normally they value risk better than local banks, or they find another way to pass on the risk to the domestic banks like wholesale loans, lending through domestic banks.

d. Impact on highly qualified human resources

Experimental studies show that when foreign banking corporations are involved in opening branches or establishing sub-banks in markets of developing countries in the context of international and global economic integration, the branches of foreign banks or subnational banks quickly attract a high-skilled workforce due to attractive salary schemes. Generally, the average salary paid by foreign bank branches or their banks to skilled workers is about four to six times higher than that of local banks. Therefore, foreign banks will quickly attract the best quality human resources from domestic banks to work for them. The phenomenon of “brain drain” is very common and becomes a natural trend in developing countries as the process of economic integration takes place more and more intensively.

Without a proper policy of attracting, recruiting and developing human resources, it is likely that local banks will lose their best employees. Clearly, the human factor plays an extremely important role for any organization or institution. It determines the success of the organization, especially in the context of increasingly intense competition, and in the context of international integration. Having a highly qualified, well-trained staff will be a key contributor in reaching and understanding new requirements, advanced technology and the demands of an organization in the process of national integration.

e. Impacts on management activities, supervision in banking operations

The involvement of foreign banks in the domestic market also means importing management technology to at least one part of the banking system and may contribute to improving the quality of staff and standards. In bank supervision inspection. However, some observers argue that when banking is out of the country, supervision and management are complex. In the process of international integration, the banking systems in each country are closely linked and interdependent in their activities, so there must be standard solutions for all. Aspects in banking supervision and inspection activities.

CONCLUSION:

To survive and develop sustainably in the context of deepening international economic integration, Vietnam's commercial banks must constantly improve their competitiveness so that they can survive and develop in the environment in the increasingly harsh international economic integration market. Vietnam's current commercial banking system, although gradually enhancing its competitive capacity with many efforts to improve and develop to integrate. However, in the turbulent business environment, international economic integration in the deepening banking sector coupled with efforts by the government to restructure the banking system, the impact study of international economic integration to improve the competitiveness of the commercial banking system in Vietnam is very necessary to build the direction of the commercial banking system in Vietnam, a development strategy as well as objectives, the solution to reform, transforming itself comprehensively in the new situation.

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VIETNAMESE COMMERCIAL BANKS IN GLOBALIZATION CONTEXT: OPPORTUNITIES, CHALLENGES AND RECOMMENDATIONS

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ABSTRACT: *It can be said that globalization or internationalization is an indispensable development trend of all economies, entails both opportunities and challenges that are intertwined. For the development of nations, organizations, enterprises and banks. In recent years, Vietnam has been increasingly integrated into the regional and global economy, has signed Free Trade Agreement (FTA), Trans-Pacific Strategic Economic Partnership (TPP) and joined the ASEAN Economic Community (AEC) which was established at the end of 2015. With the implementation of the international commitments in the financial sector, the commercial banking system in Vietnam will have a lot of opportunities as well as challenges. The purpose of this study is to propose opportunities, challenges and some recommendations for sustainable development of the commercial banking system in Vietnam.*

Keywords: Commercial bank, Globalization, Opportunity, Challenge

1. INTRODUCTION

In the context of extensive integration into the regional and global economy, Vietnam has held increasing attraction for investors in many fields including that of providing financial services from Vietnamese commercial banks. In particular, after acceding to the ASEAN Economic Community (AEC) established at the end of 2015, signing and implementing the international commitments in Free Trade Agreement (FTA), especially Trans-Pacific Strategic Economic Partnership (TPP), regulations in the Vietnamese financial sector will be loosened. Consequently, the commercial banking system needs to be prepared for competition as the number of foreign banks investing in Vietnam is on the increase. has been increasingly integrated. At the same time, since regional banks have been able to set up wholly-owned subsidiaries in Vietnam in accordance with the World Trade Organization (WTO) commitments and by 2020, they will possibly be free for establishment in the country. Accordingly, in the banking sector, especially in the period of 2011 - 2015, the commercial banking system has proactively implemented many intensive and effective integration programs, has been putting in constant effort to strengthen its cooperation with international monetary and financial institutions and has been looking for and expanding its relationship with potential partners to further support both technically and financially for Vietnam. However, the effectiveness of international economic integration of Vietnam remains insignificant in reality. The innovation process in the country, especially the reform of institutions, has not kept pace with the schedule and level of international commitments. Strategies for addressing risks and shocks for deeper integration have not been formulated. The integration context requires Vietnamese commercial banks to actively participate in the integration process

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because the domestic market no longer maintains high levels of protection as before and the commercial banks will have more fierce competition not only on their home market but also on the global scale. The new context also requires the State Bank to actively adjust and create a favorable legal environment for credit institutions, develop appropriate policy frameworks for the banking system to ensure effective operation and timely resist possible external shocks. In order to build a reputable, competitive and secure banking system with the ability to mobilize all resources in society for effective investment, it is necessary to identify the right opportunities and challenges for Vietnamese commercial banks in the integration game.

2. OVERVIEW OF BANK GLOBALIZATION IN VIETNAM

In recent years, bank globalization in Vietnam has taken place intensively and comprehensively in both legislation system of the Government and the performance of commercial bank system.

2.1. Legislation system

Implementing the international integration commitments, Vietnamese Government has made legal reforms to open the financial market. The legal provisions relating to the integration of the financial sector include:

- Provisions on the level of ownership of foreign investors in domestic commercial banks, as reflected in Decree 58/2012 /ND-CP dated 20/7/2012 of the Government stipulating in detail and guiding the implementation of a number of articles of the Law on Securities and the Law on Amendments and Supplements to some articles of the Law on Securities; Decree No. 60/2015/ND-CP dated June 26, 2015 on amending and supplementing some articles of Decree 58/2012/ND-CP. Accordingly, the room for foreign ownership in securities companies will be reduced to 100% instead of 49% as before, while for banks is 30% with prudential roadmap.

- Provisions on the establishment of 100% foreign - owned banks are reflected in Decree 22/2006/ND-CP dated 28 February 2006 of the Government on the organization and operation of foreign bank branches, joint-venture banks, with 100% foreign capital and representative offices of foreign credit institutions in Vietnam; Circular No. 03/2007/TT-NHNN dated June 5, 2007 guiding the implementation of some articles of Decree 22/2006/ND-CP. Accordingly, in order to establish and operate a joint venture bank or bank with 100% foreign capital, a foreign bank must have total assets of at least USD10 billion at the end of the financial year preceding the year of application for the license. The condition of foreign bank's financial capacity for opening a branch in Vietnam is also required to be more than doubled, ie the parent bank must have total assets with minimum equivalent \$ 20 billion in the fiscal year preceding the year of application. All conditions to establish FDI banks in Vietnam's WTO commitments have been included in Decree 22/2006/ND-CP.

Under Vietnam's WTO accession commitments, foreign banks enjoy the most favored nation treatment and national treatment, ie they have the right to establish and operate automatic teller machines, Credit card issuance in Vietnam like commercial banks in Vietnam. So far, Vietnam has made regulations and specific guidelines for the banking sector under the WTO commitments. However, with the changes in the AEC and further steps in the TPP's open door approach to market access and cross-border investment, there is no regulatory document.

2.2. Performance of Commercial Bank System

Since acceding to the WTO and the roadmap for opening the Vietnamese banking and finance market, the number of foreign banks and branches has increased steadily from 31 (2006) to 53 (2013) and 50

(31/12/2015). Foreign commercial banks have started to enter the Vietnamese market in various forms in order to exploit a potential market, therefore the competition pressure has become increasingly severe. With the impact of the global financial crisis and economic recession, the commercial banks in Vietnam are in a difficult situation with poor asset quality and the risk of bankruptcy can occur. In that context, the Prime Minister signed Decision No. 254/QĐ-TTg dated March 1, 2012 to issue the project “Restructure the system of credit institutions in the period 2011-2015” aiming to encourage the merger and consolidation of credit institutions and implement solutions to financial health and operation of the system to ensure safety and sustainable development. After 4 years of implementation of this project, the system of credit institutions has decreased sharply. Accordingly, there are 17 CIs, branches of foreign banks have reduced due to merger, consolidation or withdraw operation license, A number of CIs have been transformed from a joint-stock commercial bank to a one-member limited liability bank. So far, the system of Vietnamese commercial banks has included four state-owned commercial banks, 31 joint - stock commercial banks (including three joint stock commercial banks with over 50% of charter capital owned by the State), five commercial banks with 100% foreign capital, joint venture banks and 50 foreign bank branches. (Table 1)

Table 1. The system of Vietnamese commercial banks

| Banks | 2012 | 2013 | 2014 | 2015 | 2016 |
|--|------|------|------|------|------|
| State commercial banks | 2 | 1 | 1 | 1 | 4 |
| Joint-stock commercial bank | 38 | 38 | 38 | 37 | 31 |
| Commercial joint venture bank | 5 | 4 | 4 | 4 | 3 |
| Commercial banks with 100% foreign capital | 5 | 5 | 5 | 5 | 5 |

Source: aggregated data of the State Bank of Vietnam over the years

Thus, in the period 2012 - 2017, there is a trend of opposite movement between the number of joint stock commercial banks and foreign banks, branches of State banks and commercial banks in the country. As the number of foreign banks and branches of foreign banks increased following the accession to the WTO, the number of domestic commercial banks decreased, especially by the end of 2015, the merging of nine weak commercial banks made the number of joint stock commercial banks decline.

The opening of the domestic market has increased foreign ownership in Vietnamese commercial banks. With the permitted cap of 30% (Decree 60/2015/NĐ-CP), Vietnamese commercial banks have actively sought strategic partnerships and offered shares for Shareholders are large foreign organizations, gradually increase the proportion of foreign ownership. Among Vietinbank equitization, Vietinbank has the highest foreign ownership ratio (from around 12% in 2012 to 28% at the end of 2014), followed by Vietcombank (from 5% in 2012 to to 20% by the end of 2014). The share of foreign ownership tends to increase in large and medium banks such as ACB, EIB, TCB, VIB, VPB with about 20% 30%. Banks with a sharp increase in foreign ownership during the reorganizing period (2012 - 2014) to 30% were ACB, ABB, SCB and SHB, which confirmed the positive impact of the rate increase. foreign ownership, helped these banks escape from the list of weak banks.

3. OPPORTUNITIES AND CHALLENGES FOR VIETNAMESE COMMERCIAL BANKS IN GLOBALIZATION TRENDS

When bank globalization takes place intensively and comprehensively as overview above opportunities and challenges for Vietnamese Commercial Banks are intertwined.

3.1. Opportunities

Globalization brings many potential business opportunities for Vietnamese Commercial Banks in not only improving their financial results but also advancing the profession in operation. In specific:

Firstly, Vietnamese Commercial Banks will broaden and diversify foreign markets.

International economic integration, especially after CPTPP was signed, opens up great opportunity for Vietnamese commercial banks to reach and broaden foreign markets. According to the content of the finalized negotiations in the financial services sector, a CPTPP service provider can provide financial services in other TPP markets if domestic companies operate. In this market is allowed to provide that service. In the period 2011 - 2015, commercial banks in the country are prepared to catch up quite well this opportunity. Commercial banks such as BIDV, VCB, Vietinbank have pioneered the export of banking, securities and insurance services to foreign markets. These banks are well-prepared, proactive and cautious in not only approaching and exploring the markets of developed countries such as the United States, Germany and Russia but also penetrating ASEAN countries' markets such as Laos, Cambodia and Myanmar; and opening representative office, branch. Up to now, there are more than 11 investment projects, 20 branches and representative offices of Vietnamese commercial banks in foreign countries (Table 2).

Table 2. Banks / branches of Vietnamese commercial banks in foreign countries

| Date range | Bank | Receiving country invest | Total estimated capital (USD) | Total Vietnamese Capital (USD) | Profit before tax in 2015 (million dollars) |
|------------|------------|--------------------------|-------------------------------|--------------------------------|---|
| 08/02/2012 | BIDV | Laos | 70.000.000 | 45.500.000 | 15.2 |
| 14/08/2009 | | Campuchia | 70.000.000 | 70.000.000 | - |
| 10/03/2010 | Agribank | Campuchia | 39.000.000 | 39.000.000 | - |
| 07/12/2010 | MB | Laos | 12.000.000 | 12.000.000 | 1.3 |
| 07/12/2011 | | Campuchia | 39.000.000 | 39.000.000 | - |
| 18/08/2011 | Sacombank | Campuchia | 38.000.000 | 38.000.000 | 1.7 |
| 20/12/2012 | | Laos | 38.000.000 | 38.000.000 | 4.1 |
| 19/10/2011 | SHB | Campuchia | 39.000.000 | 39.000.000 | 2 |
| 14/05/2012 | | Laos | 13.000.000 | 13.000.000 | - |
| 19/10/2011 | Vietinbank | Laos | 22.000.000 | 22.000.000 | - |
| 28/06/2012 | | Germany | 65.500.000 | 65.500.000 | - |

Source: Department of Foreign Trade - Ministry of Planning and Investment, Annual report of banks in 2015

Secondly, new banking business models will be formatted.

The opening up and integration in the banking sector allow domestic and foreign commercial banks to run business, compete and grow in an equality and professional playing field. At the same time, extensive globalization creates favorable conditions for domestic commercial banks to penetrate the international market and expand business. By the end of 2015, the commercial banking system of Vietnam has had a strong and diversified development, with the form of state commercial banks, joint stock commercial banks, joint venture banks and foreign bank branches. This is also a prerequisite for Vietnamese commercial banks to develop and integrate.

Furthermore, implementing the integration commitments, the State intervention in the business activities of banks will increasingly reduce and the protection will be limited. This context makes it possible

for Vietnamese banks to be more active in their businesses, and at the same time, banks have the opportunity to demonstrate their capabilities and qualifications.

Domestic banks are forced to specialize more deeply in their operations so that they can quickly access and develop new banking services, improve the capital efficiency, exploit and apply more effectively the advantages of these banks in order to expand market share in domestic and international financial markets. International integration forces the domestic banks to operate on the principle of market, enhance the competitiveness that will boost the business performance of local banks.

Thirdly, integration helps commercial banks approach to new - aged technology and modern banking management techniques

Globalization will improve the health and safety of the entire system of Vietnamese commercial banks by bringing the opportunity to access capital, technology, experience and management level of the international commercial banks. At most joint-stock commercial banks with foreign ownership of over 5% such as Techcombank, VIB, foreign experts are in charge of such important positions in board of administration. The chance in working with foreign senior managers in the bank will help Vietnamese bank managers acquire technology, good management skills, particularly new - aged technology of the fourth industrial revolution. In addition, many domestic commercial banks have hired foreign consultants to provide consultancy packages focusing on: Strategic Planning, Business Planning, Risk Management, Human Resource Management, Evaluate service quality. It can be said that this is the initiative of commercial banks in anticipation of business opportunities in the integration environment to find common voice with investors and foreign partners on the way, compete for mutual development. In addition, many commercial banks have applied modern software systems to manage the banking system such as core-banking system, customer management system CRM constantly improve service quality. Compared to the time before equitization, state-owned commercial banks, including VCB, BIDV and Vietinbank, had a clear change in both quality and quantity.

Fourthly, globalization will create motivation to promote innovation and enhance transparency, publicity, governance and self - responsibility of the system of Vietnamese commercial banks in accordance with international standards.

On the one hand, under the impact of the global financial crisis, domestic commercial banks faced the pressure of a strong and comprehensive renovation of their organization and operation so as to affirm their firm position in the market. Many domestic banks have focused on strengthening their risk management skills, as well as international modern banking management standards (Basel II, III). Typically, Vietinbank, as soon as IFC had become a strategic shareholder (2010), signed and deployed a technical cooperation agreement in four components, including support for risk management. An important component in establishing the conditions for the application of Basel standards. It can be said that international integration help commercial banks have the opportunity to gain experience and knowledge of big banks and financial institutions over the world in risk management in particular and governance. general operating. Thereby, domestic commercial banks can improve the operating efficiency in the field of currency and banking.

On the other hand, as the rate of foreign ownership in commercial banks increases, it means that SOCBs must standardize governance, accounting and finance in line with international practice, Standards of transparency, publicity. Most commercial banks, when listed on the stock market, had to convert their accounting systems into international standards (IFRS), in addition to the Vietnamese Accounting Standards (VAS). This conversion is indispensable when commercial banks have a need to list on the international

market. Accordingly, a number of large commercial banks have also hired valuation organizations, international ratings to credit rating. Public ratings by international organizations will open up opportunities to penetrate international markets in the context of integration of Vietnamese commercial banks.

Fifthly, integration requires a better regulatory environment to implement international commitments, create an attractive investment climate, and encourage capital inflows through direct and indirect investment.

Direct and indirect foreign investment create opportunities for commercial banks to lend and mobilize larger capital. At the same time, globalization opens up opportunities for commercial banks to seek foreign strategic shareholders in order to overcome the limitations on financial capacity, governance and competitiveness to improve service quality, business performance. In the last 10 years, many Vietnamese banks have selected large foreign financial institutions as their strategic shareholders.

Table 3. Strategic shareholders of several Vietnamese commercial banks (As of 2016)

| Bank | Foreign strategic shareholder | Initial investment time | Share ownership ratio |
|---------------|--------------------------------------|--------------------------------|------------------------------|
| ABBank | Maybank | 03/2008 | 20% |
| ACBank | Standard Chartered | 06/2005 | 15% |
| Techcombank | HSBC | 12/2005 | 20% |
| Eximbank | SMBC | 11/2007 | 15% |
| Sacombank | Macquarie Capital | 11/2011 | 14% |
| Vietcombank | Mizuho | 09/2011 | 15% |
| Southern Bank | UOB | 05/2007 | 15% |

Source: Website of the above banks

In the context of the unavoidable development trend of the Vietnamese financial market, under the circumstance of the restructuring and integration into the global financial environment, the potential for the formation and development of financial institutions in the form of investment banking Comprehensive is an objective reality. The problem is that managers, market supervisors and policymakers need to study early to create a legal corridor for these new financial institutions, thus creating a level playing field, Competition and sustainable development in the current deepening integration.

3.2. Challenges

Besides the opportunities from international integration, the banking system in Vietnam faces many internal difficulties in the economy as well as the internal of each bank, the institution of the banking system is still many. Inadequate reform requirements and integration roadmap are major challenges for Vietnamese commercial banks in the globalization process.

Firstly, competition in the banking market in Vietnam will be fiercer.

Foreign commercial banks currently only hold a minority market share in Vietnam's banking and finance market, but will have a near-comprehensive advantage in the future, when the restriction of the Vietnamese State to Foreign commercial banks are loosened gradually. It is noteworthy that, in previous years, foreign banks appeared in Vietnam mainly in countries and territories with much investment in Vietnam, such as Japan, Korea, China, Taiwan... Recently, Asian banks have appeared more and more, such as DBS Bank (Singapore), Maybank (Malaysia) ... It seems that credit institutions in the region are ready to welcome opportunities from AEC.

Secondly, the share of foreign ownership in joint stock commercial banks will increase.

For commercial banks, opening up the domestic market means increasing foreign ownership. With the permitted ceiling of 30%, Vietnamese commercial banks, Vietinbank now has the highest foreign ownership ratio of over 28%. Among joint-stock commercial banks, the proportion of foreign ownership generally tends to increase in large and medium banks such as ACB, EIB, TCB, VIB, VPB, from 20-30%. In particular, ACB has a 30% ceiling rate of foreign ownership in the 2013-2016 period. An Binh Bank, although a small bank, has consulted with the International Finance Corporation (IFC, World Bank Group) since 2013, has increased its foreign ownership from 0 to 20% in 2012-2013 and 30% in 2014 to 2016. It was thanks to the increase in foreign ownership that ABB took the initiative to restructure, "escape" the list of weak banks forced to restructure passive. In addition, two banks with a sharp increase in foreign ownership in the restructuring period 2013-2016 are Saigon Trade and Industry Corp (SHB). This reaffirms the positive impact of the increase in foreign ownership, but poses a challenge for joint stock commercial banks, especially small banks, if not to hold. Proprietary rights will be transferred to foreign investors.

Thirdly, the market share of domestic banks will decline.

In the period 2011 - 2016, the market share of credit and capital mobilization of commercial banks compared to foreign banks decreased remarkably. Although large state-owned commercial banks dominate the credit market, they tend to decline. Moreover, in the capital mobilization market, state-owned commercial banks have been weak when the market share is lower than that of joint stock commercial banks because the joint stock commercial banks are more competitive. The deposit interest rate should account for a larger market share. In fact, in both the credit and capital markets of commercial banks in Hanoi, the market share of foreign banks is on the rise. As soon as WTO commitments enter into force, state-owned banks are entitled to mobilize capital from the population, providing personal lending services, and being a Vietnamese institution, which is rich land for foreign banks to exploit the strength of service quality outperform the domestic commercial banks. This is evident when in the credit market, foreign banks account for 10-15% of the market share with diverse products, rich and professional service quality has attracted Vietnamese customers. The market share of capital mobilization, although more modest, accounts for only 5-7% of market share, but foreign banks are also attractive to middle-income and middle-income customers. Average and high, then the cost of mobilizing 1 dong of foreign banks will be relatively low relative to the domestic commercial banks.

Fourthly, globalization poses pressure to improve service quality, product diversification, investment efficiency in modern technology.

It is from the sharp decline in market share of commercial banks in Vietnam, it can be seen that improving the quality of services of domestic banks is an indispensable requirement to improve competitiveness. In the context of integration. It is undeniable that foreign banks are becoming more attractive than local banks. As Vietnamese become more educated and have higher incomes, they are more likely to look to foreign banks. Better service providers. This segment of high-income and middle-income customers, intellectual customers will gradually shift to transactions with the SBV, then, of course, if the domestic banks do not invest, renovate strongly. High technology and quality, diversified products and services will inevitably "lost on the ground". In terms of technology infrastructure and payment systems, Vietnamese banks are far from the requirements of integration. Although local banks are making every effort to upgrade their technology systems through modernization projects, their financial capacity is limited so they can not meet the requirements in a short period of time. Over time, The State bank of Vietnam has asked local banks to

review their technology governance capabilities over Basel II through the Data Gap tool. As a result, local banks only meet about 40-60% of Basel II requirements. That shows that technology governance is a great challenge to the pressure of international integration of the commercial banking system in Vietnam.

Fifthly, integration requires Vietnamese commercial banks to have a human resource that is not only highly specialized in banking but also must understand the international trade law, be fully equipped with knowledge and techniques.

Research, analysis, evaluation and forecasting in line with international standards and models, while human resources of Vietnamese commercial banks are very weak in knowledge and skills. Unlike many service sectors, the human resources of the banking sector must be of exceptionally high quality, including skilled workers, good foreign languages, and scientific and technical progress. High technology and good morals. Among them, financial professionals must be strategic visionaries, taking decisive action and principles as a “leader,” especially when dealing with complex business events. Moreover, high quality human resources are important conditions to ensure healthy, efficient and competitive development; It is also a key factor for Vietnam to become a regional and international financial center. However, the banking sector in Vietnam is seriously scarce labor resources of high quality, especially financial professionals with international qualifications. Hence, in order to meet the rigorous requirements of integration, the banking system of Vietnam should enhance the training of human resources of high quality, meeting international standards, knowledge of practices, business practices and international risks.

Sixthly, opening up the banking and finance market in the globalization process will inevitably lead to the risk of being overtaken by domestic commercial banks and the consequences arising from the problem of cross-ownership.

With the strength of finance, technology and human resources, foreign banks often penetrate and develop new markets by buying shares of Vietnamese commercial banks and become strategic shareholders, seeking to acquire them. Acquire these banks, or carry out M & A banking deals. This is the way to help foreign banks get into the financial market in Vietnam more quickly. In this case, if Vietnamese banks do not have “sanity” in managing and controlling capital, then the probability of acquisition is unavoidable. On the other hand, integration with foreign room maps in the financial market of Vietnam will create momentum and opportunities for cross-border investment between commercial banks or between commercial banks. With large corporations, leading to the problem of cross-share ownership in many forms. This is a big challenge nowadays, and the biggest barrier to manipulate and affect the entire banking system in the process of restructuring. However, the promotion of offshore investment by Vietnamese commercial banks is also facing the political, cultural and legal risks of host countries. The government in accessing information and promoting investment to reduce national risk in the field of banking and finance.

4. SOME RECOMMENDATIONS

To seize the opportunities and overcome the challenges that the globalization context brings, Vietnamese commercial banks need to make good the internal shortcomings, continue to reorganize, enhance competitiveness, expand the scope of activity. In order to achieve that goal, the author would like to propose 2 groups of recommended solutions to be implemented as follows:

4.1. From the Government and the State Bank

Firstly, perfect the legislative system

It is necessary to amend, supplement and perfect a legal corridor of publicity, transparency and fairness at all levels of management in order to facilitate equal and safe commercial banks. In competition, ensure

system security, while improving public confidence in the banking system. At the same time, the State Bank of Vietnam should create a coordinated coordination with related ministries and agencies in the issuance of legal documents, as well as the control over the handling of cross ownership issues. The cross-treatment of cross-compliance should be to prevent deliberate infringement, to eliminate the benefits of cross-ownership of individuals and organizations.

Secondly, conduct inspection, assessment, classification of commercial banks based on criteria for good and safe banking evaluation.

Basel II is considered as the best criteria for good and safe banking evaluation nowadays. Applying Basel II in inspection, assessment, classification of commercial banks should be widely implemented by many synchronized solutions to legal corridor, infrastructure and human resource in the whole banking system. During the process of applying BASEL II, the smallest group of banks, failing to meet the rating criteria, will be forced to cease operations, merge with banks capable of restoration and good financial status are encouraged to merge. To form a new bank of a larger scale, to operate more efficiently.

Thirdly, enhance directing, managing, supervising the whole system of Vietnamese banks

The supervision of the State Bank and the Government for commercial banks must be carried out regularly, continuously and flexibly and so as to assist the organizations to be monitored, to ensure the systematic and effective coordination of policies. And international cooperation in financial supervision so that banks operate safely and effectively, avoiding unfair competition. At the same time, effective coordination of the restructuring of the commercial bank system with strong development of financial markets, securities, insurance and investment funds in accordance with international standards to meet capital needs for the fourth economy, continued active international integration in the field of monetary, credit and banking. This integration process needs to be calculated in a way that is consistent with the capacity of commercial banks and the ability of management and supervision of state management agencies.

4.2. From Vietnamese Commercial Banks

Firstly, reinforce financial capacity

The commercial banks should be active in the main aspects, such as equity, asset quality, liquidity, profitability. In order to ensure this, Vietnamese commercial banks must first build a roadmap and step by step increase their charter capital by: issuing shares to domestic and foreign investors, voluntarily merging, Accordingly, improve capital adequacy ratio according to Basel II standards. Increasing charter capital is a prerequisite for achieving economies of scale, meeting the ever-widening and large financial potential needed to cope with the uncertainties of the international business environment.

Secondly, enhance the capacity of executive management

In order to improve the governance capacity, commercial banks should clearly define the rights and responsibilities of boards and head office centers, as well as strengthen the coordination between these boards and their branches, To set up an early warning system and develop a system of tools and software programs for market risk management and operation in line with international standards and practices, enhancing the quality of the project work. Market research, management and market research for the development of non-credit services, and good policies for good managers to retain and attract talents.

Thirdly, improve the quality of human resources in the direction of improving professional level, creativity, ability to communicate, and professional working style.

In order to do this, it is necessary to set specific criteria at the recruitment stage, and to combine training and regular retraining of staff. For managers at all levels should have the potential in making plan for training, practicing, exchanging staff between reputable foreign banks operating in and outside the country. At the same time, research on the application of modern information technology in the effective management of human resource utilization, employee evaluation in accordance with professional ethics standards, and efficiency is the main measure.

Furrrthermore, training and retraining human resources in a comprehensive manner need to aim at step by step raising the quality of human resources in a uniform and steady manner in the direction of both intensive and comprehensive, highly competitive and always oriented. Attracting and using talents effectively also need to be highly appreciated and implemented in a scientific way by compensation policy in each stage of development.

Fourthly, continue to innovate and modernize banking technology

In recent years, although the application of banking technology of commercial banks has gone a step further, compared to commercial banks of advanced countries in the world, the technology used in commercial banks is quite backward. Therefore, commercial banks must have specific plans and conduct technological innovations in order to create highly competitive products and services and the ability to maintain good information to enhance their competitiveness.

Fifthly, restructure the network in a scientific way

To form a new bank of a larger scale, to operate more efficiently and competitively. Sofor a long time, commercial banks have been constantly expanding their networks, without paying much attention to their effectiveness, management capacity, and so on. In the coming time, commercial banks need to have specific solutions to restructure the network such as: merging, dissolving, changing management personnel, but minimizing disturbance, psychological puzzling for staff.

Sixthly, strengthen international cooperation

Vietnamese domestic commercial banks should strengthen international cooperation with foreign commercial banks and actively participate in programs and institutions tocombine with regional and international economic association in supervising and exchanging information, In additional, taking advantage of the support of organizations, extanding bilateral cooperation including the implementation of the Vietnam-US Bilateral Trade Agreement, paying attention to nternational and regional integration in multilateral economic organizations such as ASEAN, APEC, WTO should be promoted.

5. CONCLUSION

Bank globalization is an inevitable development trend of all economies, not only opens up many opportunities but also poses a lot ofchallenges and pressures for the development of bank system. Therefore, pressure created by the process of regional and internationaleconomic integration for business activities of Vietnamese commercial banks will greater and greater while thepotential advantage will belong to foreign commercial banks. The competition not only takes place overseas but alsotakes place in the domestic market, where Vietnamese commercial banks still have many advantages if they takeadvantage of those advantages. To be able to master the advantages, take advantage of opportunities and increasecompetitiveness, Vietnamese commercial banks need to know their position, equip themselves with a certain knowledge of integrationand assess their competitiveness based on the criteria mentioned. At the same time,identifying clearly the opportunities and challenges of integration that are intertwined will

help regulators, businesses, researchers, policymakers be active, cautious and confident in enhancing the competitiveness of organizations, enterprises, banks and countries in the international market.

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EVALUATING THE DEVELOPMENT LEVEL FOR VIETNAMESE RETAIL SYSTEM IN THE CONTEXT OF GLOBALIZATION

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ABSTRACT: Internationalization and its development effects have been typical trends on the global retail market in the past few years. The trade development, trade revolution and changes in marketing channel have influenced the expansion of large, global retail systems. These systems enter the markets of developing countries and change their structure and the manner of doing business. The retail system plays an important role in the development of the national economy during the integration period. At present, there is almost no measurement of the overall development level of the national retail system. The article will study the criteria to evaluate the development level of a retail system in the context of globalization. Based on the establishing criteria, the article will evaluate the development level for Vietnam's retail system in the international integration. From the analysis of the current situation, the paper proposes some policy recommendations for Vietnamese retailers to develop their retail system in the international integration.

Keywords: retail system; globalization; international integration

1. INTRODUCTION

After more 30 years of implementing the renovation policy, Vietnam has been deeply integrating into the international economy. Vietnam has achieved many important achievements in developing a socialist-oriented market economy in general and retail system in particular. For many years, Vietnamese retail market is in the Top 10 of the most attractive retail markets in the world. Vietnam's retail system is growing rapidly, combining both traditional and modern sectors with the participation of many other economic sectors.

However, besides the achievements, Vietnam's retail market still has many shortcomings. The establishment and development of the Vietnamese retail system takes place spontaneously for a long time, lacking planning and management. This has caused many conflicts and the instability of the market. The retail system shows many limitations, including small scale, weak purchasing power, low efficiency, dominance of traditional retail (76%), and minority of modern retail (24%). The distribution is not effective; goods are supplied with poor quality, unhealthy and unsafe for consumers. There are so many intermediaries that leads to the fact that selling price is higher than the actual value. This causes major shortcomings in the retail system, badly affecting production and social life.

In addition, becoming a member of the World Trade Organization (WTO), signing AFTA with strategic partner countries, participating in CPTPP negotiations have given Vietnam not only many opportunities, but also big challenges for Vietnamese retail system. Therefore, it is necessary to have criteria to evaluate the development level of a retail system in the context of globalization.

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2. LITERATURE REVIEW

2.1. Theory of retail system development

Development is the process in which someone or something grows or changes and becomes more advanced. Therefore, the process of development of a thing, a phenomenon is often associated with the change in the direction towards the better, more complete and higher level. Therefore, the development is often seen as a process of change in both quantity and quality. It is a close combination of the completing process of the internal elements of things.

Retailing is the activities involved in the selling of goods to ultimate consumers for personal or household consumption. The retail system is understood to be a collection of organized components with structural and functional links to achieve target goals. Therefore, the implications of retail system development in the international integration include the growth of the retail system, the change of structure and the increase in quality.

Accordingly, development of the retail system is considered as a process of changing both quantity and quality of the system. In terms of quantity of development, it contains an increase in size and growth of the retail system. In terms of the change of quality, it includes changes in the internal structure of the retail system.

However, all the qualitative and quantitative changes in the retail system of each country need to be put in the context of globalization and development trends in the retail sector. Consequently, the retail system will develop sustainably in the current economic environment.

2.2. Criteria for evaluating the development of the retail system in the context of globalization

Based on the references about the evaluation methods of retail system's development and knowledge about the contents of developing retail systems in the international integration, the article has reviewed the retail system's development in focusing on the specific criteria as follows:

First, the scale and growth of the retail system. A retail system is considered to grow when its market scale is large enough and its growth rate is regular. To assess the increase of market scale, we use the growth of total retail sales of goods, services and consumption at actual price. And total retail sales of goods and services often depend on different factors such as population, economic growth rate, average income, participation of domestic economic sectors and foreign investment.

Second, the transformation and development of retail and the relationship between the traditional retail types and the modern retail types. When a nation's retail system integrates deeper into the world economy, the retail system has to move and develop to keep up with the general trend of the world. So, it is easy to notice that in the period of integration, the modern retail types are becoming more and more dominant in a nation's retail system.

Third, the network of retail systems. To help the retail system grow, the national retail system needs a rapid increase in retail network. The increase includes quantity, scale and the wide, equal distribution, minimal gap in development level in the network of retail systems. The retail network which is considered through the distribution of retail chains includes markets, trade centers, supermarkets, and retail stores... in provinces of the country.

Fourth, the retailer's competitiveness in the retail system. The retail enterprises' competitiveness plays an important role in improving the retail system's development. To evaluating retailer's competitiveness, we need to use some factors such as number of retail business, capital, ability to raise capital, business scale and quality of human resources, etc.

Fifth, the infrastructure development of the retail system, logistics and logistics distribution in the retail system. It is necessary to have an advanced and modern technical infrastructure system to improve rapidly the process of supplying retail goods from manufacturers to consumers at all stages of transportation, preservation, packaging and storage.

3. RESEARCH RESULTS

3.1. The development status of Vietnam retail system in the period of international economic integration

3.1.1. The scale and growth of the retail system

Vietnam accelerates the process of integration, participates in the World Trade Organization and signs AFTA agreement with ASEAN countries. Since then, Vietnam retail has made strong changes, always ranked high in the global retail development index (GRDI) and become one of the most attractive retail markets for foreign investors. From 2007 to present, total retail sale of goods and services is always growing at a high level, the scale of the retail system is expanding, contributing 15-16% for GDP.

Table 1. Scale and growth rate of total retail sales of consumer goods and services in the period 2007 – 2017

| Year | Total retail sales (VND billion) | Speed increase (%) | Consumer price index (%) | Real Retail Growth (%) |
|------|-------------------------------------|--------------------|--------------------------------|---------------------------|
| 2007 | 746.159 | 24,0 | 12,63 | 11,37 |
| 2008 | 1.007.213 | 36,0 | 19,89 | 16,11 |
| 2009 | 1.238.145 | 26,0 | 6,52 | 19,48 |
| 2010 | 1.677.354 | 24,0 | 11,75 | 12,25 |
| 2011 | 2.079.523 | 22,5 | 18,13 | 4,4 |
| 2012 | 2.369.131 | 13,3 | 6,81 | 6,5 |
| 2013 | 2.668.753 | 12,6 | 7,0 | 5,6 |
| 2014 | 2.970.300 | 10,6 | 4,3 | 6,3 |
| 2015 | 3.242.900 | 9,5 | 1,0 | 8,5 |
| 2016 | 3.527.400 | 10,2 | 2,4 | 7,8 |
| 2017 | 3.912.000 | 10,9 | 3,53 | 7,37 |

Source: Statistical Yearbook of the year, General Statistics Office

The Table 1 shows that the scale of the retail system has increased over the years. It reached about 3.912.000 VND billions, increased 5 times compared to 2007. Besides, the average annual growth rate of retail sale in the period 1996 - 2001 (after Vietnam joined ASEAN and before the BTA is in force) was 13.25%/year, it was 18,25%/year in the period 2002 (after the BTA is in force).

Hence, integration has contributed to promote Vietnam's retail system development. However, the average growth rate of the retail system decreased from 2011 to 2016, it was 6,5%/year. After integrating into the world economy, Vietnam's retail system has grown but growth rate is not as high as we expected. This proves the unstable growth of Vietnam's retail system in this period.

3.1.2. Retail types in the Vietnam retail system

Traditional retail types: Vietnam retail system is established and developed with both traditional elements and modern elements, between big production and small production. However, traditional retail system (traditional market, store, moving sale) is more dominant, accounting for 76% of the

entire retail system in Vietnam. Vietnam is a developing country with a not very high living standard. Thus, the traditional retail types are suitable for their low income level. Vietnam has more 8.600 traditional markets. They are concentrated in the Red River Delta (1.843 markets), the North Central and Central Coast (2.488 markets), the Mekong Delta (1.751 markets). Vietnam has over 2 million stores in the form of traditional stores, they appear from the urban districts to the suburbs. The stores scales are small, they are located near crowded areas. Their proportion is 38 – 40% of total retail sales of goods and services.

Civilized and modern retail types: When Vietnam integrates into the world and the regional economy, the retail has been modernized constantly to be able to adapt to the global modern retail trend. The modern retail types are trade centers, supermarkets, convenience stores, specialized stores, E-commerce. According to statistics, the number of new supermarkets increased about 20% in the period from 2008 to 2017. The number of new trade centers increased about 72%. Thousands of modern stores are located widely throughout the country. Modern retail market share accounts for about 24% of total retail sales, it increases 2 times compared to the time before Vietnam joined WTO. This shows that there is a big transformation in the type of retail organization in the direction from the tradition trade to modern trade.

Table 2. Number of supermarkets and trade centers for the period 2008-2015

| Year | Total number of supermarkets and trade centers | Number of trade centers | Number of supermarkets |
|------|--|-------------------------|------------------------|
| 2008 | 458 | 72 | 386 |
| 2009 | 563 | 85 | 451 |
| 2010 | 672 | 101 | 571 |
| 2011 | 754 | 116 | 638 |
| 2012 | 774 | 115 | 659 |
| 2013 | 854 | 130 | 724 |
| 2014 | 902 | 139 | 762 |
| 2015 | 973 | 174 | 799 |

Source: Statistical Yearbook of the year, General Statistics Office

Although these modern and civilized retail types has just developed for 10 years, it has confirmed its position in the entire retail trade of the country. Its share is over 24% in the retail system, but it contributes to over 45% of the total of goods retail sales. Consumers highly appreciate the products with features of quality, safety, style, design and packaging products which are bought in the modern retail types.

Table 3. Evaluating the quality, safety and design of goods in supermarkets and trade centers

| Type | Evaluating the quality, safety | | | | Evaluating the design, packaging | | | |
|--------------|--------------------------------|-------------|--------|-----|----------------------------------|------------------|--------|-----|
| | Good | Medium good | Medium | Bad | Beautiful | Medium beautiful | Medium | Bad |
| Supermarket | 42% | 49% | 9% | 0% | 57% | 34% | 9% | 1% |
| Trade center | 47% | 47% | 6% | 0% | 62% | 30% | 8% | 0% |

The level of consumer confidence in modern retail is increasing (Table 4). This shows that these retail types are liked more than the traditional retail types in Vietnam.

Table 4. Consumer credit for retail types in the Vietnamese retail system

| Retail types | Very good | Good | Medium | Bad |
|-------------------|-----------|------|--------|-----|
| Supermarket | 58% | 32% | 11% | 0% |
| Modern store | 9% | 73% | 18% | 1% |
| Trade center | 17% | 72% | 11% | 0% |
| Traditional store | 5% | 66% | 28% | 2% |
| Market | 5% | 11% | 75% | 9% |
| Moving sale | 4% | 6% | 50% | 41% |
| E - commerce | 9% | 20% | 62% | 10% |

The growth of modern retail types has significant steps, but the rate of modern retail model in Vietnam remains is at 24%, it is lower than other countries in the region: China (64%), Indonesia (43%), Thailand (46%), and Malaysia (53%).

3.1.3. Network of retail system

The circulation of retail goods is distributed through the network, which includes market, supermarket, trade center and store.

Retail network is distributed through traditional types (the popular type is market). Due to the daily needs of consumption, the traditional types have been built, expanded, upgraded, and distributed relatively in each region and locality. They meet consumer's needs well in the country.

Table 5. Number of markets by province in the period 2008 - 2015

| Year | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|--------------|--------------|--------------|--------------|--------------|-------------|-------------|-------------|
| Total | 7.871 | 8.495 | 8.528 | 8.550 | 8.547 | 8546 | 8568 | 8660 |
| Red river delta | 1.717 | 1.745 | 1.771 | 1.782 | 1.798 | 1.815 | 1.823 | 1.843 |
| Northern Midlands and Mountains | 1.236 | 1.393 | 1.404 | 1.423 | 1.407 | 1.429 | 1.442 | 1.439 |
| North Central and Coast | 2.325 | 2.475 | 2.462 | 2.427 | 2.457 | 2.466 | 2.482 | 2.488 |
| Highlands | 345 | 352 | 356 | 370 | 368 | 362 | 369 | 378 |
| South East | 572 | 763 | 756 | 766 | 778 | 748 | 744 | 761 |
| Mekong Delta | 1.676 | 1.767 | 1.779 | 1.782 | 1.739 | 1.726 | 1.708 | 1.751 |

Source: Statistical Yearbook through the years, General Statistics Office

However, the rate of the distribution types is not suitable in local areas. For example, markets are concentrated mainly in the crowded areas: Red river delta is 22% in 2015 but South East is 9%.

Retail distribution network through trade centers, supermarket. This distribution network is more and more popular in Vietnam. It becomes an efficient distribution network and brings much revenue for investors. It satisfies the consumer's demand for modern shopping which is increasing rapidly in Vietnam.

Table 6. Number of trade centers and supermarkets at provinces in 2008 - 2015

| Area | Supermarket | | | | | | Trade center | | | | | |
|-----------------|-------------|------|------|------|------|------|--------------|------|------|------|------|------|
| | 2005 | 2009 | 2010 | 2012 | 2014 | 2015 | 2005 | 2009 | 2010 | 2012 | 2014 | 2015 |
| Total | 385 | 451 | 571 | 659 | 762 | 799 | 72 | 85 | 101 | 115 | 139 | 174 |
| Red river delta | 107 | 138 | 148 | 171 | 201 | 235 | 24 | 26 | 33 | 36 | 40 | 60 |

| | | | | | | | | | | | | |
|---------------------------------------|-----|-----|-----|-----|-----|-----|----|----|----|----|----|----|
| Northern Midlands and Mountains | 32 | 37 | 60 | 66 | 89 | 78 | 4 | 6 | 9 | 10 | 13 | 16 |
| North Central and Coast | 90 | 98 | 119 | 140 | 172 | 190 | 15 | 16 | 18 | 24 | 23 | 27 |
| Highlands | 17 | 14 | 24 | 25 | 23 | 24 | 0 | 1 | 1 | 1 | 5 | 3 |
| South East | 110 | 123 | 170 | 195 | 210 | 212 | 26 | 31 | 36 | 40 | 52 | 57 |
| Mekong Delta | 29 | 41 | 50 | 62 | 67 | 60 | 3 | 5 | 4 | 4 | 6 | 11 |

Source: Statistical Yearbook through the years, General Statistics Office

Thus this type of distribution is suitable all over the country. They concentrated in 2 big cities (Ha noi and Ho Chi Minh city). 70% of the types are in the cities. And 20% of the types are in other areas, of which 19 provinces only have 1 or 2 supermarkets.

3.1.4. Competitiveness of Vietnamese retail enterprises

Number of retail enterprises. Integration has made the number of retail businesses increase. According to statistics, the number of retail businesses has increased from 18,444 enterprises in 2005 to 34,666 enterprises in 2009 (increase 2 times). Moreover, economic sectors that take part in the retail system are more numerous and diversified. There are 3 groups: domestic distribution companies (state companies and private enterprises), foreign distribution corporations and small household.

Capital and ability to raise capital. According to GSO statistics, capital size of all enterprises is generally low in Vietnam. In 2014, there are about 37.635 retail enterprises. There are 6.570 enterprises (their capital is under 0,5 billion VND, occupied 19%), 7.004 enterprises (their capital is from 0,5 to one billion VND, occupied 20%), 17.656 enterprises (their capital is from 1 to 5 billion VND, occupied 51%), 3.482 enterprises (their capital is from 5 to 10 billion VND, occupied 10%). So many Vietnamese enterprises are small in size.

Quality of human resources in Vietnamese retail businesses. Because most of them have small scale, their employees are often small in number. In addition, the scale of labor is small and organizing parts are unprofessional. A person is both a sourcing and sales staff. This is not specialization in division of labor so organizational capacity and their experience will not be guaranteed.

3.1.5. Economic and technical infrastructure of the retail system

There are about 1.200 enterprises, which provide logistics service in Vietnam. They are concentrated in Ho Chi Minh City and Hanoi. It is possible to classify the logistics industry in Vietnam: transport operators, infrastructure enterprises, warehouse operators, logistics software as enterprises, consultancy, inspection and finance.

Most of these enterprises are of small and medium scale, their capital is about 4-6 billion VND, their labors are unprofessional. These Vietnam enterprises are agents, subcontractors in the logistics transfer for international logistics service providers. There are about 25 multinational logistics enterprises operating in Vietnam, but they occupy 80% share of logistics in Vietnam. So logistics services are fragmented, many intermediaries, lack of technology investment, unprofessional in Vietnam. It does not create value-added chains and it is difficult to be trusted by clients and this also affects retailers when they use logistics services.

3.2. A general assessment of the development level of Vietnam's retail system during the period of international economic integration

Generally, the Vietnam retail system has made remarkable progress in quantity and quality. In terms of quality, there is a significant change in the percentage between traditional and modern retail types, network development, competitiveness of retail enterprises, and possibility of joint venture.

Firstly, Vietnam's retail system increases in both speed and scale over the years. The reason of such results is due to some factors such as Vietnam is one of the most populous countries with a large consumer market, Vietnam has high economic growth rate that makes the market size is expanded, average income increases, the expansion of Vietnam retail system shows that the retail system is playing an important role in the economy.

Secondly, Vietnam's retail system is modernized towards modern and civilization trend so that it can adapt to the general retail trend of the world. The retail structure has changed considerably: in the past, share of traditional retail was 100%, but now share of modern retail type is 24% of total retail sales. There are significant changes in the type of retail organization, which moves from traditional types to modern types.

Thirdly, the competitiveness of retail businesses has improved significantly. Due to market requirements, Vietnamese retail businesses are expanding constantly and improve competitiveness in the retail system. In general, the workforce has been trained gradually in marketing skills, communication, customer care, business management qualifications. The mode of business management is developing towards the direction of civilization, modern and professional.

Fourth, technical infrastructure and commercial infrastructure are invested, strengthened and upgraded gradually. Beside of direct sale, retailers also use the form of television sales and online sales.

Fifth, the Vietnam's retail network has expanded tradition distribution types (market, store, moving sale, etc.) and modern distribution types (supermarket, commercial center, modern store, etc.). This met consumption demand and use goods of consumer.

So after integrating into the world economy, the Vietnam's retail system has made a big progress with civilization and modernity trend. Now, Vietnam's retail system is making great changes: retail scale is increasing, goods is more various, price is more competitive, the business environment is clearer, system retail's distribution is growing stronger with the links between domestic and abroad, the mode of organizing and managing the business are modern and civilization trend.

In addition to the achievements, the development process of Vietnam retail system still has limitations and weaknesses:

- The size and speed of retail growth is fast but not stable. The scale of the retail system is smaller than that of other countries in the region and in the world.

- The structure of the retail type is still the traditional retail types, modern retail types are only a small part (24%). Retail types develop spontaneously; they are not organized into a system and placed under the control of State. The retail system develops disorderly, the laws and interests of consumers are not respected, and the advantages of retailing are not promoted. The fact that consumers for their quality, design, value modern retailers highly and sales services, but they have a small market share in the retail system and consumers go to shopping in here less than in traditional market.

- Commodity prices are unstable, lack transparency and the quality of the goods supply is not guaranteed, this affects seriously consumer confidence.

- The retail network is distributed unreasonably. There are big differences between regions, between urban and rural areas. There is a difference in the level of development.

- The competitiveness of Vietnamese retailers is still limited. At present, most of the enterprises are of small scale, lack of capital, backward management level. And the method of business is not advanced. Business strategy is not paid attention properly.

- The technical infrastructure of the retail system is limited. It lacks uniformity and does not meet regional and international standards. This has bad effects on the retail system's development in the period of integration.

4. CONCLUSIONS AND RECOMMENDATIONS

The findings show that in the period of international integration (2005 – 2017), Vietnam's retail system has developed significantly in quality and quantity but there are still many shortcomings and weaknesses that need to be improved. The causes of this condition are:

- The management and administration of the government for the retail system is still weak and inadequate. The state does not have appropriate strategies for the development of retail distribution systems, appropriate policies to encourage the development of modern retail, suitable policies on price management, food hygiene and safety. The commercial infrastructure is backward, high quality human resources are insufficient.

- Retail businesses have some limitations such as: Vietnam's retail business is still confused in improving competitiveness (capital, technical level, staff and facilities); the link between domestic enterprises is weak so it is difficult to compete with foreign enterprises.

To develop the retail system sustainably in the process of international economic integration, we should do:

- To review the legal system and create a more favorable environment for the development of Vietnam's retail system. Vietnam must change the legal documents in accordance with WTO's rules to create transparency and a favorable business environment.

- To strengthen the organization and management of the retail system: Improve the quality of legal documents, the quality of administrative procedures; decentralize management between the Industry and Commerce Ministry; establish a system for managing goods quality, origin of goods, use duration and quality of food hygiene and safety; Strengthen the implementation of the Law on Consumer Protection.

- Complete the policy system for the development of retail systems to fit to each retail type. At present, the Vietnam's retail system exists in parallel with two types of retail outlets (modern and traditional retail). Both types have advantages and disadvantages. Thus, the government needs to change the policy system to suit each type.

- Develop technical infrastructure and science and technology infrastructure for the development of the retail system. This is one of the reasons that hindered the development of the Vietnamese retail system. Weak infrastructure in technology and science leads to difficulties in good source and reaching consumers.

- Strengthen the ability of joint ventures, links between Vietnam's retail enterprises. In the period of international integration, Vietnamese retailers should face the loss of protection from the state, accept the equal competition with the world's leading retailers in the local market. The ability of joint ventures is, therefore, one of the most important factors to develop.

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TRANSFORMING THE ECONOMIC GROWTH MODEL – SUSTAINABLE DEVELOPMENT

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ABSTRACT: *Achieving sustainable development is currently the millennium goal of most countries, organizations, and agencies. In Vietnam, sustainable development is one of the basic parts in reforming the economic growth model. This study aims to examine the concept of sustainable development, to provide a preliminary assessment of the current situation and to propose solutions for fostering sustainable economic development in Vietnam.*

Keywords: *Sustainable development, economic growth, social value*

1. INTRODUCTION

The objective of sustainable development, formulated and developed from the realities of the social and economic life, is of critical importance in this millennium. Studies and understanding of sustainable development are rooted in the increasingly extreme phenomena of nature and society, which results in ever-increasing losses to every subject of society, a problem which no single individual, organization, country, or region can overcome unilaterally. In 1992, the United Nations Environment and Development Summit held in Rio de Janeiro set out the Global Agenda for the 21st Century, in which sustainable development was defined as “A development that satisfies the needs of the present generation without compromising the ability to meet the needs of future generations.” In paragraph 4, Article 3 of the Vietnam’s Law on Environmental Protection, sustainable development is defined as: “Sustainable development is development that meets the needs of the present generation without compromising the ability to meet the needs of future generations on the basis of closely combining and harmonizing economic growth and ensuring social progress and environmental protection.” (Vietnamese National Assembly, 2014). This is a broad definition, highlighting the most important requirements and objectives of sustainable development, in accordance with the conditions and situation in Vietnam. Accordingly, sustainable development requires the cooperation of all members of the global community on the basis of continuous development of a “tripod” – which stands for an economy with sustainable growth; a prosperous, equitable, stable and culturally diverse society; an ecologically balanced environment, where resources are sustainably extracted and generated. The basic content of sustainable development can be summarized as follows:

1.1. The nucleus of sustainable development must be economic development.

Nations cannot develop and become civilized if their economy does not flourish. Economic development is the foundation for social development. There are many models of economic development; however, sustainable economic development should be based on the model of circular economy. The circular economy is a model of development of a closed economy which guarantees that every member of every generation has the opportunity and is encouraged to understand and extract natural resources; as well

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as has the right to use natural resources for economic activities in an effective, equal, responsible manner. The focus here is on creating common prosperity for everyone, on ensuring the redefinition and balance of the natural ecosystem, without infringing upon fundamental human rights of every generation.

Criteria used for assessing sustainable economic development are: increased energy savings and renewable resources in business establishments by increasing the use of new technologies, raw materials replace; adjusting lifestyle and orienting consumer demand to preserve biodiversity and the environment; ensuring equal access to resources, essential physical conditions, ensuring business operations to reduce emissions, proper treatment of waste before discharging, increasing environmental reuse, etc.

1.2. The foundation of sustainable development is to develop social values

All economic activities are carried out by human beings with the aims towards the development of a humane, modern and civilized society, a society for human and human rights are thus increasingly respected; therefore, the promotion of social values, which form the roots and the motivation for sustainable development, is indispensable. The social values - the root of sustainable development is the human element - the resource of all natural resources. With their wisdom, people discover, master nature and will definitely know to live with nature. For development, substantiate needs must be met in areas such as: food, clothing, shelter, transportation, clean water, electricity, medical care, education and legal counseling to survive; and while on the path of development, all nations will experience and be educated to realize that human discovered the world, and they can also develop or destroy the world. Therefore, sustainable development, from a social point of view, should focus on equality, creating a favorable environment for all people to have the opportunity to develop their potential and have better living conditions, good cultural values must be maintained and developed for the future generations. Sustainable social development should focus on the following criteria: improving the human development index (HDI), improving per capita income, increasing the percentage of population having access to basic services, rural development to reduce the pressure of urban migration; raising the rate of education; restoring and developing traditional cultural values and fostering cultural diversity; increasing the proportion of women participating in social work, ensuring gender equality, paying attention to gender needs and interests; encouraging public participation in decision-making processes by means of publicity, transparency and community culture development.

1.3. The acts to balance the ecological environment, preserve and develop biodiversity, ensure environmental safety would help protect the development values

While the process of economic development with four technological revolutions as well as the processes of industrialization, modernization, urbanization, etc. bring prosperity to many countries and economic zones, they also destroy the environment, exterminate many species of animals and cause serious ecological imbalance simultaneously. Nowadays no country is excepted from the extreme phenomena caused by natural ecological imbalance. Therefore, whether the results of social and economic development could be preserved and maintained completely depends on what human being has done and will do with the natural environment. Sustainable development of the environment requires that we maintain and control the balance between securing or enhancing the natural environment with the extraction and use of natural resources for the benefit of human beings. The restriction of natural resources extraction at a certain limit, through a process with environmental recycling and cleanup, together with the controlling of emission, waste disposal and discharge in all forms of solid, air, liquid to the environment, etc. all must ensure the standard living conditions for humans and living creatures on the earth at present and in the future. Only when humans preserve the balance of nature will the values of development be sustained.

Sustainable development of the environment should focus on the implementation of the following criteria: first, to use resources efficiently, especially non-renewable resources; second, not to exceed the load-bearing threshold of the ecosystem; third, to protect biodiversity and the ozone layer; fourth, to control and mitigate greenhouse gas emissions; fifth, to strictly protect the sensitive ecosystems; sixth, to minimize and control waste discharge, to remedy pollution (water, gas, soil, food), to improve and restore the environment pollution areas, etc.

2. RENOVATING THE GROWTH MODEL TO ACHIEVE THE GOAL OF SUSTAINABLE DEVELOPMENT IN VIETNAM

On the basis of the United Nations Millennium Development Goals (MDGs), in Viet Nam, the Socio-Economic Development Strategy 2011-2020 identifies three breakthroughs to restructure the economy and re-orient the economic growth model towards sustainable development. The goals are to operate an effective economy, coupled with social progress and equality; to protect natural resources and the environment, to maintain political and social stability; to firmly defend the independence, sovereignty and national and territorial integrity. After nearly eight years of implementing this strategy, the results and some solutions to transform the model of growth and achieve sustainable development in Vietnam focus on the three following pillars:

2.1. Economic development:

In the period of 2011-2015, the estimated average growth rate of the economy was 5.91%, which was lower than that of the 2006-2010 period (6.32%), thus failing to reach the target of 6.5-7%. From 2016 until now, the growth rate has remained stagnant at 6.7%. There are two main reasons for the failure to achieve targeted economic growth in the period 2011-2015: the negative impact of the previous global economic crisis and financial downturn, while national reforms have not yielded many results and the internal weaknesses of the economy have not been fully overcome.

Table 1. Economic growth in five-year periods, compared with the preceded period, calculated in percentage

| | 2001-2005 | 2006 – 2010 | 2011 - 2016 |
|-----------------------------------|-----------|-------------|-------------|
| Overall growth | 6.9 | 6.32 | 5.91 |
| Agriculture, fishery and forestry | 3.9 | 3.53 | 3.05 |
| Industry and construction | 8.7 | 6.38 | 6.92 |
| Services | 7.0 | 7.64 | 6.32 |

Source: the author calculated based on data provided in the Statistical Handbook of Vietnam (General Statistics Office: 2010, 2011, 2012, 2013, 2014, 2015, 2016)

Table 2. Economic growth of Vietnam compared to other Southeast Asian countries

| Country | 2001 - 2005 | 2006 -2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|-------------|-------------|------------|------|------|------|------|------|
| Brunei | 2.1 | 0.7 | 3.4 | 0.95 | 1.9 | 0.7 | 0.5 |
| Cambodia | 9.34 | 6.68 | 7.07 | 7.31 | 7.43 | 6.97 | 7.2 |
| Laos | 6.29 | 7.98 | 8.04 | 7.9 | 7.97 | 7.41 | 7.31 |
| Malaysia | 4.67 | 4.48 | 5.19 | 5.64 | 4.75 | 6.02 | 4.8 |
| Philippines | 4.59 | 4.93 | 3.66 | 6.8 | 7.18 | 6.1 | 6.71 |
| Myanmar | 12.9 | 7.8 | 5.9 | 7.3 | 8.3 | 7.7 | 8.3 |
| Thailand | 5.1 | 3.56 | 0.08 | 6.49 | 2.89 | 0.71 | 3.71 |
| Timor | 2.5 | 8.2 | 14.7 | 7.8 | 5.4 | 6.6 | 6.8 |
| Vietnam | 7.33 | 6.32 | 6.24 | 5.25 | 5.42 | 5.98 | 6.68 |
| Singapore | 4.9 | 6.7 | 6.2 | 3.4 | 4.4 | 2.9 | 3.0 |

Source: IMF World Economic Outlook (WEO) Update, July 2017: A Firming Recovery (IMF, 2017)

The growth rate of countries such as Myanmar, Cambodia, the Philippines and Laos has been consistently higher than that of Vietnam over the same period. The growth rate of Indonesia in 2012 also declined like Vietnam, although the decrease was smaller (Indonesia's growth was 6.03% in 2012, 0.2 percentage points higher than that of 2011, while Vietnam's growth dropped by around 1 percentage point over the same period). Over recent years (2014-2015), Vietnam's economic growth has gradually improved, but its growth is still lower than that of Cambodia, Laos and the Philippines.

Vietnam's economy is still in a state of low-quality growth, according to the statistics released by the General Statistics Office in 2015: the industry and construction sector regained high growth momentum thanks to the policies that support and remove difficulties for the production sector, as well as the improvement of aggregate demand. The industry and construction sector in 2015 reached 9.64% over the same period and became the leading area for growth of the economy, however, the service sector growth has slowed down, particularly in the agricultural, forestry and fishery sector, showing signs of steady decline in the period 2011-2013. The figure dropped from 4.02% in 2011 to 2.64 % in 2013, then slightly improved in 2014; however, the downward trend returned in 2015.

It is estimated that in the period 2011-2015, the growth rate of agriculture, forestry and fishery is about 3.05%, lower than the rate of 3.53% in the period of 2006-2010. The contribution of the total factor productivity (TFP) to growth is still limited, and the (Incremental Capital - Output Ratio) ICOR is high. The national competitiveness has not improved much, especially in terms of economic institutions, infrastructure and technological innovation.

The objectives of renewing the growth model: In the period from 2016 until 2020 with the national start-up strategy, step by step raising the quality of growth, implementing green growth, developing clean energy and renewable energy; practicing sustainable production and consumption; ensuring food security, achieving agricultural and rural development in a closed loop with the supply and production chain through four linkages: the producers, the scientists, the businesses and the state. The average annual economic growth rate is 6.5 - 7% per year. By 2020: GDP per capita reaches about USD 3,200 - 3,500. The proportion of industry and services in GDP is over 85%. The average annual investment capital on the society accounts for 32-34% of GDP. State budget overspending shall not exceed 4% of GDP. Total factor productivity (TFP) contributes to 25-30% of the growth. Average labor productivity increased by 4-5% per year. Energy consumption per GDP is reduced by 1 - 1.5% per year. The rate of urbanization will reach 38-40% by 2020. Inflation remains below 5%.

The solution to achieving the goal of economic development is to restructure the economy in three pillars: public administration reform, state enterprise restructuring and financial market restructuring. The reform of the national bureaucracy in all aspects of institutions, organizational structure, administrative procedures and public finance associated with a rational, efficient hierarchical system, improving the quality of governance public. The relationship between the State and the market needs to be changed from the State which runs the economy to the State which creates and develops and fulfils following duties: withdrawing state capital from the enterprises, creating a healthy competitive environment, monitoring and detecting economic imbalances or signs of risk in all economic sectors, providing solutions to macroeconomic stability and system security, focusing on improving social security and social welfare, ensuring that all people enjoy growth.

2.2. Social development

Current situation: In parallel with economic growth, in recent years, Vietnam has also strengthened its investment in social development, investment in the development of education has made some progress, the state budget for education and training reached up to 20% of total budget expenditures; by 2011, all provinces and cities have reached secondary school education standards. Job creation achieved positive results: in 6 years (2006 - 2011), more than 9 million workers were employed. In 2012, the government created jobs for more than 1.5 million people; and it strived to create jobs for 1.6 million people by 2013; recruiting new vocational training for 1.9 million people; Implementing vocational training strategies linked to job creation. In 2012, the unemployment rate in urban areas was 3.53%, in rural areas was 1.55%. Poverty reduction has made progress, the percentage of poor households has decreased to 9.6% and by the end of 2013 it is estimated to be 7.6%. Gender equality policies and program to support women and girls are widely implemented through women's unions, youth unions ... at all levels. In 2012, Vietnam ranks 127 out of 187 countries and territories in terms of HDI and is classified as a country with high HDI. Vietnam fulfills 6/8 MDGs goal groups set by the United Nations for developing countries by 2015. There are many well-implemented social welfare policies; by 2014 there were 1.4 million people joining social insurances, over 8.5 million joining unemployed insurance, over 72% of the population was covered by health insurance. People's living standard has been improved. Per capita income reached USD 2,052 per person (2014). Life expectancy is 73.5 years (2015). Many millennium goals have been completed.

Social development objectives: In the coming years, Vietnam will focus on promoting sustainable poverty reduction; create sustainable jobs; The percentage of poor households decreases by 2% per year on average, and by over 4% per year in poor districts in particular. The percentage of agricultural workers in the labour force is about 35-40% (2020). The percentage of trained laborers is about 65-70%, of which 25 - 26% obtains diplomas and certificates. The unemployment rate in urban areas is below 4%. The target is to have 10 doctors and over 26 beds per ten thousand people. The health insurance coverage reaches over 80% of the population. The rate of poor households decreases by 1.3-1.5% per year on average. By 2020, there will be no poor households with earning less than \$2 per day.

Solutions: Stabilizing the scale, improving and enhancing the population quality; developing the culture in harmony with economic development, family building and development in Vietnam; sustainable urban development, new rural construction, rational distribution of population and labor by region. Particularly, the government should focus on raising the quality of education and training, shifting the direction of elite university training to practical university training, raising the people's intellectual level and professional qualifications to meet the requirements for developing country, region and locality; rapidly developing human resources, especially high-quality human resources; closely associating human resource development with the development and application of science and technology. This is a breakthrough of the source, the most important stage to increase the strength of the nation and create synergy, it has a decisive influence on the development of society, creating a sustainable root for sustainable development strategy. The emphasis in this breakthrough is to place the development of human resources, especially high quality human resources in coherence with the development and application of science and technology. This is to ensure the transfer of intellectual potential of human resources into the results of application and creation of science and technology - the key force of rapid and sustainable development. In addition, there should be activities to strengthen the conservation and development of cultural values. Solutions to these problems include:

- Promote information dissemination, education and provide guidance in accordance with moral standards (or criteria), cultural behavioral habits suitable for employment and social status as well as the habit of taking care of life culture, first of all among the leaders and managers at all levels; and continue to implement appropriate remuneration policies for professional thinkers and cultural professionals, through which foster the way of thinking, way of developing culture and educating on the basis of well-educated personality and lifestyle.

- It is necessary to formulate and orient the public opinion to care for and to respect the civilized lifestyle, cultured families, to honor academics, artisans, people with meritorious deeds, kind people, and to spread such influence and attract individuals to participate in cultural activities, education for the community, to attract all members of society to express attitudes and opinions on social issues, to encourage people to participate in or create cultural or educational activities. On the basis of that, it creates more resources and more importantly, builds an environment that honors culture; it contributes to adjusting the process of cultural development aiming at development and equity.

2.4. Protecting and ensuring the balance of the ecological environment

Current situation: More attention has been turned to the environmental issue in 2011 - 2015, 55% of urban population, 40% of rural population have access to clean, hygienic water while 40 - 45% of harmful wastes and 75 - 80% of medical waste are treated. The forest coverage rate is 30-40%. With rational policies, drastic measures, the protection of the living environment and the fight against pollution of water sources and air were supported and joined by the authorities from the central level to localities, all the sectors and people of all strata. The case of discovering and handling the FOMOSA problem is an example, etc. Forest fire and deforestation was reduced thanks to the increasing works of reforestation and forest protection. There were many programs on the efficient and sustainable use of land resources; protection of the water environment and sustainable use of water resources and mineral resources; protect the marine, coastal and island environment and the development of marine resources; forest protection and development; reduce air pollution and noise in big cities and industrial parks.

Objectives to achieved until 2020 and vision to fulfil until 2030: To achieve the goals of providing access to clean water to 95% of the urban population by 2020, 90% of the rural population, ensuring treatment of 80-85% of harmful wastes and 95 - 100% of medical wastes. The forest coverage rate reaches 44 - 45%. Other goals include substantially reducing the sources of environmental pollution; overcoming, improving the environment of polluted and degraded areas; improving the living conditions of the people; mitigating the degradation and depletion of natural resources; controlling the rate of biodiversity declination; strengthening the ability to actively respond to climate change, mitigating the increase of greenhouse gas emissions. There is also the needs to prevent and reduce the trend of increasing environmental pollution, resource depletion and biodiversity loss; improve habitat quality; actively respond to climate change; establish basic conditions for agreen economy, low waste, low carbon for the prosperity and sustainable development of the country.

Solutions: Preventing and controlling sources of environmental pollution: not to generate new polluting establishments, promoting economic restructuring in the direction of benefiting eco-friendly industries, reducing sources currently polluting the environment; basically solving environmental problems in industrial parks, river basins, craft villages and rural environmental sanitation; assuring the safety of chemicals, radiation and nuclear safety; raising the ratio of urban centers, industrial clusters and processing

zones with concentrated waste water treatment systems to meet the requirements; reducing the impact on the environment from mining; raising the rate of solid waste to be collected, recycled and reused; reducing the production and use of biodegradable bags and packages; cleaning up and restoring the environment of the polluted and degraded areas; promoting clean water supply and sanitation services; restoring lakes, ponds, canals and dike sections which have been polluted and degraded in urban centers and population quarters; treating and restoring contaminated land with dioxin residues, chemicals, pesticides and other pollutants; improving the quality of air environment in urban centers and population quarters; improving the environmental sanitation in urban and rural areas; extracting and using the natural resources; nature preservation and biodiversity effectively and sustainably; improving the law, institutional management, strengthening the capacity to enforce the law on environmental protection; strengthening and diversifying investment in environmental protection; promoting integration and strengthening international cooperation on environmental protection

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HANDLING WEAK BANKS: VIEWING FROM BANKING CRISES IN UNITED STATE, JAPAN AND POLICY RECOMMENDATIONS FOR VIETNAM

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ABSTRACT: This study focuses on analyzing solutions for weak banks in United State (US) and Japan during the banking crises. Especially, the study clarifies the process of resolving difficulties and challenges during implementation period. Moreover, it aims at deriving experiences from US, Japan and suggesting policies for Vietnam authorities to improve effectively handling Vietnamese weak banks from now to the year 2020. To ensure that, the goals of resolving bad banks in Vietnam under Scheme for restructuring system of credit institutions associated with settlement of bad debts in the period of 2016-2020 will be properly accomplished and that may leads Vietnamese banking system operate in soundness, safety and stability in the years to come.

Keywords: bank failures; failed banks; resolving failed banks; restructuring commercial banks; experiences of resolving failed banks.

1. INTRODUCTION

The health of banking system plays a vital factor for stability and development of the economy. The operations of banks are very vulnerable and always face with risk. The inefficiency of bank's governance or changes of business environments lead to difficulties, weaknesses or failures in bank's operations. When one bank weaken or fail, it can lead to weaknesses or failures of other banks and quickly spread in chain reaction throughout the economy. Risk occurred at a bank has a multiplier effect on all banks, financial institutions and economy. So that, the timely identification and effective resolution of weak banks are always seriously concerned in economies all over the world.

The term "weak bank" can be defined in different ways. According to Bank for International Settlement (BIS)[5]: *A weak bank is one whose liquidity or solvency is or will soon be impaired unless there is a major improvement in its financial resources, risk profile, business model, risk management systems and controls and/or quality of governance and management in a timely manner.*

A bank is considered the weak bank when it is illiquidity or insolvency and threatened with failures. There are different causes for the weakness of banks, it may form internal side (weak corporate governance, ineffective risk management...) or external side (fluctuating business environment, changing legal framework...). If the weakness of the bank is not identified and solved timely, it is in risk of failing. As a result, weak banks become worse and negatively impact on other banks and economy. So that, handling weak banks are very essential, it helps to maintain stability and confidence in the financial system, reduce systemic risk and ensure that banking system operate in soundness and stability.

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However, handling weak banks are complicated, it depend on many factors such as legal framework, financial sources, characteristics of banking system. In 2002, based on the experiences and circumstances of various countries, Basel Committee on Banking Supervision (BCBS) released “International Supervisory Guidance for Dealing with weak banks”. In 2015, BCBS published “Guidelines for identifying and dealing with weak banks” that revised and updated the 2002 publication. The revised guidelines offered principles of identifying and dealing with weak banks, supervisory preconditions for dealing with weak banks, techniques for supervisors to identify problems, tools for dealing with failing or failed banks.

According to the BCBS’s guidance, supervisor should use appropriate tools to early identify weak banks, act promptly and intervene at an early stage. If supervisors find out serious weakness of banks (there is an immediate and significant threat of illiquidity or insolvency), supervisors and authorities should immediately act through a variety of tools for dealing with weak banks

Although BCBS’s guidance is considered as international standards for handling weak banks in general and failed banks in particular. In fact, dealing with weak banks differed from country to country; it depended on characteristics of banking system, legal framework and others in each country. So that, examining the process of handling weak banks of variety countries and drawing lessons from experiences are very necessary for resolving Vietnamese weak banks in the next time.

2. HANDLING WEAK BANKS IN UNITED STATE AND JAPAN DURING THE BANKING CRISES

In United State (US)

US experienced three serious crises: Great Depression of 1929-1933, saving and Loan crisis of 1980s-1990s and financial crisis of 2007-2008 which led to series of banking panics and collapse of several of the large banks. The way that US fixed banking system and overcame crises were valued lessons for handling weak banks in other countries.

Before the period of Great Depression, Federal Reserve (FED) was to address banking problems, act as a lender of the last resort through providing funds to solvent banks experiencing liquidity problems. In the Great Depression, there were a large numbers of banks weaken and failed, FED was not enough power to solve banking problems. In that case, Federal Deposit Insurance Corporation (FDIC) was established in June 1933 as independent legal entity. FDIC had three responsibilities: to act as an insurer, as a supervisor and as a receiver. As an insurer, FDIC protected depositors by guaranteeing timely funding of insured deposit. As an insurer and receiver, FDIC was assigned of resolving banking problems. Experiencing 3 serious crises, the methods of resolving weak banks of FDIC was improved based on changing conditions of US banking system. Before 1950, FDIC had only two options in resolving banks failures: deposit payoffs or Purchase and Assumption transaction (P&A). P&A transaction is a solution that a healthy institution (an acquirer) purchases some or all of the assets and assumes certain liabilities of a failing banks. Deposit payoff is a solution where depositors were paid an amount based on their insured funds and all other liabilities and assets were held by FDIC as receiver. Depending on the types and sizes of the assets and liabilities of failed bank, FDIC used the suitable methods that were the less costly option. Usually, P&A transaction was a preferable option because it was considered the least disruptive to the communities. In case of not finding acquirer, FDIC used the deposit payoff solution.

In 1950, FDIC was added a new option. It was “Open Bank Assistances (OBA)” solution in which FDIC provided an insured banks at risk of failure with financial help to keep it open. However, OBA was allowed to use only if such a bank was determined to be “essential” to provide adequate banking services in

the community. Until mid-to late 1980s, FDIC used OBA in case of maintaining operation of several large bank. After 1989, it was rarely used. The fact indicated that, financial assistances were inefficient, most of assisted banks failed after assistances. In 1992, FDIC prohibited to use OBA under amended FDIC act.

When thrift crisis happened and it had been getting worse during 1980s, The Congress passed the Competitive Equality Banking Act of 1987, FDIC was expanded their power and permitted to establish a temporary bridge bank (TBB) to resolve failing banks (a bridge bank is a full-service national bank chartered by Office of the Comptroller of the Currency and controlled by FDIC). Bridge bank transaction is a P&A transaction in which FDIC acts temporarily as an assuming institution. Under controlling by the FDIC, TBB was designed to take over the operations of failing banks and maintain banking services for the customers until a buyer can be found for its operations. So it is a very useful solution for large failing banks with complicated financial structures because it provides the time needed to arrange a permanent transaction. However, FDIC used TBB only if TBB solution is less costly than payoff solution.

The P&A transaction of FDIC has changed over time, its design depending on changing market conditions and others which could impact on acquirers' interests. In early P&As, acquirers assumed all of failed bank's deposit liabilities, (including uninsured funds), certain secured liabilities and purchased a limited amount of "clean" assets. So FDIC must be held risky assets. When amount of assets it received too big, it tried to transfer as much as possible to acquirers by using a "put" option in which FDIC encouraged acquirers to buy more assets and allowed them put back to FDIC those assets they didn't want to keep in a certain period. Using "put" option made FDIC face to several problems when acquirers chose to keep assets only they had a little risk. So this tool stopped using in the end 1991. In order to induce acquirers to keep assets, FDIC used another tool that prioritized to bidders who proposed the largest number of assets. Those tools created whole sale P&A transaction which transferred all of a failed bank's assets and liabilities to an acquirer. Whole sale P&A transaction was used popularly in the period of 1988-1991. In the early 1990s, this transaction became inefficient when FDIC was difficult to find bidders for commercial loans from large failed banks. In that case, FDIC developed P&A transaction with loss sharing in which FDIC agreed to share in future loss experienced by acquirer on certain pools of problem assets.

Using payoff solution, FDIC pay directly to insured depositors of failed banks (straight deposit payoff) or through a healthy institution that act as FDIC's agent (insured deposit transfer). Uninsured depositors and creditors of failed banks were given receivership certificates entitling them to a share of the net proceeds from sale of failed bank's assets.

In 1980s, FDIC was responsible for weak banks, Federal Savings and Loan Insurance Corporation (FSLIC) was responsible for insuring deposits of Saving & Loan Associations (S&Ls). In 1989, FSLIC was insolvent and closed. Resolution trust Corporation (RTC) established in 9th August, 1989 by Congress as a temporary federal agency which had a mission to resolve S&Ls crisis of the 1980s. Initially, RTC was managed by FDIC and most of the RTC's senior personnel came from FDIC. RTC acted as a conservator and receiver of the insolvent thrifts. As a conservator, RTC controlled the operations of insolvent S&L until the best method for resolution could be determined and implement. As a receiver, RTC acted similar to that of FDIC's, also used deposit payoffs or P&A transaction.

Unlike FDIC, RTC had no internal source of funds; the fund for its operations relied on congressional appropriations and other indirect sources. RTC's operations depended on legislation and congressional approval. So, RTC was often lack of fund, its decisions often delayed and less flexible than that of FDIC. On December 31, 1995, the RTC merged into the FDIC and FDIC was responsible for resolving weak thrifts.

Crisis of 2007-2008 was known as a global financial crisis. It began in August 2007 with subprime mortgage crisis in US and quickly spread throughout the world. US banking system was fell into a serious crisis since 2008 when Lehman Brothers collapsed and other large banks and financial institutions was fell into the same situation. In the case of failing a large number of large banks and other financial institutions, FDIC added the “Systemic Risk Exception (SRE)” tool that allowed FDIC to bypass the least cost method. Under the FDIC Improvement Act of 1991, the exception was used when “the failure of an insured institution would have serious adverse effects on economic conditions or financial stability”. The exception required at least two-thirds of FDIC’s Board of Directors must agree to make a written recommendation to the Secretary of the Treasury and at least two-thirds of Board of Governors of Federal Reserve System must also agree to make the same written recommendation to the Secretary of the Treasury who must first consult with the President. In the crisis of 2008, SRE was used for three US largest banking organizations: Wachovia Corporation, Citigroup and Bank of America Corporation. Applying SRE for Wachovia, It was approved to acquire by Citigroup. But an offer of Wells Fargo was a higher share price than Citigroup’s and without requiring government’s assistance so that FRB approved Wells Fargo to acquire Wachovia in October. After Wells Fargo’s acquisition, Wachovia returned normal operations. In case of Citigroup and Bank of America Corporation, SRE was invokes and Government assistances followed. Assisted banks were monitored by regulators until assistances were refundable.

In order to respond to the crisis and prevent a future banking crisis, Dodd-Frank Wall Street Reform and Consumer Protection Act released in 2010. Under the reforms, big banks were prevented from failing by restricting the size banks; scope of bank activities and requiring higher capital levels. The Dodd-Frank Act also expanded FDIC’s “resolution” authority that allowed it to seize holding companies.

After Dodd-Frank Act effected, failed and problem banks still increased, US Government continued applying policies to solve failed banks in which authorities improved their supervision, applied strict restrictions of banks’ operations, added power for FDIC. Since June 2011, Deposit Insurance Fund balance had turned positive, failed and problem banks had decreased year by year. US banking system gradually recovered.

In Japan

Financial crisis during the 1990s in Japan caused the failures of several of the large banks. Japan witnessed the worst banking crises in its history. Japanese banks underwent a very lengthy process and very costly in order to overcome the crisis.

In the second half of 1980s, the optimistic economic growth, highly overvalued Japanese stock market, increasing non-stop of land prices led to banks expand their credits, including consumer lending, lending to real estate industry and lending to small and medium sized enterprises with underestimating credit standards and principle of credit approval. In early 1990s, the financial crisis erupted after a bubble burst. The crisis led to sharply decreased quantity of loans (especially, loans to real estate industry) and value of collateral because of drastically falling stock and real estate prices. Japanese banks were lack of timely response to deterioration of quantity of loan while their corporate governance was unsound. Finally, most banks were weakened and failed because of not strong enough to cope with the crisis.

In the period 1991 to mid-1994, small-size Japanese banks began failing. But the failed banks was very little impact on other banks and authorities was expected the economy to be recovered soon so that there was not strong authorities’ action to response to current situations. The second half of 1994, banking

crisis became clearer when two credit cooperatives, Tokyo Kyowa and Anzen, collapsed and Cosmo, Kizu followed by August 1995. Authorities recognized that they had to take strong actions to stabilize financial system. In case of Tokyo Kyowa and Anzen, authorities decided not to allow them to fail because they were afraid of negative impacts on other unhealthy financial institutions. But their decision faced with problems: (i) no institution willing to assume the assets and deposits of failed institutions; (2) in order to clean up the balance sheets or cover losses of failed institutions, Deposit Insurance Corporation of Japan (DICJ) had to make financial assistance. Under current regulation, DIC's financial assistance was limited by "payoff cost limit". In the case of Tokyo Kyowa and Anzen, losses exceeded the "payoff cost limit", DIC's fund was not enough. To overcome obstacles, on December 1994 there were policies was created:(1) Bank of Japan (BOJ) and private financial institutions established a new bank with named "Tokyo Kyoudou Bank" to assume the business of two failed institutions; (2) Capital of new bank was created by funding from BOJ and private financial institutions; (3) DICJ provided financial assistance within the payoff cost limit, private financial institutions provided a low-interest loan to support the profitability of new bank.

By this way, the problem of "payoff cost limit" of DIC was tackled and all depositors were able to withdraw their deposits from the new bank.

In case of Kizu and Cosmo credit corporative, the losses was too big to be supported from the private sector, payoff cost limit became a big problem. Requirement of amending Deposit Insurance Law in which increasing payoff cost limit was very necessary.

In case of Jusen (housing loan corporations, almost founded by banks), the losses of jusen companies in 1995-1996 was so big that founder banks were unable to cover. Finally, The Government approved to use taxpayers' for handling. Finally, Jusen's losses was cover by 55% from founder banks, 27% from the lending banks, 8% from agriculture financial institutions and 10% from public funds [1].

In June 1996, Deposit Insurance Law was amended in which payoff cost limit was removed temporarily until March 2001, raised insurance premium from 0,012% to 0,084% [1] and reorganized Tokyo Kyodou Bank into the Resolution and Collection Bank (RCB) which acted as an assuming bank for failed credit institutions. As assuming bank for failed credit institutions, RCB purchased non-performing loan from failed institutions when no private assuming bank could be found.

In 1997, several large financial institutions, including large banks were in danger of bankruptcy. The weakness of banks made depositors to aggressively withdraw their fund from weakened banks so that the Governance had to guarantee the full amount of deposits despite of limited deposit insurance funds. Though, resolution of large banks met obstacles because the bank held a great deal of NPL which could not cover by Deposit Insurance Fund (DIF). The authorities solved banks in different ways. The first case was Nippon Credit Bank, It was survived through being injected fund from BOJ and consortium of related financial institutions. After supported, its performance was not improved and finally, it was nationalized in December 1998. The second was Long-Term Credit Bank of Japan (LTCB). Initially, the authorities sought a bailout merger LTCB with Sumitomo Trust Bank. But it was failed because Sumitomo Trust Bank had doubts about potential LTCB's NPL. Finally, it was also nationalized in October 1998. Case of Hokkaido Takushodo Bank(HTB), it was organized to merge into Hokkaido Bank, but merger was failed because of HTB's NPL. When announcement of failed merger, HTB suffered from accelerating in deposit withdrawals. Its business was transferred to Hokuyo Bank (a regional bank) and Chuo Trust Bank after being granted a special loan by BOJ.

Until mid-1990s, Inspection and Supervision of financial institutions in Japan was responsibility of Ministry of Finance (MOF), Bank of Japan (BOJ) controlled money supply and functioned as a lender of last resort. In order to improve legal framework for handling failed banks, in June 1998 Financial Supervisory Agency (changed its name to Financial services Agency in June, 2000-FSA) was established to take over the supervision of banks from MOF. In this period, Japanese banks were inadequate capital because quality of bank's assets sharply dropped while banks were difficult to increase capital both from internal and external sources. Along with passed the Financial Revitalization Law, Financial Early Strengthening Law and amended The Deposit Insurance Law, Diet provided 60 trillion yen for strengthening banking sectors. Under the new Laws and adding fund from Diet, 7.8 trillion yen was injected to major banks for increasing capital by DICJ through purchasing preferred shares of subordinated debts issued by banks. In that time, the authorities required banks to assess their balance sheets and identified JPY34 trillion non-performing loan of all banks, including JPY 22 trillion for major banks based on bank's own assessments which were very different from amount of NPL based on inspectors' calculations. In 2001, FSA was released a new policy to accelerate bank loan restructuring: Reduce amount of equities held by banks to level equal to 100% tier1 capital; strengthen the classifying and provisioning for NPL; remove 50% banks' NPL within one year and 80% within 2 years. Besides, Government established Industrial Revitalization Corporation of Japan (IRCJ) in 2003 to promote the restructuring of the large firms by buying their loans, and Banks' Shareholdings Purchase Corporation (BSPC) in 2002 to buy stocks held by banks. By efforts of both authorities and banks, in March 2005, Government announced banks' NPL problems were end. In order to overcome the crisis, Japanese spent JPY47.1 trillion for banking system through DICJ in which only JPY 25.1 trillion was recovered.

In the global financial crisis of 2007-2008, while the banking system of many countries fell in recession. By improving regulatory framework and financial safety net, Japanese banking system was immune from global crisis.

Policy recommendations for Vietnam

Under Scheme for restructure banking system period 2011-2015, State Bank of Vietnam (SBV) identified 11 Vietnamese weak banks (*) and listed them for restructuring, in which 8 banks was restructured by M&A transaction and got survived. GPBank, OceanBank and VNCB were acquired by SBV at zero VND in 2015. After acquiring by SBV, the 3 banks have turned to normal operations and maintained their liquidity. However, they have been still suffered from big accumulated losses and high bad debt ratio.

Characteristics of Vietnam banking system showed that, the way to fix Vietnam weak banks will not be the same as US or Japan. However, analyzing the process of handling weak banks in US and Japan indicated that, obstacles appeared in the process of handling and the way to overcome in the two countries provided useful lessons for policy makers in Vietnam. They are following:

The first, the Government should give an enough power of handling weak banks to Deposit Insurance of Vietnam (DIV). So far, under Law No 17/2017/QH14 "Amendments to some articles of the Law on Credit Institutions", DIV has been improved its role by empowering functions of lending to weak banks and coordinating with SBV to monitor the special controlled-banks. But the rights of resolving failed banks still

¹ Saigon Join Stock Commercial Bank (SCB), First Join Stock Commercial Bank (Ficombank), Tin Nghia Join Stock Commercial Bank (TinNghiaBank), Tien Phong Join Stock Commercial Bank(TienPhongBank), Nam Viet Bank(NaViBank), Great Trust Join Stock Commercial Bank (TrustBank), Hanoi Building Join Stock Commercial Bank (Habubank), Global Petrol Commercial Join Stock Bank (GPBank) and Western Commercial Join Stock Bank (WesternBank), OceanBank, Vietnam ConstructionBank (VNCB)

belong to SBV. The lessons from US, Japan was indicated that, the lack authority of handling failed banks of deposit insurance organization led to delays and ineffectiveness in dealing with weak banks. In order to improve efficiency of handling weak banks, DIV should be improved its role as follows: 1) Improving the Law of deposit Insurance and related regulations in which Government should regulate DIV's mission of handling failed bank, empower DIV to make decisions on selecting solutions; 2) Improving DIV's financial capacity through injecting more capital; 3) Establishing risk-based premiums system to improve deposit insurance fund; 4) Increasing the coverage limit (the maximum reimbursement of DIV is much lower than the standards in other countries) and designing coverage scheme involves scale of DIF in a given stage.

The second, SBV should promulgate the guidelines for resolving weak banks in which processes of handling have to distinguish between systemically important banks and non-systemically ones. Government should also create a legal framework for DIV to establish "temporary bridge bank". Experiences of US, Japan pointed out that bridge bank is an optimal solution for resolving a very large and complex weak banks. Vietnam should design TBB according to the Japanese model- the Capital of TBB will share between the public and private sectors to reduce the pressure on public fund and maintain confidence in financial system.

The third, protection of depositors should be prioritized when selecting solutions. The banking crises found out that, if ensuring of depositors' benefit would keep the confidence of financial system and avoid systemic risk. DIV and SBV have to prudently assess impacts of the selected solution on benefits of depositors and have plans to protect them during the process of implementation. In case of choosing payoff solution for "too big to fail" banks (DIF is not enough to reimburse depositors), the government have to share coverage with DIV to ensure depositors' benefit.

The fourth, authorities should be prudent with using financial assistance solution to avoid wasting public funds. The assistances have to depend on a bank's prudent plans of using fund which must be approved by related authorities. During the implementation period, authorities must strictly monitor the assisted banks.

The fifth, in case non-systemic risk banks failed, authorities can allow them to close if that solution is costly and don't disturb banking system. In order to protect depositors (both insured and uninsured depositors). Authorities should suggest supporting from private sectors. In order to encourage private sector to join in resolving processes, the government and related authorities should provide policies of financial assistances such as: tax policies, financial policies...

The sixth, P&A solution is considered as an expected solution of authorities. But acquirers always concern NPL of failed banks when making transaction. So that, authorities should have policies to share risk and losses from NPL with acquirers when used P&A solution, especially for failed banks with a large number of NPL. For 3 banks acquired by SBV at zero VND, SBV should accelerate the process of restructure in which focus on restructuring their assets and their corporate governance. After that, SBV should arrange to be acquired by health banks with loss sharing agreements between SBV and acquirers.

The seventh, SBV should strengthen and improve banking inspection and supervision in which quickly establish early warning risk system (EWS) and use Risk-Based Supervision-RBS to early identify weak banks, system risk as well as signals of economic recession. Supervisor has to use stress-testing tools to actively respond to stressful scenarios of banking system and economy. In order to run EWS as well as RBS, SBV have to coordinate with Ministry of Finance, Credit information center of Vietnam and National Financial Supervisory Commission to improve database. SBV should suggest to the government to upgrade technical infrastructure for EWS and RBS.

Conclusions

In recent years, the Vietnam banking system has been weakened due to bad debts and poor risk management. In the period 2011-2015, 11 weak banks was identified and resolved by M&A. After M&A, banks turned to normal operation, ratio of capital adequacy and liquidity improved but their NPL is still high level, some of them remained accumulated losses and lack of effective corporate governance, especially three banks acquired by SBV. In the period 2016-2020, resolving weak banks are still defined as a main objective of Scheme for restructuring system of credit institutions. The process of identifying and dealing with weak banks from now to 2020 remains a big challenge. Policy recommendations of this article are expected to be a good suggestion for the Government and the related authorities to handle weak banks effectively.

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TAXATION LAW SYSTEM IN VIET NAM UNDER THE INFLUENCE OF FREE TRADING AGREEMENTS

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ABSTRACT: *As in many countries, taxation law system in Viet Nam has played important role in the economic- social development process and promoted international integration. However, there are many problems in Vietnamese taxation law system being required to solve when considering the impacts of Free Trading Agreements (FTAs) in which Viet Nam is a member. One of the main content in FTAs is incorporation international treaty into member countries' law. This paper aims to assess the Vietnamese taxation law system, focusing on import and export tax in the context of comparing to tax agreements in FTAs that Vietnam has joined. Then, authors suggests several solutions to improve.*

Keywords: *Taxation law system, Free Trade Agreement, effect of FTAs, import and export duties*

1. TAXATION COMMITMENTS IN FREE TRADE AGREEMENTS

FTAs are expected to offer not only opportunities but also challenges to member economy. According to FTAs framework, members of FTAs need to transform agreements into national law system. Tariff is a main content of FTAs.

Tariff commitments in Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) require each member to keep tax law system simpler and more transparent. In addition, taxation law system of each member country has to be concretised the commitments and ensure the neutrality of tax.

The negotiations of taxation in FTAs usually include two groups: import tax agreements and export tax agreements which are manifested with particularly tax lines in schedule. Members in FTAs may establish private tariffs for individual partner or common tariff for all members.

More specifically, taxation commitments contain tariff and non-tariff reduction regulations, categories of goods and services considered for tax reduction, and tax reduction roadmap.

Levels of tax incentive following FTAs are classified as the following:

Firstly, it is committed to remove tariff immediately after the agreement has been effective. In other words, tax rate would be zero percent at FTAs effective date.

Secondly, members commit to remove tariff gradually following a negotiated roadmap. It mean after a period of time, tariff lines have been cut to 0%.

Thirdly, tariff quota is committed. Tax reduction or elimination is only applied to a limited number or quantity of certain goods and services. The excess part will be subject to higher tax rate or non tax incentive.

Meanwhile, products of Viet Nam, exporting to members of FTAs, would be considered for different

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tax incentive in each market in line with the country's commitments within FTAs framework. In each FTA, Viet Nam guarantees different incentive for each tariff line and applies to all members of this FTA.

Based on FTAs framework, tax incentive level in Commitment Schedule is the minimum. Member countries could reduce tax to lower tax rates or reduce and remove tax earlier than the roadmap.

Import duty is used by the state to protect domestic resources, keep materials for domestic production, and encourage exported processed goods...In certain circumstances, export tariff policies for each type of product may be changed. It could be taxed or not depending on government decisions. However, export tariff has to be removed gradually based on a roadmap under the country's commitments within FTAs framework. It is noted that there are still items in non-preferential treatment list which could be taxed normally by the state.

Besides common commitment in a FTA like CPTPP, there are private agreements among two or more cross member countries under other FTAs. Vietnam has agreed many bilateral and multilateral FTAs in which partners could also be members of other FTAs like CPTPP. More specifically, for Asean partners such as Brunei, Singapore, Malaysia, Vietnam has guaranteed two multilateral FTAs at the same time, including Asean free trade area in internal Asean and FTAs between Asean countries and external Asean countries. As a result, in order to assess current tax law system in Vietnam adapting to international integration, it is necessary to understand agreements in FTAs Vietnam has joined beside legal documents on tax.

2. THE CURRENT TAX LAW SYSTEM IN VIET NAM UNDER THE EFFECT OF FREE TRADE AGREEMENTS

Import and export tax law system is related to FTAs directly. On April 6, 2016, The National Assembly has passed the Law on Export and import duties 2016, named 107/2016/QH13. Then, The Government has recently issued Decree 122/2016/ND-CP regulating preferential import and export tax, the list of goods, the absolute tax rate, the mixed tax and import tax instead of quota. This decree took effect from September 1, 2016, specially removing 2 decisions of the Prime Minister and 9 circulars of the Ministry of Finance issued before September 1, 2016. Moreover, the Prime Minister also issued Decision 36/2016/QD-TTg regulating the normal tax rate for imported goods. This Decision stipulated regulations on tax rate of common imports.

Through applying the Law on import and export duties, the Custom law, the Law on tax administration, other tax laws, and related legal transactions, there are achievements beside limitations which need to complete.

Main achievements could be mentioned.

- *Firstly*, tax law system in common, and the import and export duties law system have been legal foundation adapting to integration requirements, making easier for tax payers to implement, improving business environment and national competitive ability. It has also reflected tax administration reform, applied the modern tax management mechanism in which tax payers could submit self-assessment tax report (tax declaration, computation, and payment) and have their own responsibility. Moreover, Viet Nam has also eliminated tax gradually according to the negotiated roadmaps in bilateral and multilateral FTAs.

- *Secondly*, Duty law system creates legal base to encourage domestic production and export activities, while Viet Nam has to cut many tax lines for import and export items under FTAs.

- *Thirdly*, current trade remedy regulations include safeguard measures, antidumping and countervailing duties are appropriate legal conditions for Viet Nam to participate in international market in the process of trade liberalization.

To sum up, it could be seen that current tariff law system in Viet Nam has been established in accordance with FTAs that Viet Nam joined.

Limitations in the current Vietnamese tax law system

The process of developing economy and integrating of Viet Nam, especially when CPTPP has become effective, has exposed some restrictions in tariff law system need to be controlled under FTAs framework. Import and export duties law continues to be main subject to assess.

The first limitation is that system of legal transactions on tax lacks of simple and transparency. Simple and transparency are key criteria of tax law systems under integration context. It is supposed to support tax payers to access information and detailed instruction from tax and customs departments easily, ensure the justice in implementing tax laws. Then, it could encourage the spontaneous compliance of tax payers. The lack of simple and transparency of Vietnamese tax law has been demonstrated as following:

- Each tax type could be controlled by different legal documents. For example, import and export tax legal regulations is determined in not only the Law on Export and import duties but also the Customs Law, the Law on tax administration and related legal transactions. In fact, tax laws may be amended and supplement while the decrees and circulars overlap. As a result, it is difficult for tax payers to find out and apply the exact legal documents. Moreover, tax legal transactions lack of framework to solve particular situations, leading to the difficulty in practising legal regulations. Tax and customs authorities usually have to promulgate official dispatches (not legal transactions) to solve particular cases. These official dispatches are not united, resulting in tax inequality. For instance, the definition of “consumed in Viet Nam” for exported services in value added tax is not clear and debatable. Consequently, tax authorities must promulgate many official dispatches for each problem of different corporation. Besides, the definition of “exported services and consumed outside Viet Nam” is similar.

- For import and export tariff: The tax rates, tax schedules, product codes, tax computation methods are complicated. The tax rates are regulated by both categories and origin of products (compulsory), making tax schedules too complicated. A product could be subject to many type of taxes. High and low tax rate in schedules depends on not only nature of items but also using purposes. As a result, the import and export tax rates applied to the similar products could be various because of different using purposes. In addition, tax computation methods include tax calculation based on percentage of taxed value of import and export goods and services (percentage tax computation method), calculation of absolute tax for a unit of import and export goods and services (absolute tax computation method), and mixed tax computation method are complex and difficult to compute.

The second limitation is that import and export duty law system lacks stability, transparency and suitability to intergation requirements. Legal regulations on import and export duties relate to tariff agreements in FTAs directly. In the Law on import and export duties, a number of regulations are not corresponding to the Customs law or the Law on tax administration. In addition, some regulations are not feasible and comprehensive, leading to difficulty in implement, creating more administrative procedure. It could be listed such as the regulation of export tax exemption for products which are exported to process at Clause 6 Article 16 and related regulations at Clause 13- Article 16- Law on Export and import duties 2016, tax refund regulations at Point d - Clause 1- Article 19 - Law on Export and import duties 2016, etc.

Furthermore, the roadmap of cutting import and export tariff is not conformable to commitments in FTAs Vietnam is a member, consist of CPTPP. In addition, import and export tariff schedules have not been an effective tool to promote domestic production and the export of high value added products. It also could not restrict the export of unprocessed natural resources and reduce low value added processed

goods. Last but not least, the Vietnamese import and export duties laws contain regulations to protect domestic production, but some of these regulations are not in line with country's commitment within FTAs framework.

Thirdly, regulations in tax legal documents in Viet Nam is influenced by social policies, resulting in the absence of tax neutrality. It againsts international routine and obstructs the practice of legal regulations. Tax reduction and tax exemption are examples.

Finally, tax law system could not ensure sources of revenue for national budget. The impacts of FTAs decrease income from export and import activities, while other domestic tax law system contains problems. The tax base has not been widen to involve new sources of revenue which have been born in integration.

3. SEVERAL SUGGESTIONS TO IMPROVE VIETNAMESE TAX LAW SYSTEM UNDER FREE TRADE AGREEMENTS

Firtsly, it is necessary to establish set of rules applied to negotiate and join to FTAs. It includes rules of adjusting tax regulations, determination of which cases are needed to cut tax immediately or gradually based on a roadmap, which cases are applied tariff quota, which cases are not tax elimination or reduction... This set of rules will be basis to build and adjust national tax law system, limit the number of time adjusting tax regulations. Consequently, the national tax law system becomes stable, consistent, and satisfies FTAs requirements. Tax laws quality guarantee may encourage production and business, enhance the competitive ability of domestic goods and services, promote investment and export, create sustainable economic growth.

Secondly, it is required to keep tax law system high transparent and clear.

- Recheck legal transactions on tax in order to eliminate unsuitable regulations; modify and supplement cross regulations; enforce new norms to regulated new tax relationship.

- Tax laws should include enough legal frameworks to solve particular circumstances. It limits the number of official dispatches that tax and custom authorities promulgate to solve each case. This official dispatches are not legal documents and have been changed in different situations, leading to unequal tax.

For import and export duties, it is necessary to simplify tax rates, tax schedule, product codes, and tax calculation methods....

Thirdly, it is suggested to ensure the relative stableness, obviousness, appropriateness of common tax law and import and export duties law system in line with agreements in FTAs which Viet Nam has joined. The regulations in the Law on import and export duties need to be consistent with these in the Customs law, the Law on tax administration and related legal transactions. Moreover, according to established set of negotiated rules, Viet Nam should build a roadmap to adjust import and export tax rates to sastify the commitments in FTAs, especially after CPTPP is in effect. Some inadequate regulations should be changed such as tax reduction and tax exemption regulations.

Fourthly, to remain the neutrality of tax, it is suggested that social policies should not be considered when setting tax regulations. It would bring a favourable and equal business environment, encourage investment and distribute income exactly.

Finally, under the influence of FTAs, tax laws system is required to change to balance sources of revenue to national budget. Tax is one of the largest source of income to state budget. However, implementing FTAs commitments results in a decrease in government revenue departing from the reduction in import and export duties. So authorities have to inspect all regulations on tax, including value added tax, special consumption tax, business income tax, personal income tax, property tax,... to widen tax base, embrace new sources of

revenue following international routine. Furthermore, in term of implementing FTAs commitments, it is required to reform tax administrative formalities, ameliorate the efficiency of tax management, avoid tax fraud and tax evasion, against transfer pricing...

CONCLUSION

The current Vietnamese tax law system has contributed to economic integration process and promoted economic and social development. However, economic and social relations have continued to change and develop while the level of integration become higher. Joining to new generation FTAs opens new development space, leading to quantitative changes. The development opportunities are wider and deeper for all fields, especially for creative areas and global business. It is required changes in the current Vietnamese tax law system. Under the influence of FTAs, the tax laws should be inspected to find out problems needed to modify. It would make the tax law system in Viet Nam effective and suitable to integration process.

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Current tax law transactions in Viet Nam

BUSINESS REGISTRATION PROCEDURE FOR ENTERPRISES IN VIETNAM

– CURRENT SITUATION AND SOLUTIONS

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ABSTRACT: *In recent years, the business registration procedure for enterprises have been improved significantly with more favourable legal framework for business registration; application of IT in business registration that makes the procedure of business registration and tax registration to be the first electronic interconnection model in the State management system in Vietnam. At the same time, the business registration has been computerized and modernized helping to reduce the time and cost of entering the market, contributing to transparent the investment and business environment; promoting the freedom of business of citizens in accordance with the Constitution. However, the business registration procedure for enterprises still have some limitations. Thus, solutions to improve the business registration procedure to facilitate enterprises to participate in the market in the current context of international integration is necessary.*

Keywords: *business registration, business registration procedure, enterprises*

1. MAIN TEXT

After more than 1 year of implementation, the Government's Resolution No.19/2017/NQ-CP and 35/NQ-CP of the Government have contributed to create the confidence of the business community. The Government's commitment to the business community has conveyed a strong message of a tectonic government to serve, support and promote enterprises, considering enterprises as an economic development dynamic. The business registration procedure is one of the important procedures when starting a business. Over the past years, business registration for enterprises has made many important changes that had been improving to meet the requirements of practice in the trend of international integration.

According to data of the Business Registration Management Agency – Ministry of Planning and Investment, there were 12,209 newly established enterprises in June 2018 with the total registered capital of VND 132,108 billion, an increase of 10.7% in terms of the number of enterprises, and 26.0% in terms of capital in comparison with May 2018. The average registered capital per enterprise in June reached VND 10.8 billion, increasing by 13.8% over the previous month. The registered number of employees of new enterprises established in June was 95,930 employees, an increase of 19.1% in comparison with May. In the first six months of 2018, Vietnam had 64,531 newly established enterprises with the registered capital of VND 648,967 billion, going up by 5.3% in terms of the number of enterprises and 8.9% in terms of the registered capital in comparison with the same period of 2017. The average registered capital per enterprises in this period reach VND 10.1 billion, an increase of 3.4% over the same period of 2017.

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2. CURRENT SITUATION OF REGISTRATION PROCEDURE FOR ENTERPRISES IN VIETNAM

After months of implementation, the reform of administrative procedures in the field of business registration for enterprises has basically achieved the following results

2.1. Regarding legal framework:

The legal framework of business registration has been completed, facilitating enterprises in participating and operating on the market. It establishes a one-stop-shop mechanism in accepting and settling procedures of enterprise establishment. Particularly, organizations and individuals registering for the establishment of enterprise shall submit only one set of dossiers (including information on business registration and tax) at only one receiving point (business registration agency) to obtain the Business Registration Certificate (it is also tax registration certificate) and a unique business code from a standardized process throughout the country. On the other hand, the one-stop-shop mechanism has significantly contributed to reduce the time to complete basic procedures for the market entry process. In particular, before 2005, it took from 32 working days, then 22 working days since the effective date of the 2005 Enterprise Law, and 15 working days from 2007, 5 working days from 2008 and according to the 2014 Enterprise Law, it is maximum of 03 working days. According to the Doing Business Report of the World Bank, in terms of time to complete business registration procedures, Vietnam is only behind Singapore (0.5 day) and Thailand (2.5 working days) in the Southeast Asia.

2.2. Regarding the national business registration portal:

The National Business Registration Portal of Business registration has marked a major step forward the application of IT in business registration, making the business registration procedure and tax registration procedure become the first electronic interconnection model in the State management system in Vietnam. The business registration is now computerized and modernized helping to reduce the time and cost of entering the market, contributing to transparent the investment and business environment; particularly:

- Unify the business registration procedure throughout the country, directly serving daily operations for nearly 500 staff in charge of business registration in 63 provinces/cities; publicize the whole process and status of business registration dossiers and help to transparent the operation of State management agencies in implementing administrative procedures of business registration.

- Develop the national business registration portal, store information on the legal status of all registered enterprises, facilitate the disclosure of information, legal status of enterprises, and be a useful tool to provide information serving the macro-economic management and other state management. Currently, nearly 90% of dossiers of registered enterprises have been digitized and stored in electronic file in the National Database.

- Enable online business registration to save time, cost of entering to the market, and to develop a transparent business registration system that minimizes the negatives may arise from human intervention. Currently, the Online Business Registration System has met the requirements of online public services level 4. According to statistics, in the first quarter of 2018, the rate of online registration in Vietnam reached 58.01% (this was 45.25% in 2017). This number in Hochiminh city was 64.84% and Hanoi was 99.62% which exceeded the target set by the Government in Resolution 36a/NQ-CP on the e-government.

- Develop the National Business Registration Portal to be an official information channel with a completed database and rich information services; which will be a bridge to bring information of firms to the community widely, thereby, enhance the ability of the society to supervise enterprises' operations,

contributing to a more transparent and secure business investment environment. The role and value of the National Business Registration Portal for the society is increasingly reflected in the number of visitors.

- The Business Registration Management Agency collaborated with the Foreign Investment Agency to set up an interconnection information processing system to settle the procedures of investment registration and enterprise registration for foreign investors. On April 18, 2017, the Ministry of Planning and Investment issued Circular no.02/2017/TT-BKHDT guiding the mechanism for cooperation in processing of applications for investment registration and enterprise registration submitted by foreign investors.

2.3. Regarding the information on enterprise registration certificate

The new registration procedure has improved the freedom of business of citizens in accordance with the Constitution by eliminating the regulation on inscription of business lines on the enterprise registration certificate. In addition, the management mechanism was completely transferred from pre-check to post-check by eliminating requirements on business conditions at the time of registration (such as the requirements on business licenses, certificate of eligibility for business, work permit, confirmation of legal capital). In addition, enterprises are given the right to make their own decisions on the contents, specimen and number of seals that only need to inform the seal's specimen with the Business Registration Agency instead of seal specimen registration with the police office as before.

2.4. Regarding the cost of entering the market of newly established enterprises

In the implementation of Resolution No.19-2017/NQ-CP dated 06/02/2017 on continuing to implement main duties and solution for improving business environment and enhancing national competitiveness in 2017 and orientation towards 2020, resolution no.75-CP dated 09/8/2017 at the regular meeting of the Government in July 2017 with the objective of reducing cost of setting up business and input costs for enterprises, proposal of policy for costs and fees reduction in enterprise registration of the Agency has been approved by the Ministry of Finance. According to Circular No. 130/2017/TT-BTC dated 04/12/2017 of the Ministry of Finance amending and supplementing circular no.215/2016/TT-BTC on the rates of collection, payment, management and use of enterprise information supply and enterprise registration fees, from 20 January 2018, the enterprise registration fee has been reduced by 50% compared with the previous regulations and 100% exemption if the enterprise registers online.

2.5. Regarding the implementation of regulations on enterprise registration:

to effectively guide the implementation of regulations on enterprise registration; to improve professional capacity for staff in charge of business registration. The guiding for implementing regulations on enterprise registration is carried out through various methods such as written documents, direct support via telephone, Skype, TeamViewer, email, leaflets, etc., to support enterprises in the business registration.

3. LIMITATIONS IN BUSINESS REGISTRATION PROCEDURE FOR ENTERPRISES

3.1. limitation in legal framework

- Regulation of online enterprise registration still has some unfinished points. Some principles in online enterprise registration are being implemented on the basis of guiding documents issued by the Ministry that have not yet legalized into legal normative documents such as: allow authorized person of legal representative to sign the enterprise registration application online, specify the time of settling the online registration dossier from the receipt of written forms of enterprises.

- Legal regulations related to the revocation of enterprise registration certificate has not been completed leading to some difficulties in the implementation process, specifically: there is no detailed regulation on the authority of the police agency in determining the act of forging dossiers, there is no regulation on the explanation of enterprise after receiving the notice of violations in the case of revocation.

- There is no legal regulation on dossiers, order, procedures for transferring business household into enterprise to be a basis for making related regulations in the Law on Support for Small and Medium-sized Enterprises come into practice after the effective.

2.2. Limitation in organizational implementation

- There is no link among Ministries, sectors and units related to business registration in terms of procedures of investment, land, construction, planning, fire prevention and fighting, environment, tax, business conditions, etc.

- The human resources for business registration in localities are almost unchanged while the number of new enterprises is increasing significantly leading to high pressure for division of business registration.

- A part of staff in charge of business registration activities do not really respect professional ethics, causing difficulties for enterprise during the execution of service. Some people and enterprises take advantage of loopholes of law to commit deceptive behaviour, illegal profiteer, affecting the business environment.

3. SOME RECOMMENDATIONS TO IMPROVE ADMINISTRATIVE PROCEDURES IN BUSINESS REGISTRATION FOR ENTERPRISES IN THE CONTEXT OF INTERNATIONAL ECONOMIC INTEGRATION

1.3. Completing the legal framework:

Continue to complete the legal framework for enterprise registration; review legal documents on enterprise registration, and actively coordinate with related agencies, organizations to develop contents of Draft Decree amending and supplementing a number of articles of Decree No.78/2015/ND-CP that will be issued in July 2018. Currently, the Draft Decree has been basically completed with many regulations in the direction of simplifying administrative procedures for enterprise registration, facilitating enterprises in participating and operating in the market, specifically:

- *Thoroughly implement the idea of renewing the viewpoint on enterprise seal.*

It is necessary to remove the regulation of compulsory seal in all documents issued by enterprises in the enterprise registration dossier. This will on the one hand simplify procedure for enterprises and on the other hand gradually reduce the power and role of the seal. With this regulation, the field of business registration will be one of the first field where enterprises are not obliged to use seals, and thereby help enterprises to focus on their production and business without any worries about difficulties may caused by the seal. At the same time, the procedure of notifying the seal specimen should be simplified. Enterprises only need to send the seal specimen online through the National Business Registration Portal, without submitting dossier by paper to the business registration agency. By this procedure, the time for completion of administrative procedures for enterprises will be reduce.

- *Promote the online Enterprise registration procedure*

It should have regulation to create favourable mechanism for users in using online enterprise registration service that allows legal representatives of enterprises to register online by themselves or by their authorized person.

- *Reduce procedure of registering information of founding shareholders of joint stock companies*

According to current regulations, enterprise must notify the business registration agency about any change in information of founding shareholders. This created unnecessary burden and cost of compliance for enterprises or even a tool that some shareholders may take advantage of or cause difficulty for enterprise. Therefore, to reform administrative procedures and increase the autonomy of enterprises in post-establishment operations, the notification of change in information of founding shareholders in other cases should be abolished.

- *Expand the freedom of business for enterprises*

To create more favourable conditions for newly operating enterprises and to ensure the flexibility and proactiveness of enterprises when start operating in the market, it is necessary to remove regulation that enterprise must only set up their business location in the province or municipality where the head office or branch is located to help them reduce operational management costs.

3.2. Organizational implementation

It needs coordination between the Business Registration Agency – the Ministry of Planning and Investment with the General Department of Taxation and other relevant ministries, sectors to implement the following solutions:

- The Ministry of Planning and Investment should collaborate with the Ministry of Natural Resources and Environment, the Ministry of Construction, the Ministry of Finance, the Ministry of Industry and Trade, the Ministry of Justice and relevant agencies to study to complete the unified interconnection process in procedures of investment, land, construction, planning, fire prevention and fighting, environment, tax, business conditions; establish an effective and smooth collaboration mechanism to concurrently perform investment procedures; avoid the re-verification and recognition of the results among state agencies; significantly reduce the time for completing procedures of a project compared to current one; implement uniformly throughout the country the Law on Investment (amended) when taking effect.

- The Ministry of Finance should study to amend regulation related to the requirement that enterprise must have bank account to reduce this procedure in the start-up procedure.

- The Ministry of Finance should study to amend the regulation related to the payment of license fee to remove this procedure from the Start-up Procedure

- Promote localities to strictly comply with regulations on enterprise registration, the time for handling administrative procedures in the field of enterprise registration

- There should have more closely monitoring to exchange and provide timely information to the World Bank on the Start-up Procedure in Vietnam.

- The division of business registration should have more personnels and at the same time, the staff should be send to attend courses of professional training, business ethics to facilitate enterprises in quickly and conveniently registration.

4. CONCLUSION

The current business registration procedure for enterprises has been improved but there are a number of shortcomings in terms of legal framework, organizational implementation. Therefore, to facilitate newly established enterprises, the legal framework should be completed and there should have collaboration between relevant ministries, sectors towards the international integration.

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FDI THRESHOLD – AN INDICATOR IN FDI ATTRACTING TOWARD SUSTAINABLE DEVELOPMENT

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ABSTRACT: *As most developing and emerging economies pursue the goal of attracting and implementing FDI (FDI scale – the number of registered FDI by investors) and support for economic developing. However, there is always a contradiction: Although the larger the size of FDI is, but it does not guarantee the economic efficiency and quality of FDI in the host country. In addition to the benefits that FDI inflows bring as capital, jobs, conditions for the host country to gain access to international markets, technological upgrading through spillover effects, FDI also creates negative impacts on economic development in the receiving country, such as the imbalance of the balance of payments, control of the development of domestic enterprises, the depletion of resources, environmental pollution, dependence on external resources ... So, the attraction of FDI in developing countries should be aimed at attracting as much as possible, but also effectively created positive effects for economic growth. Therefore, within the scope of the article, the authors refer to the FDI threshold as an important indicator for establishment of FDI attraction policy to create momentum for sustainable growth.*

Keywords: *FDI, FDI threshold, FDI attracting, sustainable development*

1. FDI THRESHOLD AND RELATIONSHIP BETWEEN FDI THRESHOLD AND SUSTAINABLE DEVELOPMENT

A country receiving FDI, does not only aim at economic efficiency of FDI, but also target to the final effect of FDI. FDI efficiency is the result of a scale consistent with absorption capacity and reflected in the quality of attracted FDI. FDI inflows are expected to contribute to budget, support to GDP, increase incomes after taking into account negative environmental impacts, taxes (OECD, 2002) ... In other words, it is close to the net contribution of the FDI sector to the country's socioeconomic development after deducting the opportunity costs for the negative issues that arise when attracting and using FDI. Because, the quantification of all those issues is difficult, many studies have used indicators of FDI threshold as an implication for FDI effectiveness.

A number of empirical studies have shown that the efficiency of FDI depends on the absorption capacity of host country that always changes over different periods, rather than on the result of attracted capital (Alfaro L., 2004). In terms of capital scale, ***FDI threshold is defined as the ratio of FDI to GDP at which the positive effects are still over negative effects*** (Demekas D. G., 2005). This indicator suggests an FDI scale that is consistent with absorption capacity of a receiving country. Therefore, one can understand that a country can change or expand FDI inflow if there is a suitable FDI policy system to absorb this source of capital.

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FDI threshold is important to FDI attracting framework in host countries.

Firstly, this indicator is a reference index for the process of planning attract FDI framework in each country to ensure that attracted FDI is controlled and exploited to its full potential (Sourafel Girma, 2005)

Secondly, comparing implemented FDI with FDI threshold indicator provides important implication in the process of investment management, especially in the process of planning the FDI policy. When the scale of FDI is below the threshold, policy makers can use preferential policies and investment promotion to attract more foreign investors. Conversely, when the size of FDI exceeds the threshold, it is important to screen and remove inefficient FDI projects which negatively impact to the economy, society and environment of receiving countries.

Thirdly, defining the FDI threshold helps the economy better keep its FDI expectations. Accordingly, the impact of FDI on the economy is optimized.

Fourthly, FDI thresholds need to be compared with actual needs of host countries because FDI threshold is the optimal size of FDI attraction to the economy. In a circumstance that the actual demand for FDI capital in host country is greater than the threshold, to maximize the benefits from the capital, it is necessary to increase the internal capital absorption of the host country. Consequently, it is basic to expand the residual attraction of FDI. In other words, policymakers need to have appropriate FDI policies to expand this absorption.

FDI AND FDI THRESHOLD IN VIETNAM

Since its appearance in Vietnam, the FDI sector has been gradually asserting itself as the most dynamic economic sector with the increasingly expanded scale of FDI capital in Vietnam. In the period of 2005 - 2016, except for abnormal fluctuations in 2008-2009, FDI inflows tended to increase over the years, while registered out of implemented FDI ratio also improved (Table 1). As of 20/12/2017, the country had 24,748 foreign investment projects in force, with total registered capital of valid projects was 318.72 billion USD, implemented capital was 172.35 billion USD (Nguyen Van Toan, 2018).

Table 1. FDI in Vietnam in 2005-2017

Unit: Billion USD

| Time | Registered FDI | Implemented FDI | Implemented/registered ratio |
|-------------|-----------------------|------------------------|-------------------------------------|
| 2005 | 6.84 | 3.301 | 48.26% |
| 2006 | 12.004 | 4.1 | 34.16% |
| 2007 | 21.349 | 8.034 | 37.63% |
| 2008 | 71.72 | 11.5 | 16.03% |
| 2009 | 23.1 | 10 | 43.29% |
| 2010 | 19.88 | 11 | 55.33% |
| 2011 | 15.59 | 11 | 70.56% |
| 2012 | 16.34 | 10 | 61.20% |
| 2013 | 22.35 | 11.5 | 51.45% |
| 2014 | 21.92 | 12.5 | 57.03% |
| 2015 | 22.76 | 14.5 | 63.71% |
| 2016 | 24.37 | 15.8 | 64.83% |
| 2017 | 33.88 | 17.5 | 51.65% |

Source: (Nguyen Van Toan, 2018)

FDI has contributed positively and impressively on many aspects in the process of integration and socio-economic development in each period of Vietnam economy. However, many studies have shown the impacts of FDI on the Vietnamese economy is bipartisan. On the one hand, FDI is an important additional source of capital for the economy, contributing to economic growth, increasing budget revenues, creating more employment opportunities, expanding markets, boosting exports. On the other hand, Vietnam is struggling to attract FDI by imbalance in economic structure, low labour income, low labour quality, environmental pollution, the limitations in technology transfer, discrete links between domestic and foreign firms... In addition, the main assessment of FDI have shown that FDI policy is imbalance and is gradually moving to the trend of increasing internal absorption of the economy rather than increasing FDI scale (Nguyen Van Toan, 2018). Therefore, it can be said that the links between FDI threshold and economic growth in Vietnam is very specific and clear.

Estimated results showed that the reasonable FDI threshold in Vietnam was of under 8.96% GDP (Nguyen Thi Quynh Tho, 2017). With 10% increase in trade openness, there would be 0.59% increase in GDP. If Vietnam continues to attract FDI (greater than 8.96% of GDP) and increases trade liberalization, it will be a reduction in GDP growth: a decrease of 0.05% for every 10% increase trade opening (Nguyen Thi Quynh Tho, 2017).

Because of the estimation of FDI threshold at 8.96% of GDP, comparing with the actual size of FDI in Vietnam, it can be seen that:

Firstly, in the period of 2012-2017, the amount of FDI in Vietnam was still in the range of 8.96% of GDP. That means in this period, the amount of FDI inflow into Vietnam still brought about positive effects to economic growth.

Secondly, Vietnam still has plenty of room to attract more FDI. However, with the increasing proportion of FDI/GDP, FDI inflow tends to decrease. In 2015, the size of FDI threshold was 6.1% of GDP and raised to 7.98% in 2017 (Chart 1). Therefore, with the current absorption capacity of the economy, Vietnam has only about 1% residual surplus for FDI to ensure that the impact of FDI inflow is positive for economic growth.

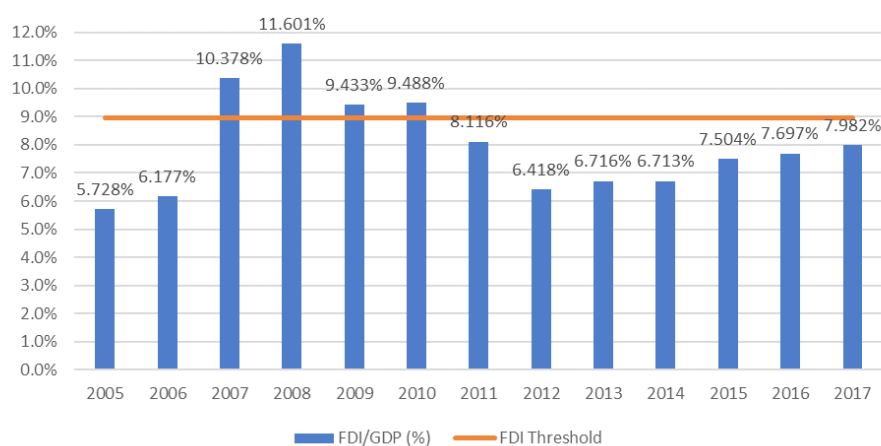


Figure 1. Implemented FDI/GDP and FDI threshold in Vietnam in 2005-2017

Source: Author's estimation under World bank Data ¹

¹ Online world bank data, accessed on <https://data.worldbank.org/indicator/NY.GDP.MKTP.CD?end=2016&locations=VN&start=1985&view=chart>

Considering objectives of economic development in 2016-2020 period, to achieve a GDP growth rate of 6.5% - 7% / year, the total social investment is about 32-34% of GDP. Therefore, the issue of attracting FDI towards sustainable growth must simultaneously expand the FDI threshold to attract more than 8.96% out of GDP, while enhance the absorption capacity of the economy. From the author's point of view, the policy of attracting FDI must be aimed at improving the quality of FDI inflows to ensure that FDI would be a positive capital source for the whole economy (Nguyen Quynh Tho, 2016).

(i) Vietnam should screen licensed projects and strongly withdraw investment licenses of unsuitable projects. Accordingly, Vietnam needs to screen carefully the list of investment projects, while reviewing the registered projects. There should be clear and rigorous rules to prevent projects that are unsuitable for development purposes, including:

- Heavy industrial projects with outdated technology
- Projects with environmental pollution risks
- Projects which are slow to disburse
- Projects which are not implemented

A standard verification procedure should be established to examine the feasibility of investment projects, investor status, financial capacity and operational capacity prior to licensing to ensure the feasibility of the project. For projects that are not implemented, projects causing serious consequences for the economy, for resources, for the environment ... or simple labour-intensive projects or not creating much value added... need to withdraw investment licenses to ensure the quality of capital, to attract enough FDI within the FDI threshold and bring positive effects for economic growth.

(ii) To create a separate policy to attract strategic investors. This is an effective measure in some countries such as Malaysia, Singapore and China to improve the quality of FDI. This measure, on the one hand, helps Vietnam avoid the situation of granting incentives and at the same time to allow potential investors to see their value when investing in Vietnam, thereby increasing the attractiveness for investors. On the other hand, the identification of strategic investors helps Vietnam implicitly orient FDI into specific types of projects and sectors, thereby effectively implementing the economic restructuring. Specifically, Vietnam should consider the objects are classified as "strategic investors".

- Big, loyal partners who have long-term relations with Vietnam;
- MNCs have strong capital and market potentials;
- Investors come from countries that hold source technology;

These orientations should be clearly stated in the investment policy law and the investment-related regulations.

(iii) Improve the technology transfer capability of FDI enterprises in Vietnam. To ensure that FDI enterprises invest in advanced technologies in Vietnam, in addition to encourage enterprises to hold source technologies, Vietnam should implement some policy adjustments, including:

- Set up specific criteria for more stringent technological level of FDI projects in Vietnam to control the minimum level of technology transferred and minimize the risk of becoming a technology dumping ground. However, these regulations should be consistent with the commitments in ACIA. In fact, Vietnam currently does not have standards on FDI project technology but most of them are only orientations and are scattered in different legal documents (Investment Law 2014 and Law on Science and Technology 2013).

- There should be clear regulations requiring investors to commit about technology transfer. At present, Vietnam has a law on technology transfer. However, in this Law, provisions on technology transfer

have not been concretized. China's experience has been very successful in requiring investors to commit to technology transfer as soon as the project starts, with a rigorous implementation control process. In addition, to ensure that investors invest in hi-tech industries with high added value, Vietnam should have clear commitments on the protection of intellectual property rights for FDI investors.

- It is necessary to have incentive and preferential policies for joint venture projects to take advantage of the linkages between FDI enterprises and domestic enterprises to learn and transfer technology. In the past, Vietnam had imposed localization rates to ensure that local firms were able to participate in and access advanced technology. However, according to AIA commitments, localization requirements for FDI projects were not available. Therefore, if Vietnam does not have specific preferences for joint venture, the capital FDI under the influence of globalization in general and of ASEAN economic link in particular will be mainly used in the form of 100% foreign capital.

- R&D needs to be strengthened. On the one hand, Vietnam should take advantage of strength of FDI enterprises to support R&D in the country. There is a need for stronger incentives, perhaps even setting conditions for foreign investors to set up R&D centers in Vietnam. This will help domestic partners exchange knowledge about technology, research and development, and technology. Several effective measures for the development of R&D activities from countries such as the establishment of favourable financial mechanisms for the construction and development of hi-tech research centers, import tax exemption, VAT on machinery for R&D and new product development; financial support, low interest loans for R & D projects. In addition, the Vietnamese partners also must invest in R&D facilities and train staff to gain access to technology.

(iv) Taking advantage of FDI to upgrade infrastructure. To facilitate the investment activities, the technical infrastructure in Vietnam needs to be developed and upgraded to meet the requirements of foreign investor. Accordingly, Vietnam should pay attention to the following issues:

- Review the plan on infrastructure so as to give priority to attract investment in infrastructure development. Maximizing resources for investment, including state budget, private capital, ODA and FDI. Priority will be given to infrastructure construction projects such as transport, water supply, sanitation, power generation, energy, information systems ...

- In the context of resource constraints, a number of key areas should be selected to invest in upgrading modern, advanced infrastructure; Applying the "bird call" model – to build high economic zones or hi-tech corridors with synchronous and complete infrastructure facilities to attract FDI inflows.

- Infrastructure construction should take into account to sustainability of the facility over time to ensure sustainable development of the infrastructure. To ensure the sustainability of construction, the quality control and inspection activities in the construction of works are very necessary and important. It is necessary to check the supervision from the design stage, the selection of building materials to the construction and maintenance of construction.

(v) Improve environmental protection policy:

- Prioritize the current environmental issues. In recent years, Vietnam has been facing large-scale environmental pollution caused by FDI projects (pollution of Thi Vai River, sea pollution...). To ensure that this situation does not happen again, the authorities needs to be decisive in dealing with violations related to environmental issues: Concentrate on dealing with polluting establishments besides the sanctioning forms. It is necessary to revoke business licenses for polluting enterprises; environmental rehabilitation and restoration in affected areas ...

- To adjust the policy system towards the priority of environmentally friendly production activities with high technical standards. Priority selection: partners from countries with high environmental standards; partners using technology to save materials, recycle technology, reuse and reduce waste; Partners in research and development of clean energy (wind energy, solar energy ...). For these subjects, incentives should be introduced to encourage. Accordingly, the highest tax incentives may be applied in the current corporate income tax law (tax exemption for the first four years, 50% reduction of the tax payable for the next nine years); or the lowest rate of corporate income tax (currently applying the tax rate of 10% for enterprises operating in the fields of education/ training, health and environment).

- The regulations on environmental protection standards and regulations should be clear, detailed and enforceable. The State should issue and direct the implementation of legal documents on environmental protection and guiding documents in a clearer, tighter and more serious manner.

- The effectiveness of international cooperation on environmental protection needs to be broadened and enhanced. In fact, Vietnam's environmental regulations are often lower than international standards, and monitoring is very loose. Therefore, to ensure effective international cooperation on environmental protection, Vietnam must commit not only to fully implement international regulations on environmental protection but also to specifically elaborate on environmental protection to ensure the environmental compliance of FDI projects.

- Need to research and build carbon tax law. Carbon is a form of environmental tax that targets the amount of carbon dioxide emitted by the fuel, thus reducing the use of fossil fuels. This tax has been applied in many countries. This is an environmental pollution control tool that Vietnam can fully apply for screening FDI projects./.

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INDUSTRY 4.0 AND INDUSTRIAL INTERNET: COMPARISON, INSPIRATION AND COPING STRATEGIES

Tran Phuong Thao*

ABSTRACT: *Industry 4.0 and Industrial Internet are the future industrial development models born in Germany and the United States in the context of the new industrial revolution. By comparing and analyzing the similarities and differences between Industry 4.0 and Industrial Internet found that two models have a similarity in motivation, core, direction and results, but difference in comparative, which leads to obvious differences in connotation, realization path, implementation focus and the effect of two modes. A large number of similarities between Industry 4.0 and Industrial Internet actually indicate a new direction for the future development of global industry. Different points suggest that only the development mode combined with national conditions can be widely supported, which undoubtedly provides valuable experiences for Vietnam to formulate countermeasures and accelerate.*

Keywords: *Industry 4.0; Industrial Internet; Comparison; Inspiration; Coping Strategies*

1. INTRODUCTION

Since the 21st century, the speed of information and communication technology innovation and iterative evolution has been accelerating. Technologies such as information, biology, new energy, and new materials have shown significant cross-convergence, which is widely regarded as a new round of global technological revolution and industry. The historical experience of theoretical research and economic development has repeatedly proved that each industrial revolution is preceded by breakthroughs in major science and technology. Conversely, major technological breakthroughs form an industrial revolution through the comprehensive reform of production methods and production relations. In this round of scientific and technological revolutions and industrial changes, information and communications technologies have accelerated their innovation and quickly penetrated into other industries. Large number of researches has proved that the innovation and wide application of information and communication technologies have led to a significant reduction in cooperation, communication, and information processing cost (Brynjolfsson and Hitt, 2000), and complementing organizational change to increase productivity significantly (Zand et., 2011). In the 1970s to 1980s, a large number of Economists found that there were no obvious differences between IT investment and high performance. The associated “productivity paradox” has ceased to exist. As information and communication technology innovation accelerates further and accelerates integration with other technologies and industries, directly or indirectly promotes a significant increase in production efficiency (Saunders and Brynjolfsson, 2009), the structure of production input factors operating in the global economy may undergo further major adjustments. The economic functions of manufacturing may be redefined, and the global industrial competition landscape may also be reconstructed.

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After the global financial crisis in 2008, in order to accelerate the economic recovery and further seize opportunities for the development of new industrial revolution, developed countries such as Europe, America and Japan have launched a stimulus policy based on manufacturing industry to accelerate the integration of information technology and industry. Germany Industry 4.0 and Industrial Internet of the United States have become the most representative new models. But the concept of Industry 4.0, Industrial Internet still not systematically reviews in the similarities and differences between two models. So based on analyze Industry 4.0 and Industrial Internet to realize their knowledge and experiences could narrowed the gap between Vietnam and the Developed countries and even surpassed in some areas.

2. INTRODUCTION AND EVOLUTION OF INDUSTRY 4.0 AND INDUSTRIAL INTERNET

According to the concept of Industry 4.0 and its progress, it can be divided into three stages (as shown in figure 1). First, the war strategy upgrading stage in 2011 mainly completed the evolution from concept proposal to national strategic project. In January 2011, the Industry Science Research Alliance (FU) of Germany proposed the strategy of Industry 4.0, believing that Industry 4.0 was the fourth industrial revolution based on Cyber Physics System (CPS). In April, Hannover Messe in Germany, German Research Center for Artificial Intelligence (DFKI) Wolfgang Wahlster professor publicly for the first time put forward Industry 4.0 concepts, since this concept with the German Academy of Science and Engineering, Fraunhofer Society, Siemens and other widely recognized in academia and industry. In November, the strategy of Industry 4.0 was included in the action plan of high-tech strategy 2020, and Industry 4.0 officially became a strategic action promoted by the whole country and all sectors of society.

Second-the development of the strategic framework from January 2012 to September 2013. In January 2012, the Industrial-Scientific Research Alliance's Communication Facilitation Team was initiated and co-chaired by Dr. Siegfried Dais from Robert Bosch GmbH and Professor Henning Kagermann from German Academy of Science and Engineering. The "Industry 4.0" working group was formally established. The main task of the working group is to draft a comprehensive strategic proposal for the implementation of the Industry 4.0 project. In October 2012, the "Future Project "Industry 4.0" Implementation Recommendation, coordinated by the German Academy of Science and Engineering, was formally submitted to the government department. This proposal became the basis for the 2013 version of the proposal. At the Hannover Messe in April 2013, three major industrial associations such as the BITKOM, VDMA, and ZVEI. The joint secretariat was established and the "Industry 4.0 platform" was formally launched. The goal is to introduce and develop technologies, standards, business models and organizational models. In September, the German Federal Ministry of Education and Research released the "Proposal for Seizing the Future of German Manufacturing - Implementing the "Industry 4.0" Strategy" revised and improved by the Industry 4.0 working group. This report has had a major impact on the world's government, industry, and research institutions. It has become an important window to look into the future production model, and also announced that the German Industry 4.0 strategic implementation framework has been completed.

Third, the strategy has been implemented since December 2013. In December, German Association for Electrical, Electronic & Information Technologies (VDE) issued the first Industry 4.0 standardization road map of Germany, which meant that the standardized action plan in the Industry 4.0 strategic proposal began to enter the practice stage, and it also marked the beginning of the implementation of the whole German Industry 4.0 strategy. At the same time, SIEMENS and other companies have also carried out the global layout and experimental construction of digital factory.

In the United States, the concept of Industrial Internet can be divided into two stages. First, the concept of Industrial Internet has been put forward and publicizing since 2012. At the end of 2012, GE published *Industrial Internet: Pushing the Boundaries of Minds and Machines*. It first proposed the concept of Industrial Internet, that the Industrial Internet is the flow and interaction of data, hardware, software and intelligence (Evans and Annunziata, 2013). In fact, it is through the advanced sensor networks, big data analysis, and software to build intelligent industrial networks with self-improvement capabilities. Since then, GE has invested 1.5 billion U.S. dollars for R&D in the Industrial Internet field within three years, and has spared no effort in promoting the concept of Industrial Internet in the United States, Vietnam, and other markets. It is expected that all parties will agree and join in the application of this model. The second is the application and promotion phase of the Industrial Internet model since 2014. At the end of March 2014, five companies including AT&T, Cisco, GE, IBM, and Intel jointly announced the establishment of the Industrial Internet Consortium (IIC), aiming to establish a technology that aims to break down industries and regions. Barriers, global open membership organizations that promote the integration of the physical world with the digital world. Currently, the alliance's members have expanded from the initial 5 companies established to 170 (as of June 20, 2015), covering large and small technological innovators, vertical market leaders, researchers, universities and governments. Departments, as well as multinational companies engaged in hardware, software, services, consulting, etc., such as Microsoft, Hewlett-Packard, Accenture, Symantec, National Instruments, Fujitsu, Hitachi, Huawei, etc. In October 2014, GE released "Future Intelligence" in Shanghai, stating that Industrial Internet, advanced manufacturing and global wisdom are three core elements that gave birth to a new round of industrial changes and significantly improved production efficiency, and demonstrated that they are using the Industrial Internet. Improve the efficiency of production and operations in the medical, aviation, energy, water treatment, oil, and gas industries.

3. SIMILARITY BETWEEN INDUSTRY 4.0 AND INDUSTRIAL INTERNET

The history of industrialization in different countries around the world shows that although different countries have adopted different measures and means in promoting the development of industrialization, each industrial revolution almost laid a general and consistent path for the global industrialization process. Under the wave of a new round of scientific and technological revolutions and industrial changes, industrial development has emerged as a trend of intelligence, networking, and service. Although Germany and the United States have proposed different strategic concepts, models, and road maps respectively, but there are many common similarities between the two in the trend of industrial development.

3.1. Changes in demand are common endogenous incentives

From the perspective of economics, the continuous evolution of demand is always the inexhaustible driving force for supply-side technology, structure, and model changes. The upgrading of market demand will lead to demand for upgrading industrial development technologies and models. The formulation and promotion of Industry 4.0 and the Industrial Internet concept are, in the final analysis, the exploration of a new path of market competition that revolves around changes in consumer demand or the development needs of the industry in the new era. Industry 4.0 is mainly due to the fact that German domestic companies and research institutes have come to realize that in the context of the transformation of market demand towards personalization, diversification, and convenience, Vietnam and the United States have accelerated the industrial transformation and model through the use of Internet technology. Efforts to innovate to enhance competitiveness have made significant progress. Germany's manufacturing industry is losing

the opportunities for innovation brought about by the Internet to accelerate innovation. It is only actively using Internet innovation technology to speed up the transition to personalization, diversification, and intelligence. To adapt to changes in market demand, maintain or enhance the international competitiveness of the industry. In this regard, the essential connotation of Industry 4.0 is summarized as a new generation of smart manufacturing production methods that are naturally generated in response to individualized consumer demand, and this new production method along the direction of demand upgrading naturally represents the future direction of industrial development. In the United States, although GE puts forward the concept and model of Industrial Internet from the perspective of production efficiency, this efficiency improvement is exactly what is currently in urgent need of the high-input, high-consumption, and high-emission industrial development model that exists worldwide, and it is also an industrial transformation and upgrading to achieve the sustained and healthy development of the constant demand. GE proposes that in the next 15 years, as long as the Industrial Internet promotes cost savings of 1%, the aviation, power, medical, railway, and oil and gas sectors will be able to realize values of 30, 66, 63, 27, and 90 billion U.S. dollars, respectively (Evans and Annunziata, 2012), such a huge potential market demand is the fundamental internal driving force for GE to push the Industrial Internet.

3.2. The information physics system is the same model kernel

With the continuous improvement of production technology and the continuous improvement of the complexity of the industrial ecology, the soft foundation required for industrial development has also become increasingly complex. While Internet technology has accelerated its development and increasingly penetrated into various fields of production and life, the industrial development base has also evolved from the embedded system in the 1970s to the Internet of Things in the 1990s. At present, the proposal of Industry 4.0 and Industrial Internet is based on the more complex network-the Information Physics System (CPS) (CPS is a further extension of the Internet of Things principles and technologies) (Berbon and Watkins, 2014). In May 2005, a study led by the National Academy of Sciences (2007) proposed the development of a new digital network infrastructure to make the best use of rapidly growing databases and multidisciplinary cooperation. This is actually the CPS system. In February 2006, the American Academy of Sciences further listed CPS as one of the important research projects in the report of the “American Competitiveness Plan” (Li Zuopeng et al., 2011). In July 2007, the US President’s Science and Technology Advisory Committee (PCAST) released a report on the evaluation of the Federal Network and Information Technology (NIT) R&D project, listing CPS (formerly NIT system linked to the physical world) as the top of the eight key information technology fields - the first in the technical field (Marburger et al., 2007). Even though the concept and connotation of CPS are still being extended, the community has already formed a relatively unanimous agreement that CPS may promote the improvement of production autonomy, functionality, availability, reliability, and network security (Baheti and Gill, 2011). It is precisely because of this global convergence that Germany’s Industry 4.0 and the Industrial Internet produced in the United States have a common technical foundation. In Germany’s Industry 4.0, CPS is at the foundation and core position and is the most frequently used term in the German Industry 4.0 implementation recommendation report. The origin of CPS in the United States, the concept of Industrial Internet is naturally based on this, but the connotation and function of CPS has been internalized in the concept of Industrial Internet proposed by GE. In fact, GE defined the Industrial Internet as “Big Data + Internet of Things” (GE and Accenture, 2014), and some scholars directly referred to the United States’ industrial strategy as the CPS strategy (Sui Mingjie, 2014). It can be seen that both Industry 4.0 and the Industrial Internet use CPS as the kernel, and the two concepts have significant homology with their evolution.

3.3. Integration development and industrial upgrading is a common direction

The process is a continuous evolution and upgrading of the industrial development in essence. The proposed and accelerated evolution of the concept of Industry 4.0 and Industrial Internet reflects the consensus that countries have formed such a consensus that in the face of the intelligent, networked and service-oriented trend of global industrial development in 21st Century, the accelerated integration of industry and the Internet and the accelerating transformation of the existing production and manufacturing systems are grabbing this development. It is called the fourth industrial revolution, Industry 4.0, and the third industrial revolution in the United States, which is characterized by the deep application of information and communication technology as the prominent feature of the technological revolution and industrial revolution. Despite the different calls, the depth application of information and communication technology will bring about major changes and even subversion in energy utilization, industrial production, enterprise management and so on. Industry 4.0 and Industrial Internet are only different appellations to the same trend. In practice, Industry 4.0 and Industrial Internet are based on the continuous evolution of the existing industrial system, the essence of which is the deep integration of industry and information and communication technology, and then to improve the overall quality of the industry. In the Industry 4.0 proposal, the upgrading of infrastructure, factory safety facilities, production equipment and old systems is proposed to adapt to the application of new technologies and models, and to integrate information and communication technology into the traditional equipment manufacturing industry to maintain global market leadership. In the Industrial Internet, GE is paying more attention to the upgrading of the large stock of traditional industries, as Immelt, chairman of GE, said: "The goal of the Industrial Internet is to upgrade those key industrial fields."

3.4. All will move toward smart manufacturing mode

The integration of information and communication technologies and manufacturing has spawned a smart manufacturing model. The industry sector has realized the potential of smart manufacturing in the manufacturing transformation process. However, the extent to which this model can bring about significant improvements in efficiency is still unclear (Trombley and Rogers, 2014). From a mediocre perspective, both Industry 4.0 and Industrial Internet are organic integration of Internet technology and industrial technology. Therefore, both of them will inevitably move toward a similar end point, namely, to realize an intelligent, networked production and manufacturing method. German Industry 4.0 directly proposed to focus on the development of smart production and smart factories, and strive to build Germany into a global supplier of smart manufacturing technology. GE's Industrial Internet puts intelligent machines, advanced analytics, and employees as three core elements (Evans and Annunziata, 2012) and highlights the application of big data mining and analytics technologies to realize device control, process optimization, analysis, and decision-making intelligence. Change. It can be seen that smart manufacturing is the common goal of both of them. It is to create an intelligent world in which everything is interconnected and information is tapped through the integration of Internet and industrial technologies, and to drive manufacturing efficiency and intelligence through technology-driven manufacturing. Information upgrade. What needs to be emphasized is that although both focus on industry or manufacturing, the two models will eventually have a transformative impact on the production and living patterns of the entire society and will even weigh the productivity and production relations to a certain extent.

3.5. Standards and security are the basis for common emphasis

In addition to basic conditions such as broadband infrastructure and various types of terminal equipment, standards and security are the common emphasis of Industry 4.0 and Industrial Internet. For

example, in the process of accelerating progress toward the Industrial Internet, GE emphasized the need for governments and industry to work together in the field of standardization and security to establish uniform standards and efficient Internet security mechanisms (Immett, 2012). Specifically, in terms of standards, Industry 4.0 and the Industrial Internet both regard it as the first field to achieve the ultimate goal. Industry 4.0 has formulated and issued a standardized roadmap. The main goal of the Industrial Internet Alliance is to promote the compatibility of all standards and develop a “universal blueprint” enables devices of different vendors to share and transmit data, speeding up the convergence of the physical world and the network world. In terms of security, Industry 4.0 believes that the security issue is a crucial factor in determining the success or failure of the implementation of the strategy. A more stringent data protection plan is proposed and security is one of the eight priority areas of action. In the Industrial Internet, cyber security management is also a top priority. GE proposes to realize the vision of the Industrial Internet and needs an effective cyber security mechanism while considering the security of network security (especially cloud defense strategies) and high-end networking equipment. In fact, whether or not a common and unified standard system can be established is the most important factor in determining the proliferation speed of each new model. Whether or not equipment, data, and other aspects can ensure the safety of each new model can be widely marketed. The key factor to accept is because it is the fundamental driving force for companies to profit.

3.6. The enterprise is the key subject for promotion and application

Both Industry 4.0 and Industrial Internet have a typical “civilian” character in their presentation and promotion. Leading companies and leading scientific research institutes play a central role. Industry 4.0 was first proposed by Prof. Wahlster of the German Artificial Intelligence Research Center in 2011 and has since been widely recognized and promoted by the academic and industrial circles of the German Academy of Engineering, the Fraunhofer Association, and Siemens. Although the German government department incorporated Industry 4.0 into the “High-tech Strategy 2020” in 2013 and plans to invest 200 million euros to support R&D and innovation in related fields, the main role of the German government department is still to “create the environment”. The Ministry of Research (BMBF), the Federal Ministry of Economics and Technology (BMWi), and the Federal Ministry of the Interior (BMI) play a major role in coordinating the entire system of advancement. Moreover, the German government is trying hard to promote small and medium-sized enterprises to become the creators and users of the new generation of intelligent production technology for Industry 4.0. The Industry 4.0 working group is also mainly established and operated by relying on professional associations. Similarly, the proposed and promoted Industrial Internet in the United States is still a typical corporate behavior. GE first proposed the Industrial Internet concept, and by the time the Industrial Internet Alliance was established in 2014, it had not seen the relevant government departments in the United States publicly claiming to implement the Industrial Internet strategy. Although the U.S. Secretary of Commerce once stated that “Industrial Internet is expected to completely reshape the interaction between mankind and technology, the government expects public-private partnerships similar to the Industrial Internet Alliance to jointly promote the creation of new job opportunities”. However, in reality, the U.S. government strongly supports the Advanced Manufacturing Partner Program (AMP) and its main approach is similar to that of Germany. Universities and companies that have a prestigious research institute in the world jointly promote it. It can thus be seen that even if the US government is involved in the promotion of the Industrial Internet in the future, it will start more from the perspective of the “public domain” and will not play a leading role in it.

4. DIFFERENCES BETWEEN INDUSTRY 4.0 AND THE INDUSTRIAL INTERNET

From the above detailed explanation of the similarities between Industry 4.0 and the Industrial Internet, it can be seen that the two new models that originated in Germany and the United States have much in common and can be described as similar. However, in fact, influenced by the economic development stages of Germany and the United States, industrial comparative advantages, and international trade characteristics, Industry 4.0 and the Industrial Internet still have significant differences in terms of backgrounds, model connotations, implementation priorities, implementation paths, and effects.

4.1. The concept and connotation of Industrial Internet is larger than that of Industry 4.0

In the European Union's statistical definition, industry and manufacturing are the same concept (Blanchet et al., 2014). Moreover, from the perspective of practical discussion, the concept of Industry 4.0 proposed by Germany should mainly refer to manufacturing industry. In the proposal of Germany's implementation of the Industry 4.0 strategy, smart production and smart factories are two major themes. Its main strategic intention is also to respond to pressure from the US manufacturing industry through the Industry 4.0 project to build Germany into a major supply of intelligent manufacturing technology. In GE Immelt's view, the Industrial Internet is an extension of the Internet application. It extends people, business, and information to connect people, data, and machines. This connection is not limited to industry or manufacturing field. In the same way, the new model created by this extension will not only be limited to manufacturing, but will also lead to the emergence of new modes and new forms of business such as R&D and service, and even promote the transformation of the entire industrial ecosystem. Correspondingly, although GE translates the Industrial Internet into the industrial Internet, from the perspective of its business expansion, it is actually promoting the evolution of the consumer Internet to the industrial Internet. For example, among the 4.0 Industrial Internet products launched by GE, the oil and gas platform monitoring and management, hospitals Management systems and other products have exceeded the industrial sector and have further expanded into service areas.

4.2. The implementation path is different

Among the major developed economies in the world, the United States is one of the countries with the strongest innovation strength. Especially in this round of scientific and technological revolutions and industrial changes, the United States has globally leading innovative strengths in fields such as information and communications, new energy, and new materials. In contrast, Germany is a traditional manufacturing powerhouse, especially equipment manufacturing has a prominent global competitive advantage. It not only possesses large multinational companies such as Siemens, but also has a number of globally invisible champions who specialize in new technologies, but innovation in Internet technology. With regard to applications, it is difficult to compete with the United States. At the same time, in terms of the development of the information economy, Germany also lags significantly behind the United States. In 2014, the top 20 Internet companies in the global market capitalization came from the United States and Asia. None of them came from Germany. It is precisely because of this development difference that the Industry 4.0 strategy proposed by Germany emphasizes the ontological status of industry. In the promotion, it focuses mainly on the integration of advanced information and communication technologies into the traditional manufacturing field in order to realize intelligent manufacturing. The transformation of the direction of smart services can be called the "manufacturing + Internet" path. In contrast, the Industrial Internet proposed by GE of the United States highlights the characteristics of the era of industrial development in the new era, paying more attention to software, networks, and big data technologies, and tries to achieve integration between different devices and people, communication, control, and calculation. Utilizing the United States' leading

advantage in the field of Internet technology to accelerate the penetration and transformation into traditional industries can be called the path of “Internet + manufacturing.”

4.3. There is a difference in emphasis

Industry 4.0 emphasizes the “intelligentization” of the process of production, especially the evolution of the whole production process from automation to intelligence. The intelligent factory put forward to focus on the process management of production. The purpose is to realize the flexible manufacturing and sexual production mode with the personalized needs of the user as the center, and finally complete the production. Intelligent transformation. For example, SIEMENS has built demonstrative digital factories in Germany, which are known as the basis for Industry 4.0, known as a high level of digitalization, automation and intelligence. Unlike this, the industrial Internet in the United States has more emphasis on the “productivity” promotion goal of production, more attention to data collection, analysis and value transformation based on networking equipment, that is, collecting data through sensing devices, and making use of large data technology to provide decision-making suggestions for reducing costs and improving efficiency through production system. Make meticulous control of each link to improve production efficiency. For example, GE, in the United States, has launched an industrial Internet test plant for the production of advanced sodium nickel batteries in 2012, and installed more than 10,000 sensors (Fitzgerald, 2013) connected to high speed Ethernet within the entire more than 16,000 square meter plant. The plant is collected, analyzed, and processed to improve the process. It is famous for improving efficiency. In short, German Industry 4.0 emphasizes the intelligent transformation of the manufacturing process itself, while the industrial Internet in the United States emphasizes the efficiency of manufacturing.

4.4. The promotion effect has shown a difference trend

Industry 4.0 and industrial Internet are the different strategic practices of German and American enterprises in dealing with the fierce competition of the new industrial revolution. There are many similarities between the two, and the direct competitive relationship is inevitable because of the two. From the practical effect, the promotion of Industry 4.0 and industrial Internet has also shown great differences. In spite of the fact that the German industry and research medium and other sectors are familiar with the strategy of the German industry 4.0, and the official cooperation between China and Germany is also being carried out in the Industry 4.0 project, in fact, Germany is mainly concerned with the huge consumer market in China, and it is relatively closed in the Industry 4.0, which is difficult for foreign enterprises to participate in. Unlike this, the American industrial Internet, driven purely by the enterprise, has developed rapidly after the establishment of an open industrial Internet Alliance in 2014. Leading enterprises in all fields of the world are gradually forming a gathering trend in the alliance. In the future, Industry 4.0 will be completely defeated if the industrial Internet Alliance further integrates all the leading enterprises in the world and truly establishes the unified standards for mutual recognition between enterprises. Therefore, although the Industry 4.0 strategies has the government to lift the flag, it has formed a good atmosphere of public opinion around the world, but in the actual promotion, the effect is less than the industrial Internet which is driven by the enterprise independently.

5. INSPIRATION AND VIETNAM'S COPING STRATEGIES

5.1. Inspiration

At present, the World is facing a new round of scientific and technological revolutions featuring the deep application of ICTs. Whoever can seize the new technologies to accelerate the industry's acceleration

of reforms will be able to occupy the commanding heights in future industrial competition. Both Industry 4.0 and Industrial Internet are new ideas and models put forward under this background. They eventually point to more digital, networked, intelligent, and service-oriented industries. From the perspective of the advancement of our country's integration strategy, the comparison and comparison between Industry 4.0 and Industrial Internet can at least give us the following important inspirations: (1) The characteristics, connotation, and foundation of the future industrial development model are basically the same, and the new model is established. Development and development need to focus on key areas for breakthroughs (such as CPS). The core technology with independent intellectual property rights is the basis for the vitality of the new model. (2) The difference between Industry 4.0 and the industrial Internet profoundly reflects the development basis and comparative advantages of Germany and the United States in the industrial and Internet industries. Only by grasping the characteristics of the country's industrial development base and comparative advantages can we formulate suitable conditions for the country. (3) Industry 4.0 and the Industrial Internet are rushing forward to formulate standards, which fully demonstrates that the competition of standards and rules is the strategic commanding point for the future development of industrial intelligence. At the same time, the security issue is the fundamental prerequisite for the advancement of the new model. (4) Both Industry 4.0 and the Industrial Internet are driven by market entities such as companies. This tells us again that only by relying on market forces can the new model gain vitality, and the current industry's current advancement advantage indicates that "opening" is a major boost. (5) Regardless of the new model adopted for industrial development, demand is a "fundamental" driving force that cannot be separated from it. Always actively adjusting production and business activities around the evolution of consumer demand can achieve long-term competitiveness. This also means that the economy transformation and upgrading of the production and operation model of the stock industry is the most important aspect of the new model.

5.2. Vietnam's coping strategies

The experiences of Germany's Industry 4.0 and America's Industrial Internet have provided useful inspiration for Vietnam's economics transformation.

Change the policy of SMEs. The experience of German SME development shows that the government must not only focus on solving the practical difficulties in the aspects of capital, skills, innovation, management, etc. faced by the development of SMEs. What is more important is to create a transparent, fair environment and open operation for SMEs to build an industrial organization structure conducive to the coordinated development of large enterprises and SMEs. Among the government's available policy tools, such as public procurement and industry-guided funds, we should try to lean towards SMEs so that SMEs can fully enjoy domestic policy resources. At present, the basic ideas of Vietnam's SME policies are supportive and supportive, lacking long-term, coordination, and operability. Drawing on German experience, Vietnam's SME policies should accelerate the transition from helping-oriented policies to improving the public service systems for small and medium-sized enterprises, increasing the degree of openness of innovative resources to small and medium-sized enterprises, and promoting the innovation capabilities of small and medium-sized enterprises.

Pay attention to the improvement of corporate management capabilities. The main battlefield for advancing the new industrial revolution is still a large number of micro-enterprises. It is necessary not only to guide and encourage enterprises in an orderly and intelligent way, but also to emphasize the complexity of the process in improving the management capabilities of enterprises. New requirements to prevent the potential risks facing blind transformation of enterprises. Compared to other versions of the new industrial revolution, the German "Industry 4.0" program highlights the importance of the complexity of business management

processes and advocates measures such as optimizing organizational processes, extending the life of skilled workers through lifelong learning, and demonstrating best practice projects. Enhance the company's own capabilities and prevent transition risks. These policies have direct inspiration for Vietnam companies.

Accelerate the application of advanced Internet technologies and models in traditional industries, and regard the transformation and upgrading of stock industries as the focus of Vietnam's integration strategy. The promotion of the integration strategy in Vietnam should speed up the promotion and application of advanced manufacturing technologies such as 3D printing, industrial robots, and collaborative design in the traditional manufacturing industry, promote the intelligent transformation of manufacturing modes in the traditional manufacturing industry, accelerate the Internet of things, big data, and The promotion and application of advanced information and communication technologies, such as cloud computing, in traditional manufacturing industries has promoted the evolution of traditional industries in the direction of digitization, intelligence, and service. At the same time, government departments must actively promote cooperation between production, teaching and research, and vigorously support high-end integrated personnel training and professional and technical personnel training that adapt to new technologies and new models, and provide talent support for the integration of large-scale stocks of traditional industries.

In addition, German industrial policy attaches importance to the construction of technological infrastructure, attaches importance to the importance of standardization for industrial development and international competitiveness, attaches importance to data and information security, and attaches importance to environmental protection, but also worthy of our country's industrial policy.

Of course, Germany's industrial policy practice is generally to serve Germany's industrial innovation model. We believe that drawing on the experience of Germany does not mean that we can deviate from the realities of domestic industry development. The attitude that we should adopt is based on the actual situation of Vietnam's industry, economic and social development, and clearly defines the optimal industrial innovation model that suits Vietnam's industrial upgrading, and adjusts the industrial policy around this model to improve the efficiency and cost-effectiveness of the policy. This is also a German experience in itself. It is also an issue that needs further study.

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PROBLEMS IN FDI ATTRACTION TOWARDS SUSTAINABLE ECONOMIC DEVELOPMENT IN VIETNAM

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ABSTRACT: *On December 29th, 1987, the Law on the Promotion of Foreign Investment in Vietnam officially came into force, which creates the legal basis for foreign investors to invest directly in Vietnam. Up to 2018, Vietnam has attracted FDI to develop the economy for 30 years. It cannot be denied the positive role of FDI for economic and social development of our country in the past 30 years including partly solving difficulties in investment capital to ensure economic growth, creating jobs for laborers, creating incentives for domestic investment enterprises to develop; however, the negative effects of FDI inflows on the economy is recognized, especially in economic sustainable development. This article highlights whether attracting FDI into Vietnam in the past 30 years has ensured sustainable economic development or not and proposes solutions to ensure the attraction of FDI into Vietnam will develop the economy sustainably.*

Keywords: *FDI attraction, sustainable economic development, Vietnam*

1. MAIN TEXT

What is FDI attraction to develop economy sustainably?

FDI attraction is a common issue that developing countries have been working on to solve capital shortage in the process of economic development. However, attracting FDI for sustainable economic development is a problem that is emerging in the developing world at the turn of the 21st century. In order to attract FDI for sustainable economic development, firstly, FDI attraction should be sustainable. Many people believe that the attraction of sustainable FDI is the attraction of “clean” FDI, which is right but not enough yet because in this conception, attracting “clean” FDI will also aim to facilitate the sustainable economic development (ie, ensuring all economic aspects for both investors and receivers, achieving social objectives and protecting the environment). According to new perspectives, another criterion needs to be added that is “purified investment capital” which means capital FDI must be used for business investment and not for any other purpose (e.g: investment in money laundering or business investment with the purpose of maximizing the natural resources of other country). Thus, the attraction of sustainable FDI must meet four basic criteria: investment for business purposes, not for interest self-seeking purposes, ensuring economic benefits for both investors and the recipients, ensuring the social objectives and protecting the ecological environment.

How to understand FDI attraction towards sustainable economic development? Logically, it is reasonable that FDI attraction should be sustainable to guarantee FDI attraction for sustainable economic development. If objectives for sustainable FDI attraction are achieved, objectives for attracting FDI to develop economy sustainably will be achieved then. Thus, attracting FDI to develop economic sustainably means FDI attraction

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should guarantee the sustainability of economic development. In other words, attracting FDI must ensure the sustainable development of economy, resolve social targets and protect environment.

Assessment of FDI attraction towards sustainable economic development in Vietnam

According to a report of Foreign Investment Agency - Ministry of Planning and Investment, by the end of 2017, there are 24,200 FDI projects operating in Vietnam with a total registered capital of over \$ 310 billion, of which disbursed capital is US \$ 167 billion equivalent to 54% of the total registered capital.

According to Vietnam Association of Foreign Investment Enterprises (VAFIE), FDI inflows have contributed to the country's economic and social development and are reflected in the following aspects:

Firstly, FDI inflows are regarded as important additional sources of investment capital for economic development and account for about 25% of total social investment. Thus, FDI has contributed to arousing and improving the efficiency of the use of production resources. For example, FDI by 2017 contributed 20% to Vietnam's GDP compared to 2% in 1992.

Secondly, FDI inflows have created a momentum for our economy since FDI enterprises are pioneers for growth in many sectors in addition to creating competitive pressure with local firms. For example, in 2016, FDI enterprises in Vietnam account for 50% of industrial output value (also account for higher proportion in many sectors such as petroleum, electronics, food livestock, beverages ...), contributing over 72% of export value, 25% trade surplus, thus offsetting the trade deficit of domestic enterprises and contributing 20% to domestic revenue and 15% of total state budget revenues. On the other hand, FDI inflows have played an important role in increasing surplus of the capital account, changing the structure of exports in accordance with the rules, contributing to the improvement of the balance of payments in a positive way, thereby, improving the trade balance effectively.

Thirdly, create jobs for laborers and contribute to the improvement of the quality of human resources and enhance the development of the labor market. According to statistics, by 2017, the FDI sector has generated nearly 3.7 million direct jobs and about 5 million indirect jobs, or nearly 9 million jobs in total. Moreover, FDI enterprises often access to new production technology faster, thus, the requirement of enhancing the quality of human resources promotes the technical skills of workers. FDI enterprises in Vietnam are considered to be pioneers in training to improve their professional skills and management skills.

Fourthly, the acquisition and transfer of new technologies are promoted. In fact, many FDI projects in our country have used modern technologies in the fields of oil and gas exploration and exploitation, post and telecommunications, electronic production (computers, microelectronic circuits, smart phones, etc,.) It is the technology innovation of FDI enterprises that stimulates domestic enterprises to invest in technology innovation to create higher competitive products to be able to compete with the products of FDI enterprises in the domestic and export market.

Fifthly, the economy and domestic enterprises are encouraged to participate in the global production network through participation in the global value chain of domestic enterprises. It can be seen that when attracting FDI capital, Vietnam not only attains its economic and social objectives but also has its own businesses in the country that have business relations with FDI enterprises. Then, the opportunity to participate in the global production network and the global value chain of the product are widened to these domestic enterprises.

Sixthly, economic restructure towards industrialization and modernization orientation are enhanced. According to current statistics, up to 58.2% of FDI capital is concentrated in the processing

industry and has created over 50% of industrial production value, thereby, contributing to forming some key industries of the economy including telecommunications, petroleum, electronics, and information technology. Although the achievements in agricultural production are not as great as those in industry, FDI has had an impact on the shift of agricultural structure towards diversification of products, improvement of product quality (especially export agricultural products), and increases investment in the agricultural product processing industry. In service sector, the presence of FDI enterprises has promoted the emergence and development of a number of high quality services in the areas of finance, banking, auditing, tourism, and logistic.

In addition to the positive contributions of FDI to the country's economic and social development over the past 30 years, the attraction of FDI has also shown the negative effects in 30 years to attract FDI capital to develop the economy in our country which are called "failures" by researchers. These failures are FDI attraction hasn't ensured sustainable development in all aspects of economy, society and environment.

Firstly, the objective of attracting modern technology (especially high technology, source technology) has not achieved yet and the transfer of technology of FDI enterprises to domestic enterprises is very limited.

Through studies and from my point of view, Vietnam's FDI attraction in the past 30 years has not attracted modern technology mainly caused by both objective and subjective reasons which is lacking of close link between FDI enterprises and domestic firms.

The subjective reason originates from domestic firms as they are state-owned enterprises, they have been assigned specific tasks so they do not recognize the need to create close links with FDI enterprises to attract high technology, to expand production scale and to participate in the global supply chain. A typical example is that Sam Sung is one of the world's largest manufacturers of high-tech electronics, but most local firms are not able to participate in its global production chain because Vietnam's support industry (SI) has not been developed although the government's strategy of developing the SI has been implemented for more than 20 years. Private enterprises also want to take alliance with FDI enterprises but they cannot meet the requirements of FDI enterprises on capital and management capacity of technology.

The objective reason is that when FDI companies invest in Vietnam, they have already set up a system of global production and supply systems. Therefore, when investing in Vietnam, they only exploit the advantages of Vietnam in terms of labour and resources, thus they do not necessarily transfer advanced technology to Vietnamese companies. The fact is that 82% of FDI enterprises in Vietnam are 100% foreign invested enterprises (Report of MPI's Department of Planning and Investment, July 2017). The overwhelming 100% foreign-owned enterprises in Vietnam shows that they do not intend to transfer modern technology to Vietnam. That technology transfer is not set to be the goal for FDI enterprises creates potential risks in the management of business since local companies can not participate in their global production chains.

Secondly, The problem of environmental pollution caused by FDI enterprises.

The environmental pollution caused by FDI enterprises has a logical relationship with the first "failure". This is considered the second "failure" of our country after 30 years of attracting FDI because: FDI companies in Vietnam aim at maximizing profits in business, so they only bring low technology which easily causes environmental pollution. Due to delays in the completion of the legal framework for environmental protection, many FDI enterprises in Vietnam have been breaking the law to reduce the costs of investing in their waste treatment facilities or FDI enterprises have imported many types of industrial waste pollution from developed countries to Vietnam, thereby increasing the risk of environmental pollution.

According to the report of the Ministry of Natural Resources and Environment, in our country, over 80% of industrial zones in Vietnam are violating environmental regulations and only about 10% or about 300 FDI enterprises has paid attention to investment in environmental protection for cleaner production; however, it is worth noting that these enterprises are supported capital by projects to implement, not enterprises invest themselves. Many FDI enterprises have been detected and treated by the Vietnamese management agencies for causing serious environmental pollution such as: Vedan Company, Miwon Company, Ha Tinh Formosa Company ... FDI enterprises found to be the culprit causing environmental pollution are only the “floating icebergs”. In reality, the figure is certainly bigger but we do not have the legal base to force or encourage FDI enterprises to invest in completed waste treatment systems before operating the company. The problem of environmental pollution in our country caused by FDI enterprises has created a pressing concern in the whole society so we need to implement the government’s view which is “not attract FDI capital at all.

Thirdly, the contribution of FDI capital to addressing social objectives is limited.

Although FDI capital in Vietnam has contributed to solving some of the unemployment problems for workers, it is not commensurate with the capability of FDI because of the relatively modest employment flows accounted for only 3.9% of total employment; the average income of workers working in FDI enterprises was only slightly higher than that of domestic ones, and some FDI enterprises have not fulfilled obligation of contributing social insurance for employees.

Training workers for FDI enterprises in Vietnam is not good enough to meet expectations. Actually, FDI enterprises only train workers to know a part of the work in the production process so workers will be disadvantage in competing with young workers. Therefore, many FDI companies often start to lay off workers over 35 years old through a variety of company regulations to recruit younger people with more advantages and the same wages (even lower because they are new employees) and make the number of workers 35 unemployed.

On the other hand, because the control of Vietnamese regulators is not synchronized, many FDI companies have evaded the obligation to pay income tax to the Vietnamese government through transfer pricing. The transfer of prices of FDI enterprises has caused a loss of state budget and led to unequal competition with domestic enterprises, even pushed domestic enterprises to face the risk of bankruptcy and workers into unemployment. According to a report by the VCCI and the United States Agency for International Development (USAID) published in the provincial competitiveness index (PCI) Annual Report in 2017(announced at the end of March 2018), the number FDI enterprises in Vietnam reported loss tends to increase rapidly from 2012 onwards.

Table 1: Investment and business situation of FDI enterprises in Vietnam

| Year | Rate of enterprises increasing capital investment (%) | Rate of enterprises increasing the size of labor (%) | Rate of profitable enterprises (%) | Rate of loss enterprises (%) | Average income (in 2010) million USD | Average cost (in 2010) Million USD |
|-------------|--|---|---|-------------------------------------|---|---|
| 2012 | 5,2 | 31,0 | 60,4 | 27,5 | 1,54 | 0,97 |
| 2013 | 5,1 | 30,0 | 63,3 | 24,1 | 1,45 | 0,94 |
| 2014 | 16,1 | 62,4 | 57,9 | 34,2 | 1,14 | 0,71 |
| 2015 | 11,4 | 62,4 | 55,1 | 37,6 | 0,69 | 1,42 |
| 2016 | 11,0 | 63,3 | 59,0 | 33,4 | 0,73 | 0,49 |
| 2017 | 13,2 | 62,4 | 54,3 | 37,9 | 2,43 | 2,02 |

Source: VCCI Annual Report on Provincial Competitiveness (PCI) Annual Report 2017

The figures above show that after five years (2017 compared to 2012), the rate of loss FDI enterprises in our country increased by more than 10% (from 27.5% in 2012 to 37.9% in 2017) and the rate of profitable one drops 6% (from 60.4% in 2012 to 54.3% in 2017), which means a gradual increase in loss rate and gradual declining in interest rates. But the figures also show that the rate of loss FDI enterprises and the decrease of profit ones is paradoxical. In the past 5 years, the rate of increasing capital investment to expand the production of FDI enterprises increased by 8% (from 5.2% in 2012 to 13.2% in 2017), the scale of labor increased to 31.4% (from 31% in 2012 to 62.4% in 2017). It is clear that losses are not the case in FDI companies increasing the size of capital and labor size. If the average comparison between revenue and average cost on the data sheet, the FDI companies in Vietnam in the last period always profitable (except for 2015).

Fourthly, Vietnam's economy is becoming dependent on FDI enterprises.

Statistics show that the contribution of FDI enterprises to Vietnamese economy is increasing, indicating that Vietnam's economy is increasingly reliant on FDI enterprises. For example, it is clear that export activities of Vietnam increasingly depend on the FDI enterprises, in 2009 the export value of FDI companies only accounted for 32.9% of total export value, but by 2016 accounting for 70.2%, it is estimated to be accounted for 72.4% in 2017. This shows that domestic enterprises are becoming weaker as the economic integration is expanding and they have not really benefited from the integration process. Another example shows the dependence of Vietnamese economy on FDI enterprises is that the domestic market of some products currently dominated by FDI enterprises including: soft drinks dominated by Coca-Cola and retail goods distribution dominated by foreign retailers.

The fact that Vietnam's economy is more and more dependent on FDI enterprises is a real concern for future economic development because the development of the economy does not originate from internal forces of the economy. The consequences are extremely unpredictable when assuming that foreign investors come back at some time. This is another reason for us to see that attracting FDI into Vietnam is not really a guarantee for sustainable economic development.

Fifthly, The attraction of FDI does not guarantee the rate of strategic investors.

According to statistics by the end of 2017, there is not any investors coming from Europe among 10 big investors in Vietnam. TOP 10 big investors in our economy still are Asia countries and Southeast Asian ones such as Japan, Korea, Singapore, etc.,. The situation shows that we need to make changes in the strategy of attracting FDI to ensure the balance of strategic investors in the coming years to avoid the big dependence on some Asian countries in the future and also to ensure national security while still achieve the objectives during FDI attraction process

Solutions to attract FDI for sustainable economic development

With "failures" in attracting FDI into Vietnam over the past 30 years (1987-2017), these solutions are proposed in order to attract FDI in the coming time to ensure sustainable economic development:

First, Develop a plan to attract FDI in a synchronized way across the country; based on that, the regions and localities develop their appropriate plans. This measure aims to put an end to the situation of pursuing their own purposes and local interests which disrupt the country's overall planning, thus affecting the interests of the country as in the past.

To implement this measure effectively, the Ministry of Planning and Investment (MPI) as a leading state management agency, should issue legal regulations that oblige provinces and cities to comply with the general plan which has been approved by the Government. In special cases that provinces and cities want to

implement separate policies in attracting FDI will need to develop a plan to send to the Ministry of Planning and Investment to submit to the Government for decision.

Second, complete the legal system and policies related to attracting FDI in a consistent, public, transparent and realistic manner so as to create an open but competitive investment environment.

To ensure the disclosure of information related to FDI inflows into Vietnam consistently, transparently and transparently, MPI is required to use electronic information portal to provide information to foreign investors. On the other hand, MPI should also coordinate with people's committees in relevant ministries, provinces and cities to hold regular investment promotion conferences (either periodically as planned or as often as necessary).

Third, it is necessary to attract selective FDI to ensure good quality FDI projects. In particular, priority should be given to attracting high-tech FDI projects.

The screening of FDI attraction is to ensure that the attraction of FDI achieves the overall goal which is to ensure the sustainable development of the Vietnamese economy and to overcome the limitations in attracting FDI into the country in the past time. In order to do so, MPI should regularly update and submit priority investment areas and priorities in line with each specific period of the economy to the Government.

Fourth, Renovation activities of investment promotion must be linked with the objectives and tasks of national socio-economic development. Investment promotion activities for small and medium enterprises in the country should be emphasized.

Fifth, the state management of activities to attract FDI more effectively should be strengthened to limit law violations of foreign investors.

To implement the above solutions effectively, it is necessary to clarify the responsibilities and powers of the concerned ministries and provincial People's Committees in solving issues related to FDI attraction. At the same time, the coordination between the ministries and the provincial People's Committees in dealing with problems arising in the process of attracting FDI into Vietnam is also stipulated to ensure the sustainable economic development.

CONCLUSION

With the analysis and evaluation of the "failures" in attracting FDI for economic development over the past 30 years and the introduction of basic solutions above, I hope that in the coming time, the attraction of FDI into Vietnam will ensure sustainable economic development.

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FINANCIAL LIBERALIZATION IN THE CONTEXT OF GLOBALIZATION – RECOMMENDATIONS FOR VIETNAM

Ngo Duc Tien*

ABSTRACT: *The financial system has a critical role in economic growth of the world because it helps to provide the capital to business operation. Besides, the globalization has been the certain tendency in all over world, which has brought not only opportunities but also challenges for every country. In the process of globalization, financial liberalization is a factor of universal concern because it has an important affection on the stability of financial system. This paper is going to clarify benefits and risks of financial liberalization, summarize the process of financial liberalization in Vietnam and give recommendations for Vietnam in the globalization process in general and financial liberalization in particular. The financial liberalization process in Vietnam will be analyzed clearly and logically. Accordingly, Vietnam should: Strengthen the efficiency of macroeconomic policies; Complete the institution and laws; Develop and complete financial markets and Improve the efficiency of using capital of the economy, etc.*

Keywords: *financial liberalization; globalization; financial liberalization process.*

1. INTRODUCTION

Nowadays, Vietnam is not only being a member of international organizations such as the UN, WTO, IMF, WB, ADB, APEC, ASEAN, but it has also implemented the multilateral free trade agreements with ASEAN countries, South Korea, Japan, and China, or signed the bilateral economic partnership agreement with Japan. In line with that integration process, nations in general and Vietnam in particular have chosen to adopt financial liberalization solutions to increase their competitiveness in the financial system, thereby improving the efficiency of allocation and usage of their resources. However, in the wake of the current global economic fluctuation, economists and researchers have questioned whether the benefits of financial liberalization are greater than risk associated with it or not? Since the first studies of McKinnon (1973) and Shaw (1973), along with the widespread acceptance of financial liberalization concepts, many countries have made efforts to liberalize the financial sector by removing controls over interest rates and credit, allowing free access to financial markets, and particularly, in the branch of finance and banking, granting autonomy to commercial banks and promoting the capital account liberalization. However, after the financial liberalization, many developing countries found their financial markets less stable, while financial institutions become more fragile due to multiple unusual business activities involving high risk levels and a range of factors arising in the legal framework and supervisions.

Therefore, having knowledge of the benefits and risks of financial liberalization is necessary to better prepare for international economic integration as well as to promote the liberalization of finance. In this paper,

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the authors provide the overview of financial liberalization in Vietnam as well as give some recommendations to enhance the advantages of financial liberalization and minimize the negative impacts of it to Vietnam.

2. LITERATURE REVIEW

2.1. The definition of financial liberalization

Auerbach and Siddiki (2004: 231) define financial liberalization as the elimination of a series of impediments in the financial sector in order to bring it in line with that of the developed economies. There are principally three types of financial liberalization. Firstly, this term may be used to describe domestic financial sector reforms such as privatization and increases in credit extension to the private sector. For example, Gelos and Werner (2002: 1) examine how domestic manufacturing firms in Mexico have responded to these types of reforms. Secondly, financial liberalization may be used to refer to stock market liberalization. In this case, stock market liberalization occurs when a country opens up its stock markets to foreign investors, at the same time allowing domestic firms' access to international financial markets (Bekaert and Harvey, 2003: 5). Finally, financial liberalization may refer to the liberalization of the capital account. This is a situation where special exchange rates for capital account transactions are relaxed (Loots, 2003: 237), where domestic firms are permitted to borrow funds from abroad (Schmukler and Vesperoni, 2006: 183), and where reserve requirements are lowered (Kaminsky and Schmukler, 2008: 259).

According to the IMF, "Financial liberalization is a process of mitigating and then finally eliminating the control of Government to the operation of the national financial system, which makes it freer and more efficient following the market rules." This is the process of easing restrictions on market accessing rights for stakeholders seeking profit within the scope of law. The nature of financial liberalization is financial system operates under the inherent internal market mechanism and the financial regulatory role is transferred from the government to the market. The goal of it is finding effective synergies between the government and the market in the implementation of socio-economic objectives and tasks. Financial liberalization and financial repression can be seen as opposites in the governance of a country's financial system. Statistically, no country has had completely financial liberalization or financial repression. Basing on the characteristics and level of development, each country will choose the sustainable method to manage their financial system. In overall, the developing countries have high level of financial repression and the developed countries often prefer financial liberalization more.

2.2. The content of financial liberalization

Financial liberalization policy includes the liberalization of interest rate, exchange rate, lending practices of commercial banks, foreign exchange transactions and the operation of financial institutions in financial market.

Interest rate liberalization: Interest rate liberalization allows credit institutions (CIs) to freely decide on interest rates for capital mobilization and lending. The essence of interest rate liberalization is the mechanism of operating interest rate based completely on the supply and the demand of capital market to determine the equilibrium interest rate. The central bank only uses indirect intervention tools to regulate interest rates in accordance with the strategies and objectives set in each development period of the economy.

Exchange rate liberalization: The exchange rate is gradually liberalized, however it still needs to be monitored with market instruments to control and regulate rather than impose a fixed exchange rate. This leads to enhance the competitiveness and responsiveness of the domestic economy to changes in the world

economy in the context of openness and international economic integration. Exchange rates have become an important tool to control capital inflows, outflows and the handling of external imbalances.

Liberalization of lending practices of commercial banks: Liberalization of lending practices of commercial banks is shown as the change from crediting to a small number of customers to crediting all of customers and separating lending and commercial loans.

Liberalization of foreign exchange transactions: Foreign exchange transactions are activities of residents, non-residents in current transactions and capital transactions, the use of foreign currency in the territory of one country, providing foreign exchange transactions and other transactions related to foreign currency. A capital transaction is a transfer of capital between a resident and a non-resident in the following fields: (i) direct investment; (ii) investing in valuable papers; (iii) foreign borrowing and repayment; (iv) lending and recovering foreign loans; (v) other forms of investment in accordance with the law. Current transactions are transactions between residents and nonresidents without the purpose of transferring capital. Liberalization of foreign exchange transactions includes the liberalization of current transactions and the liberalization of capital transactions.

Liberalization of the operation of financial institutions in the financial market: The liberalization of the financial institutions' activities in the financial market can be identified as the elimination of discrimination among financial institutions in the different economic sectors, among different types of financial institutions, between domestic financial institutions and foreign financial institutions (limited scope of activities, forms of provision, mobilization of capital...), and the domestic and international expansion of financial services for the economic sectors and financial institutions, gradually moving from providing banking services monopoly to multi-sector financial market. Countries may undertake financial liberalization according to the route and method chosen in accordance with their particular characteristics. Here, we will take a closer look at the benefits and risks of financial liberalization.

2.3. The effects of financial liberalization

The benefits from financial liberalization

Firstly, financial liberalization helps to allocate resources effectively in a country as well as in the world. Liberalization of interest rate is the process in which the stakeholders decide the value of capital, the most important resource. Accordingly, this scarce resource will be allocated to the most effective borrowers. The free movement of capital allows for a more efficient allocation of global savings and transferring resources to the most efficient use.

Secondly, it will help to promote savings, investment and economic growth. With the same condition, more types of financial institutions and more kinds of financial product will enhance the effect on the economic growth. Clients in the financial market may have more high-quality and low-cost products, which increase the national savings. The liquidity of capital allows investors to achieve higher return rate, adjusted with the risk. Higher yield will make the savings and investment increase and enhance the percentage of economic growth.

Thirdly, financial liberalization can also promote the reform of countries as well as the quality of growth. Openness, economic integration in general and financial liberalization in particular will force each nation to reform and adapt to the world's common standards in order to minimize risks and maximize benefits brought from financial liberalization process. This reform process is rooted in the vital momentum: the legal framework has to be changed, supplemented and finalized in accordance with the rules of the game.

The risks from financial liberalization

In general, beside the positive effects, financial liberalization process will make the financial markets of countries, especially developing countries, more vulnerable by risk factors, such as detailed:

Firstly, the financial liberalization can increase the risk of financial crisis. Financial crisis is defined as the failure of one or more elements of the economy to fully meet its financial obligations. The biggest risk that financial liberalization brings is the opening up of the domestic financial market to increasing the risk of financial crises. This concern comes from two emerging issues: (i) the opening up of the domestic financial market is not sufficiently developed to facilitate external financial attacks; (ii) financial integration increases the risk of chain crises or imports crisis issues from the external market into the domestic financial sector. However, financial liberalization is not the root cause of financial crises, it only exacerbates the inherent weaknesses in macroeconomic institutions and policies, and thus increases more risk of leading to financial crisis.

Secondly, financial liberalization can make the Government lose control of financial market. Financial liberalization can make the domestic financial market manipulated by external forces, especially in the context of a weak domestic financial system. Foreign corporations, organizations, and enterprises manipulating the financial market will influence the policies of the government to make these policies more profitable for them. Therefore, the government's power to control, manipulate and supervise the financial market will gradually shrink. Moreover, the domestic financial market will become more sensitive to the international financial crisis and may eventually result in domestic political turmoil.

3. THE FINANCIAL LIBERALIZATION PROCESS IN VIETNAM

Before 1986, Vietnam's economy had no market principles. Thus, the financial markets did not really exist. There was no money market or capital market. The banking system had no commercial banks, and the central bank did all activities alone ("mono-bank" system). In addition, the banking system worked under direct control of the government through government order, without regard to market forces. The Vietnam Government then significantly relaxed regulation following the Vietnam Communist Party (VCP) formally endorsing a program of "renovation", also known as

"Doi Moi", at its Sixth National Congress in 1986. Central planning was relaxed, prices were freed, public sector spending declined, and restraints were loosened on business activity. Agricultural co-operatives were disbanded; farmers were given land-use rights and - in a similar way to China's transitional period - were allowed to market whatever output was left after they had fulfilled state contracts. In the financial and banking sector, the effects of "Doi Moi" resulted in a financial liberalization.

According to Shaw (1973) and McKinnon (1973), in transition economies, the order of economic liberalization should be started by balancing the government's finances, then followed with the financial liberalization (together with trade and foreign currency liberalization), and ended with the opening of the capital account. We could also analyze the financial liberalization process in Vietnam following this order as in Figure



Figure 1. Financial liberalization sequencing

Source: Summarized from McKinnon (1973) and Laeven (2003) State budget

After “Doi Moi” was launched, the budget deficit improved sharply. The budget deficit which was higher than 7% in the pre-1986 period was reduced to 4.3% in the 1991-1995 period and continued to reduce into acceptable rates in the 2000s. In the 2009-2012 period, however, the budget deficits became larger due to the effect of the global financial crisis as well as the Government stimulus spending in response to it. In 2013, the budget deficits reached the bottom with -5%. In period 2014-2017, the budget deficits became smaller gradually owing the recovery of the global economy as well as Vietnamese economy after financial crisis.

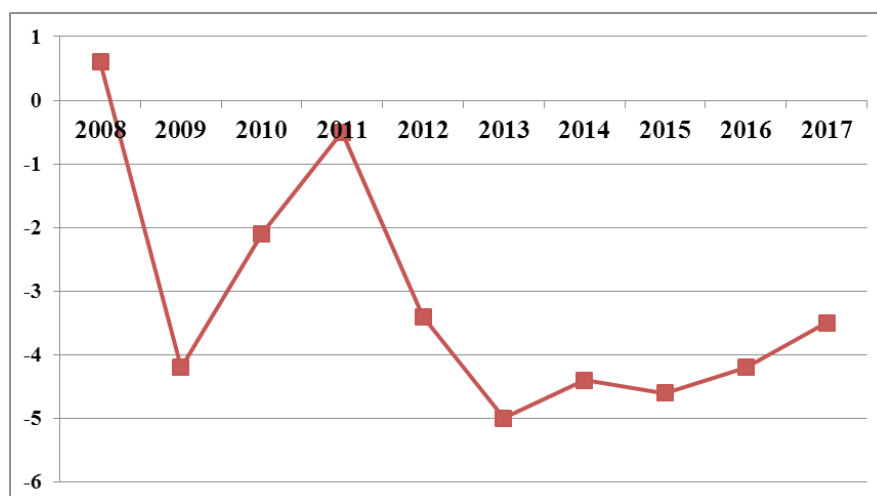


Figure 2. Budget deficit over GDP (%)

Sources: Report from ADB

Monetary, interest rate and foreign exchange rate

Instead of being dependent on the fiscal policy as was the case before 1990, monetary policy has become a typical macroeconomic instrument with an overall objective of controlling inflation and promoting economic growth. Currently, the making and influencing of monetary policy by the State Bank is based on market principles; market factors are respected and taken as the basis for the State Bank to make decision on adjustment to achieve macroeconomic objectives. The process of reforming monetary policy was done step by step, under control and linked to the reform of monetary policy instruments and reform in the institutional structure. Since 2000, indirect monetary policy instruments such as open market operations, rediscounting, and SWAP arrangements for foreign exchange, etc. have been replacing direct monetary control and administrative measures.

In parallel, interest rates have been liberalized. The SBV only influences the interest rate and exchange rate through money market and monetary policy instruments. Therefore, interest rates and exchange rates currently reflect more closely the value of the Vietnam Dong, and follow the development of the international and domestic money market. Interest rates were gradually liberalized in sequence and with caution. First of all, the real positive interest rate principle was introduced in 1992. Deposit interest rates were liberalized in 1996, and lending interest rates have been determined through negotiation since June 2002. After “Doi Moi”, Vietnam opened its economy to other countries. As a consequence, the Vietnam Dong was allowed to exchange with other currencies. Up to now, the exchange rate policies of Vietnam has experienced 3 periods: period of free exchange rate (1989- 1991), period of fixed exchange rate (1992-1997) and controlled-floating exchange rate (1998-present).

Securities market

The opening of the Hochiminh City Securities Trading Centre (HSTC) in July 2000 marked a milestone in Vietnam's efforts in its economic reforms and reaffirmed Vietnam's determination in developing a market economy. After 10 years of operating the stock market, Vietnam has reached many achievements in the initial stage, generalized as follows: (1) successfully organized and operated the Hochiminh Stock Exchange (HOSE) and Hanoi Securities Trading Centre (HASTC); (2) ensured principles of the securities market; (3) gradually created more goods for the market, strengthening the management of listed firms and clarifying information on the market; (4) expanded operations of intermediary organizations on the market and improved service quality; (5) built domestic and foreign investor system; (6) developed the UPCOM (Unlisted Public Company Market) and OTC market; etc. At the end of 2010, there were 326 securities listed on the HOSE, accounted for nearly 6.834 billion U.S. dollars (around 8% of 2009 GDP). In the HASTC, the respective numbers were 977 listed securities with a value of 12.582 billion U.S. dollars (nearly 15% of 2009 GDP). OTC and UPCOM market had also developed. Vietnam's total stock market capitalization reached 19,542 U.S.\$ million in 2007 and reduced in 2008-2010 due to the global financial crisis (ADB, 2009b). The number of security trading accounts in HOSE had remarkably increased from 5,000 in 2000 to 106,393 accounts in 2006 and 822,869 accounts in 2009, in which 12,696 are from foreign investors (HOSE, 2009). This was a record which surprised even international investors. It led to the booming of the Vietnamese securities market in 2006-dollars (around 8% of 2009 GDP).

According to the financial liberalization sequencing of McKinnon, the financial liberalization follows, but not restrict to, a certain order. For example, the budget deficit should be dealt with at first hand, followed by the liberalization of interest rates and the deregulation in the banking sector (see Figure 1). By summarizing some of the important dates of the liberalization progress in Vietnam as in Figure 3, it is clear that Vietnam somewhat follows that order as well. First, the budget deficit issue was dealt with in 1991. Other deregulation policy regarding the banking system, exchange rates, and interest rates then followed. At the same time, the securities market was built up and developed. The final stage concerns the involvement of foreigners in the banking and insurance markets.

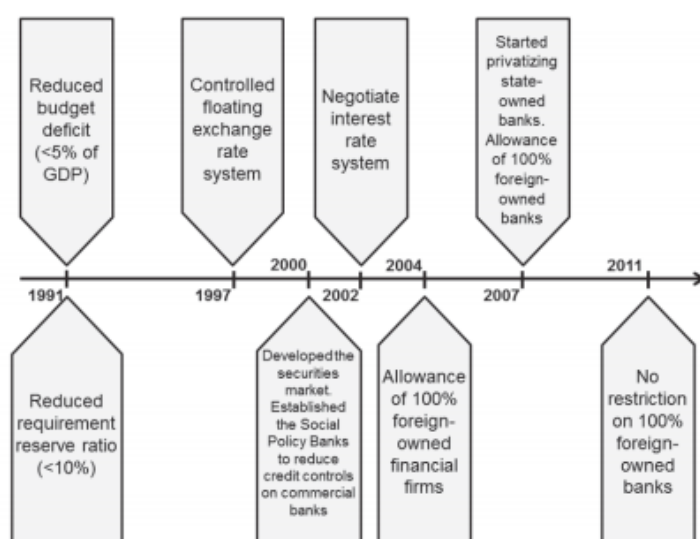


Figure 3: Financial liberalization in Vietnam

Source: Dang Thanh Ngo (2005)

4. RECOMMENDATIONS FOR VIETNAM IN INTERNATIONAL ECONOMIC INTEGRATION

Vietnam has not been a country which has the high economic freedom, ahead of the trend of integration, Vietnam cannot stand out and we have been participating in a more positive way. What does Vietnam need to do to integrate into the international economy, especially when the financial liberalization can maximize the benefits while minimizing risks? The next section of the paper will provide some recommendations for Vietnam.

Strengthening the soundness of the framework of macroeconomic policy that facilitates the success of international economic integration and financial liberalization: In order to have the framework of sound macroeconomic policy, it is necessary to closely coordinate and enhance the effectiveness of macroeconomic policies. The purpose of the close coordination of macroeconomic policies is to make the macroeconomic policy system work effectively, thereby affecting the macroeconomic variables that the government wants to intervene. The strict coordination of macroeconomic policies is the basis for establishing a stable macroeconomic environment as well as a condition for coping with possible negative effects. It must be reflected in the management of macro policies of the government, especially the coordination between monetary policy and fiscal policy.

Completing the institution and law: With the gradual opening of the financial services market, it will need to be supported at the same time by improving the legal system in order to create a stable, effective and transparent legal framework, creating a fair playground for domestic enterprises with foreign direct investment (FDI) firms in the direction of national treatment. In particular, attention should be given to the legal basis to ensure the right for supervision and inspection by the government and law enforcement agencies of the economic activities of enterprises, including FDI firms to ensure the control of the government in maintaining the stability and the purity of the financial services market. Policy makers need to create a clear legal framework for basic laws about property, land, bankruptcy and civil rights and etc that are built on the basis of market economy. The legal documents on the rights of creditors, shareholders, accounting, auditing, capital adequacy and so on must be built with international routine. The government should limit the overlap between laws, banking regulations for laws and other regulations.

Developing and completing financial markets: (i) Monetary market: It is necessary to develop a safe, efficient, synchronous and highly competitive monetary market in order to create an important basis for the formulation and management of monetary policy, effective mobilization and distribution for financial resources, risk reduction for credit institutions; (ii) Foreign exchange market: Improving the operation of the foreign exchange market, rationally expand the market participants and improving the management of foreign exchange reserves of the State Bank of Vietnam (SBV) to facilitate the operation of the market. In order to better realize the role of the SBV in the foreign exchange market, it is necessary to increase the foreign exchange reserves sufficiently for the SBV timely and sufficient dosage to help the foreign exchange market stabilize and operate smoothly, helping the State Bank to protect against the reversal of capital flows, especially indirect investment flows of foreign investors; (iii) Capital Markets: Continuing to consolidate and develop the capital market, gradually completing the structure, improve the operating mode, developing more channels to provide capital for diversifying markets and improve the quality of services, creating conditions to attract more investors, especially institutional investors, etc.

Improving the efficiency of using capital of the economy: In order to facilitate the process of financial liberalization, it is necessary to improve the efficiency of the use of capital in the economy, thus opening up the flow of capital not only in terms of policy but also in terms of real advantages of

using capital. Implementing synchronous solutions for efficient use of investment capital, to develop infrastructure, overcome weaknesses, clear up the bottlenecks of growth and promote the development of a fast and sustainable economy. Concurrently, improving and increasing the attractiveness of the domestic investment environment, enhancing the effective absorption of capital in the economy. At the same time, at the micro level, businesses also need to understand when integrating, businesses are facing opportunities and challenges, assess their strengths and weaknesses to be confident in joining into this common playground.

CONCLUSION

In order for Vietnam to take firm steps in the process of international economic integration in general and integration of the financial market in particular, we need to prepare the best conditions, including macro policy, legal institutions, financial markets and the financial institutions themselves, businesses.

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SUSTAINABLE MODEL FOR BUSINESS UNIVERSITIES IN DEVELOPING COUNTRIES

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ABSTRACT: *The purpose of this article is to provide an insight into education systems of developing countries and models of their functioning. The article looks at the balance of business universities in different aspects and angles and finds that the approach that combines different alternative functioning models will make business universities more strategically sustainable. In developing countries (Eastern Europe and South-East Asia) there has been a lot of societal and political attention and tension paid to privatize public universities and/or put more control on private universities. Those attentions should be paid to the alternative models making them more competitive that means effective at a reasonable cost.*

Keywords: *university; finance; teaching; research; development; value proposition.*

1. INTRODUCTION AND OVERVIEW

At the core of education business, especially the tertiary education, the dialectics of business schools takes place between the two distinct purposes: to produce knowledge (research-intensive) or to educate students (teaching-led) (Fragueiro, Thomas, 2011). Some schools are on the extreme edges, while most of them are placed somewhere between with their dual and contradictory rather than cohesive purposes. This strategic dilemma is increasingly important in context of the following challenges in business environment that universities in the world must face (Rynca, Radomska, 2009, pp.88; Todose, 2008, pp. 109-110; Barolli, Sevrani, 2009, pp.5-6):

- Mobility of student and easiness of access to the education services;
- Rising need of flexible adaptation of teaching programs (curricula) to the real market situation;
- The necessity to apply information and communication technology (ICT) development such as Internet-based e-learning in teaching process to deliver knowledge and skills at low cost to the flexible and dynamic labor market;
- The need to make difficult strategic choices that enable effective competition;
- The need to build a strong brand and strengthen own reputation to secure and enhance long-term competitive position;
- The problem of reaching financial balance and sustainability, especially in the face of appearing demographic low.

The last challenge that is the problem of financial stability and sustainability of universities, especially the business universities, is only one side of a very complex problem to be thoroughly considered. If we talk about sustainability as a general, we should not have in mind the only financial aspect. As a consequence, both financial and non-financial drivers of business schools' model selection should be put under multilateral

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analysis and exploration. We then see that the dialectics of business schools is related with more dimensions than simply a question whether to carry out researches, to concentrate on students, or to find themselves a place in-between.

2. RESEARCH METHODOLOGY

In this article, as a research methodology we use a comparative approach and qualitative analysis to carry out investigation on many important issues that universities in developing countries, such as Eastern Europe and South-East Asia, must be facing in the context of global trends and occurrences in the field of higher education set by top-level universities of leading developed nations. Those interested researched issues are the following:

- i) The genesis of education institution.
- ii) The ways of staffing, especially the lecturers' cadre.
- iii) The quality of faculty leader.
- iv) The source of textbooks studied by students.
- v) The direction of structural organization.
- vi) The location and infrastructure.
- vii) The language of instruction.
- viii) The source of revenue.
- ix) And finally, the value proposition – teaching or researching.

Those issues representing the dialectic orientations of business philosophy and activities are considered the most important for the industry and certainly will impact the quality of education services and the existence and the competitiveness of all institutions. Within those researched issues identified and mentioned above, we compare common approaches and practices used by Polish universities, representing the Eastern part of Europe and Vietnamese universities, representing the South-East Asia, a part of colossal Asia, sometimes referring also to the experiences of other countries in the regions, such as India, China, etc., as well as the reality and trends and set by top-level universities in the world, in order to draw interesting conclusions and recommendations at the end of article.

3. THE SCHOOLS' ORIGIN – PRIVATE OR PUBLIC

The first dialectic, rather of macroscopic character, that is often observed and most analyzed by specialists and experts in management of education in post-communist states (such as Poland and the rest of Eastern Europe) and developing countries (such as China, Vietnam and the rest of ASEAN states excluding Singapore), but not important in highly developed countries such as US, UK and other English speaking countries is the genesis of a given education institution. In the USA and in other countries, where English is the language spoken natively, all schools, regardless of the origination, compete based on the same market rules and regulations. In the Europe continental, especially in the Central-Eastern countries, and in most of the developing parts of the world, those institutions, depending on their originality, compete on different bases, even the different annual rankings are set separately for assessing them and measuring their popularity and attractiveness. Hereafter, we'll discuss the advantages and disadvantages of those public and private institutions. Probably, the advantage of the first ones, on the contrary, will be the disadvantage of the second ones.

Public schools in Central Eastern Europe and in other developing countries like China, Vietnam and some of the other ASEAN states have a much longer history of development than private universities, that came into being, like mushrooms after rain, after the start of transitional period of the above-mentioned post-communist countries. Longer development history, on one hand, usually means more experienced, reliable and professional staff, better infrastructure, guaranteed teaching and research quality, on the other hand, it is also equivalent to inflexibility and reluctance to diverse changes needed in order to be competitive in a global stage. Public, or other word, state universities are funded partly or mostly from the state budget. In Poland, students don't have to pay for their full-time education in both undergraduate, graduate and even post graduate level and that has been immutable for a long time. In Vietnam, instead, the public universities' tuition fees are extremely low, much lower than the price set by the market. As commonly considered and perceived in these parts of the world, public universities' mission is to offer public goods to the society as increasing investment spending on education would increase the country's GDP growth rate. Statistical data shows that in the period 2000-2011, the economic growth at a rate of 5% per annum in Poland was primarily due to a rapid increase in human capital stock (Konopczynski 2014, p. 329)

Furthermore, not only public education is funded from state budget, but the research grants are also more accessible and much more open for academic staff of public universities, strengthening at the same time their competitiveness and innovation in the field of scientific research. Public universities' faculties publish more, especially in top-tier international journals. Hence, we can see that, in financial and strategic terms, the advantages and prevails are on the side of public institutions. One more advantage of the public universities is the quality of enrolled students. Due to the free-of-charge or nearly free-of charge education service, public universities attract more capable candidates and the annual entrance exams carried out centrally by the ministry of education and training (in case of Vietnam) or locally by universities themselves (in case of Poland) each year serve to admit the right ones. In parallel, the advantage of private universities, that should be mentioned, is that they have a right to determine the price of their services offered up to the market conditions, as well as the salary (remuneration system) for academic staff they hired and the framework of cooperation with them (academic staff) also are up to the market conditions, the need and the wish of both sides. As a result, we can see that private universities, in case of headwinds in market conditions, have more rooms to operate in terms of creating, executing and adjusting strategy to adapt to the inconsistency and volatility of changing global market trends, innovation-based and knowledge-based society and economy.

4. THE SOURCES OF STAFF – ON LONG TERM CONTRACT OR ON TEACHING HOUR BASIS

The next dialectic, rather of microscopic character, but most important for all the universities in the world, regardless of the origination, the political and economic system of a given country, is how to hire and how to organize the staff effectively. Taking into consideration the facts that staff remuneration is a considerable part of the overall cost of functioning of universities in developed countries, and also the constantly rising part of it in developing countries that aspire to catch up and to keep pace in a very competitive and demanding global education market. There are at least three common options for those institutions to follow, which are:

- Long term contract – an anchored minimum of teaching hours each year is set up, aside from the obligation of carrying out research, participation in faculty's life. In this case, staff members have more responsibilities and more rights (and privileges), so they will respect and are more closely connected with their workplace.

- Teaching hour basis – in this case, academic teachers are treated as outsiders on the teach-and-go basis. They teach courses based on the program outlines according to that they have taught elsewhere for many years or in consultation with the program committee in order to conform and comply with specific requirements and standards set by a given university.

- Something in-between – this is the most common option since minimum staff members with adequate scientific degrees and professorial nominations is required and imposed as a prerequisite to establish schools and those requirements are controlled and watched carefully by ministerial education inspectors.

Universities are not just the centers of education which function on commercial basis, connecting teachers and students. The competitiveness of the universities with a mission of going global is based on their highly qualified human resources who are competent at teaching and doing researches. So, given university, in order to develop, to strengthen its position and to compete with others, must, based on long term contracts and commitment, look for talents, invest in development and promoting staff. So have done many American and European universities for a long time before the global crisis erupted in 2008. In the time when the economy is heading down, many cuts are in execution, not excluding the sector of education. The economic downturn combined with the negative demographical trends has compelled most of European universities including Germany, the economic powerhouse of Europe which is the least vulnerable by the then-ongoing crisis, to sharply reduce long-term tenure contracts and shift to the teaching hour basis in order to save money to survive. The situation also concerns Poland, not the economic powerhouse, but also the least negatively impacted country comparing to other European economies.

The case of rising ASEAN countries is totally a different history. Despite the impact of the global slump, together with the booming population and the pressing urbanization processes still taking place, the number of students and the need for education are increasing. The sector of education is the most crisis-proof and the least vulnerable among others as many analysts and experts considered. Many wealthy families even choose better option by sending their high school graduates to prestigious universities in the West to benefit from intercultural experiences, English qualification, high quality and standard of education there. Confronting this situation that is still happening both to China, India and ASEAN countries, many universities there, in a bid to improve the domestic education quality, are striving to attract European and American teaching staff offering them very lucrative, long-term working contracts, or wooing Western counterparts to cooperate with them, based on mutual benefits, in a hope to boost their competitiveness and attractiveness in the eye of domestic students, the customers. In the time of economic headwinds for many sectors that hardly survive, this is a bright spot in the global education scene, understood generally as a knowledge transfer from the West to the East.

5. THE FACULTY LEADER – ENTREPRENEUR OR HIGHLY QUALIFIED PROFESSOR

The dean or in other words, the faculty leader is a very important person for the universities development as many of them regards a faculty as an independent school within a system of schools. Most often, questions are raised in concern with the character of this job position, whether it should be management-oriented with a high load of administrative duties or academic-oriented concentrating on the research development, scientific and teaching quality reputation of the faculty. The problem seems not to be as serious as in developing countries, especially in the region far from largest urbanization centers, where there is not enough qualified human resource in the labor market. In Europe, in America and in other developed parts of the world, it is not difficult to find a suitable candidate combining both academic

competence and managerial skills even the competition of candidates vying for the prestigious post like this is very fierce. In the second-range cities of Vietnam it is troublesome to find a motivated enough candidate to fill in the post of a faculty leader. Local candidates are familiar adequately with the faculty staff, the character and the working style existing there, but they are not enough academically (or professionally) competent to undertake the job. Candidates from afar, sometimes foreigners, conversely, have a great knowledge, experience and competence, but are often not adequate for the job due to incapability to speak local language (the global English is not enough), unfamiliarity of, and inability to cope with the current specific and complicated staff issues and day-to-day operations of the faculty. In the Western countries, such as Germany and France, it is incredible for the candidates to fill in the operation position, not mention the management or even executive one, if he or she doesn't speak local language and is not familiar with the local traditions and business practices.

Returning to the education topic, here in the developing countries, Vietnam and the rest of ASEAN states, excluding Singapore, for example, a question has been put forwards concerning whether a professor of long years of teaching and researching experiences should get the faculty's top job or an authoritative, middle-aged entrepreneur with a Master degree is totally enough if his or her management skills proved by earlier successes in business activities might guarantee the same success, both financially and academically, and faculty development as experiences in the world show that many well-known perennial professors with international experiences might not have adequate management skills and deep insight into the current internal issues and trends in order to lead the faculty. Due to this fact, in many faculties, especially of business universities in Vietnam, for a certain time in the past, the top job is traditionally filled in with market experienced persons with Master degree.

6. TEXTBOOKS – OWN VALUE PROPOSITION OR EXTERNAL VALUE PURCHASING

Textbooks produced and written by faculty members are proprietary knowledge. Textbooks, based on the lectures delivered, are the unique value propositions that differ universities one from other. Many faculties and academic teachers normally have two choices, using proprietary, self-created knowledge or basing on well-known external curriculum taught in renowned universities. The statistic data shows that in Western universities, only 10-15% of the material used in MBA courses was based on teachers' own researches (Van Hoek, Peters, 2008). So what are the propositions for countries that are far or less behind the Western counterparts?

In middle-income countries such as Poland, university teachers are not obliged to publish a textbook, based on that they deliver their lectures, but some teachers, especially full professors, with years of teaching, researching and publishing experience, do so in order to increase their prestige and reliability in the eyes of students. After all, those senior professors give lectures mostly in the fields, in which they are deeply engaged, for a very long time, in term of interest and researching activities.

In case of Vietnamese teachers, who are teaching-oriented instead of research-oriented, they usually are not academically advanced and professionally competent in their field. Moreover, they have even several times more teaching duties than their colleagues in the West. Due to the insufficient competence and also due to the lack of times for students and for themselves, all of them choose the option of external value purchasing instead of creating own value proposition, bringing no distinctive value for the students and to the institution where they work.

7. THE STRUCTURE – TO CENTRALIZE OR TO DECENTRALIZE

Many European universities, including Polish ones, are decentralized in terms of general empowerment and academic power transferring from the top down to faculties and lower, with a very strong position of the faculty leaders. But they are centralized in terms of not to establish too many faculties within one university.

For example, in Poland, the business university such as Warsaw School of Economics (WSE), the largest one in Central-Eastern Europe, consists of only 5 faculties (collegiums), each of these faculties is divided into as much as 20 departments (WSE, 2018). Each of the departments is closely related with specific research fields being a domain of a given faculty.

In Vietnam instead, it is easy to see the reverse trend. Despite the lack of resources, especially the human resources in terms of highly qualified academic teachers (understood as the number of top academic leaders – professors and associate professors), the decentralizing trend is on the rise and intense. The National Economic University (NEU) in Hanoi, the largest economic university in the whole country in term of students, academic teachers and carried out researches, is structured down into nearly 20 faculties (NEU, 2018). Being incomparable to Warsaw School of Economics in term of qualified human resources, the teaching and researching capability of each NEU faculties is at the level of WSE' departments. In case of Vietnam and its NEU, decentralization is the simplest way to enhance bureaucracy that desperately should be eliminated. Consequently, WSE's faculties, with an academic potential of about 50 professors each, on behalf of the whole school, have the right to open and close doctoral and habilitation courses, to nominate professors for the need of their own teaching and researching activities, that is a sign of decentralization and empowerment. As a contrary, NEU's faculties, with an academic potential of several professors each, have the right to educate graduates postgraduate (master level) students and open doctoral courses only while theses' defense (closing doctoral courses) and professor nomination are executed centrally, out of the reach of NEU and that is a sign of centralization and disempowerment.

8. THE LOCATION AND INFRASTRUCTURE – TO HIRE OR TO BUY

In public universities all over the world, all the things such as location, building and the infrastructure are state-owned and no discussion and suggestion is needed at all. In case of private universities, the question is about whether to buy or to hire. Many universities in Central and Eastern Europe, due to the lack of capital and shorter history of development than their counterparts in the West, prefer the "hiring" option.

In Vietnam, there always exists a very popular thought that if schools do not have their own headquarter, building and infrastructure and so on in order to organize classes and have been pushed to hire all that somewhere, they will be badly credited and positioned lower in the general ranking (as level and ownership of infrastructure are one of the ranking criteria). This point of view has been widely recognized not only by local and central administrative authorities, but also by all people, students and schools management board themselves. So the main accent is put on the hard sides (buildings and infrastructure) instead of soft sides (knowledge, human capital), that is contradictory to the essence of industry where the major assets deciding on the advantage and the competitiveness of a given institution are just well-trained and qualified human resources. Based on that standpoint, many unproductive investment decisions are made. Many state-owned as well as privately funded universities in Vietnam invest heavily in best locations, magnificent headquarters, buildings and classrooms while the academic staff, in terms of quality and quantity, presents poorly, as well as their remuneration and benefit scheme (Nguyen Hoang Tien, 2018a).

9. LOCAL OR INTERNATIONAL LANGUAGE OF INSTRUCTION

Due to the fact that English is the most popular and is the only international language in the world, the barriers of introduction of courses taught in English or partly in English should be taken under detailed analysis to draw further going conclusions. English is the most commonly spoken in Western Europe, but the influence of English becomes weaker and weaker heading eastward. One might be sure that the rate of people speaking English in Poland is less than in Nordic countries, France and Germany. English is less spoken in Belarus and Ukraine, but regains increasingly its popularity in Russia and major Asian economies. In general, the level of popularity of the English as a spoken language is measured by the degree of openness of a given economy combined with its size and wealth. Taking this fact under consideration, Vietnam still has a far way to go for the English to be widely and commonly used here.

In Vietnam, many universities, which are situated in largest cities, are pushing themselves to open up and reach out to the world to level up the distances to adjacent countries in the region. Towards these ambitious and strategic goals, many of the universities strive to open courses delivered in English based on English textbooks, to push their students to become familiar with foreign language at the very first moments of their study. According to a survey of Intel in Vietnam, among graduates, only 10% of them are capable to work without further reeducation (additional professional training). But among those 10%, only half of them have adequate English proficiency required by the jobs (INTEL, 2018). To improve this situation, here in Vietnam, private schools, more aggressively than their public counterparts, put forward more practical initiative to enhance students' market value after graduation. Many private universities, funded from students' tuition fees, recruit native speakers, increase the weakly English class hours, or even invite foreign professors coming to deliver business lecture in English.

The language problem appears in postgraduate education, mostly delivered in part-time mode and for active professionally groups of older generation. People in the age of 40-ties and 50-ties are in the advanced stage of their career, they have enough money to pay for their relatively expensive executive education, but they are unwilling to take English as a language of instruction or even don't speak it at all. The workable solutions for this contingency are, in case of Vietnamese teachers, the lecture content should be delivered in Vietnamese, in case of foreign teachers, the lecture content should be translated live into Vietnamese by a third person. The above-mentioned problem is rather precarious since the today's generation of 20-ties and 30-ties acquiring English from a very young age will become the generation of 40-ties and 50-ties in 10 or 20 years, and then no language barrier will occur (Nguyen Hoang Tien, 2017a).

10. EXTERNAL COOPERATION – DOMESTIC VERSUS INTERNATIONAL

International relation and cooperation are the indispensable part of each organization, not only business universities, in context of integration and globalization and the need to reach out to the world. Poland, as well as Vietnam is at different phase of transforming their economy and the international cooperation with developed part of the world only serves them for better. Polish universities, due to their closer geographical distance to the West, are gaining more advantage on that. Vietnamese universities also try their best and do not want to lag behind while benefiting from traditional relation with France, strengthening at the same time strategic relations with developed countries in the region such as Japan, South Korea, Singapore and Australia.

In the aspect of domestic collaboration, which will complement the international cooperation in terms of supporting development and bringing mutual benefits, Vietnam differs very much from Poland. Polish

universities, after a period of booming, due to current demographical situation (demographical low), are now confronting the phase of integration and consolidation understood as a traditional merger and acquisition to cut cost and regain a sustainable competitiveness. Vietnamese universities, instead, due to the population being on the rise, the urbanization process gaining momentum, need more cooperation than consolidation. Traditionally, private schools need alliances with public ones to benefit from their resources and experience for development purposes, as well as provincial universities closely seek links with partners in the biggest cities for organizing joint education programs (Nguyen Hoang Tien 2017b).

11. SOURCES OF REVENUE – STATE FUNDING OR STUDENT TUITION

The state

Schools in continental Europe are more or less funded by state budget to educate societal workforce and produce public goods (research products) to generate returns to the nation in terms of productivity and taxes. Education is treated as a public good, so it should be publicly funded to create a long-term benefit for the whole society. Education, especially the higher education of the next generation is crucial for the upkeep and improvement of society (Reel, Block, 2013, p. 111). As M. Friedman and R. Friedman (1990) perceived, the focus of education institution should be to maximize the quality of education and value gained by individuals, not just only maximizing profit.

In Asia and Latin America and almost in all the rest parts of the world, the above-mentioned standpoint is being fiercely questioned on the economical (equal market competition between both private and public educational institutions) and political (societal competition for public sources) grounds. Education there is perceived largely as a private good so funding should be adjusted accordingly. Furthermore, the so far long-lasting stagnation of the economic situation in Europe finalized by the global economic crisis in 2008 leading to many tough cuts including education increasingly has placed the responsibility to pay for the education on its beneficiaries (students, the users of services). This process is most visible and intensive in Great Britain closing the gap in this area to the United States. In Britain, education was free until 1997, and since then fees have been constantly and sharply raised from symbolic amount of £1000 in 1998 to a predicted amount of £9000 in 2012 (UK, 2018). So do the students' debts and understandably, these are the real burdens for them to repay over a lengthy period once they graduate and get the job.

If the students should be responsible to bear the cost of their tertiary education, a question has been raised about the proportion of high schools graduates to attend universities and the popularity of higher education in a global knowledge-based economy. Despite the British-American for-profit character of tertiary education model, still more high schools graduates there go to the universities and colleges than in Europe. In middle-income and developing countries, university attendance rates are the same like in Europe and still rising. In Vietnam, the question is not about whether the government should bear the cost of higher education of its citizens, but the rates of its participation that are very different depending on locality, schools' origination (public or private) and the relation of this policy to the proportion of high school graduates attending universities (Nguyen Hoang Tien 2018a, 2018b).

Student tuition

Despite the different models of education extant in the world, the undergraduate tuition fees rise steadily in many countries, whereas postgraduate education programs, mostly in part-time mode, are designed for professionally active people and are treated commercially with tuition fees determined by market and seen as key source of institutions' funding. One of the reasons of this state of fact is that the demand for this

kind of education has been increasing drastically over the last 20 years, especially the demand and the price for postgraduate business education with different MBA programs on top of that. There are many positive and negative argument concerning school fees, especially at the public universities. Positives are: social justification for university study, accessibility of sources, responsibility of citizens for solution of existence problems, aspect of motivation, regulation of demand, etc. Negatives are: decreasing number of applicants for study, social subsequence, loose of talents, etc, (Stefko, Frankovsky, Baeik 2007, p.72).

The cost of Executive MBA program has been increasing, on average, 10 times since the 1990s. In Europe especially, fees differentiation is based on domestic versus non-domestic students that means the EU students pay less while non-EU students pay several times more. In the USA, tuition fees are extremely high, reaching presently 50 thousands USD a year for undergraduate level and even up to three or four times of that for the Executive MBA programs, plus living expenses combining with the cost of lost opportunities, it lets many students think that the return on investment of their study is unrealistic and they will not be able to repay the loans even for a long time given the current global economic crisis and situation in the labor market (Byrne; Taylor; Brown, 2011).

In developing countries like Vietnam, tuition fees differ depending on the origin of a given university, whether it is a state, private or foreign university. Students are not free of charge for their education in public schools, but the tuition fees are covered in 2/3 by state funding and there is an upper limit put on them. Private education costs several time higher or even more. The most expensive is the education at foreign universities operated in Vietnam, among others on franchising basis, with the tuition fees comparable or slightly surpassing studying abroad. The advantage is the cost of living here is much lower but student are deprived of chances to have a real intercultural experience enriching language and communication skills.

Other sources of funding

Executive education on fully commercial basis and fundraising are the main sources of funding, but in time of the economic slump they are not easy to get and are not guaranteed to be successful. Executive MBA education programs require the most sophisticated infrastructure and faculty composition and is very volatile and unstable in terms of income, which may reduce tens percent during the current economic recession. Fundraising by alumni and partners endowment can be very generous but only accounts for up to a minor part of the funding. In substance, it is also very volatile and concerns only few cases, to mention only the top business universities in the world. In developing countries, both Poland and Vietnam, only the executive education contributes a major and increasing part of the institutions' funding, while tradition of fundraising is hardly seen there (Nguyen Hoang Tien 2017b).

12. VALUE PROPOSITION – RESEARCH OR TEACHING

Academics-research

In industry of education faculty staff is the main asset and it should be managed wisely. In most academic institutions in developed world, the overall staffing costs can easily approach 3/4 of their total expenditures. Due to this major staffing costs proportion, faculty members' activities, including teaching and research engagement, almost conflicting with each other in nature, while management duties concern only a few of them, should be calculated economically and should be profit-oriented.

In research-intensive university, the faculty members' career paths are dependent on their research productivity. In terms of research activity, the output is measured by the number and the quality of publications, the input effort is hardly to assess due to the fact that research and development activities, not

only at universities, are the highly risky ones in the aspect of the cost and time engaged of their carrying out, the cost of creating and developing collaborative infrastructures needed to generate high quality valuable commercially or scientifically research products each year.

Management education has been developing since XIX century industrialization, and still fast expanding since World War II. A considerable gap has been seen between key issues on managers' minds and researches published. Many research products are so far irrelevant in terms of informing and shaping management practice as they should do. In other disciplines research and practice are much more closely aligned (McGrath, 2007). Research, regardless of its practical or theoretical orientation, in most cases, is cross-subsidized from teaching income, especially from Executive MBA programs, treated frequently as "cash cow", as they often used research papers results as useful case study materials serving teaching purposes.

In many developing countries, the staffing costs are not so much as the above-mentioned proportion in industrialized countries (1/4 instead of 3/4 of the total regular expenditures), so does the participation of research in overall academic activities of staff members. Many Vietnamese universities are teaching-led or other word, research-less. The number and quality of published papers of Vietnam are far lagging behind, for instance, Singapore, while its population and the number of students surpass 20 times of those of Singapore, possibly due to the simple economic logic of teaching perceived and accepted by many newly established universities as we will find out below.

Academics-teaching

A core question of each business school is what does an hour or year of teaching time cost and generate as revenue? Based on that, it is easy to compare different business schools and for a given university to adjust tuition fee policy as well as the remuneration policy. In developed countries such as UK, USA, a teaching-intensive model there is an anchor at about 300 teaching hours per member per year, so the teaching cost is about 270 EUR per hour counted on the presumption that basic faculty salary is of 50 thousands EUR and full loaded is of 80 thousands EUR. Instead, in a research-intensive model, with the reduced teaching load down to 120 hours per member per year the hourly teaching cost is about 1350 EUR counted on the same presumption that basic faculty salary is around 50 thousands EUR and full loaded faculty salary is around 80 thousands EUR (Howard and Kai, 2012). So what is a solution to bring down the cost in case of decreasing number of students (aging society and diminishing birth rate) due to demographical low and current economic headwinds? There are several ways of cost management in terms of drive down it considerably, one is to increase faculty member's teaching load transforming at the same time from research-intensive (teaching-less) model to teaching-intensive (research-less) model, the another is to increase the number of students in the classroom leading inevitably to lowering the teaching quality. The third way is to use intensively e-learning technology in educational processes serving cost optimization due to the fact that a large part of management education, such as principle courses is suitable to provide online in avoidance to repeat them again and again, while advanced knowledge areas and cases study should be delivered with students face-to-face (Barolli, Sevrani, 2009, pp.5-6). On top of the cost management area, the proportion of academic and non-academic staff should be taken seriously under consideration. Non-academic staff is necessary to take a lot management duty off the hand of academic teachers, expensive and highly qualified resources, for them to concentrate on the core issues. Finally, while the competition for students is fierce, the cost of marketing is rising increasingly starting from level of 8-12% of traditional MBA income stream up to 22% in case of marketing-intensive private institutions determined to attract large volume of students to fill up the classrooms (MBA, 2018). The marketing cost is very high due to the fact that today it is an important instrument of effective management for

both profitable and non-profitable organization. Marketing is more important for the functioning and competing of hybrid organizations (half profitable and half non-profitable) such as the universities (Stefko, Frankosky, Baeik 2007, p. 72). The board management and board of trust, due to their specific field of activity, social mission and obligation, despite their business oriented operations, are not willing to declare their universities as 100% for-profit, even in reality it is so.

Staff career paths – teaching or research oriented

This dialectic is strictly related with the question concerning staff sourcing. If only short-term contracts are the basis of cooperation, the staff career paths are not important and they are not subjects of planning. On the contrary, a question is raised concerning what should be a strategy to promote staff members both financially and non-financially and on what basis to assess them. Whether one should judge them basing on the teaching experience determined by the amount of teaching hours or years, the range of academic courses they offered to students, the students' feedback or based on high-quality scientific papers published in top tier journals and academic degrees conferred. It is depending on the education model adopted that a given university had taken, teaching-less or teaching-led. In developing countries, public universities are not prone to teaching-led model, but somewhere in the middle of this continuum due to still lacking research skills and scientific potential. On the contrary, private universities, with a very short history of development, are profit-oriented, so the teaching-led model is prevailed ever since and nothing is going to change for the moment. So, the career paths of the staff members are depending on teaching as the research activities are treated only as supplemental and no "published or perished" rule is in force here.

13. CONCLUSIONS AND RECOMMENDATIONS

Given the current situation of the business education sector and the results of the above-carried out analysis, a series of conclusions should be drawn and many recommendations in terms of policy changes for developing countries have emerged in order to keep the most important sector of the knowledge-based economy developing more sustainably. Conclusions and recommendations hereafter are made and put forward based on several dimensional cross-cuts to streamline the business. Traditional sources of income, such as state budget, tuition fees paid by students, executive education and donation are less stable and rather declining in current global context. Schools should adjust their activities accordingly to remain financially balanced. Firstly, in terms of location and infrastructure, option "to hire" is definitely a better one. Schools also should be expanding further in term of relocation to a far-off place to reduce operational costs and to be closer to students. Many Polish and Vietnamese universities do this way, opening their branches in smaller towns surrounding biggest cities. Secondly, to be more financially productive, instead of cutting salary and other benefits which only demotivates faculty staff members, schools should be more teaching-oriented by introducing teaching performance related remuneration system (Lorange, 2008; Fragueiro, Thomas, 2011). Nearly all university professors are working somewhere else in the character of independent consultants or seating in boards of directors of different companies. A proposition of tripling their current teaching loads, with other duties and obligations unchanged, is not unreasonable. Moreover, by inviting non-academic but more practical-oriented lectures from the business world, schools become more vital and more clinical and simply down-to-business. In case of Vietnam, the academic staff should increase their research intensity as their Polish counterparts; focus on more practical, for-profit researches in responding to the need of business to bring about more income streams to their universities – a very popular and irreversible trend in the world. Finally, as a trend of the XXI century and the global knowledge-based economy, more e-learning

technologies should be commonly used to provide students with more valuable and more cost-effective teaching programs saving time of the faculty staff members, streamlining universities' operational activities (Barolli, Sevrani, 2009, pp.5-6; Nguyen Hoang Tien, 2004; 2016).

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THE APPLICATION OF RISK MANAGEMENT IN TAX ADMINISTRATION: THE CASE OF VIETNAM

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ABSTRACT: *Over the last few years, in order to enhance the tax administration's efficiency in line with the modern tax administration, the General Department of Taxation of Vietnam has applied risk management in tax administration. This paper introduces the legal framework for risk management in tax administration in Vietnam, point outs the achievements and the weaknesses in the application of risk management in tax administration in Vietnam in the recent years. Base on which, a set of recommendations are introduced to enhancing the efficiency of the application of risk management in tax administration in Vietnam in the coming years.*

Keywords: *Risk, Risk management, Tax risk, Compliance, Risk criteria, Risk indicator.*

I. LITERATURE REVIEW

Risk management is not new in concepts although as a specialist management approach or process it is still developing. It has become increasingly preferred by organizations, especially by banks, auditing firms, insurance companies to assist them to allocate and use their scarce resources as efficiently and effectively as possible for the last few decades.

Tax authorities in many countries have intensively applied risk management in tax administration for the sake of tax efficiency for many years.

Tax administrations have to deal with large numbers of risks. This may concern either risk of non-compliance including risk of tax fraud, risk of insolvency by the taxpayer etc. Risk Management allows us to deal with these risks. The term "risk management" can have many different meanings dependent on the area in which it is used but all have one thing in common in that it helps us to treat risks which appear to threaten our missions but which also can provide us with a quality assurance for our actions (Directorate-General Taxation and Customs Union, 2006).

OECD introduces the context for the risk management in tax administration and analyses how to: (i) Identify risks; (ii) Assess and prioritize risks; (iii) Analyze compliance behaviour; (iv) Determine the treatment strategies; (v) Apply the strategies; and (vi) Evaluate the outcomes of the risk management [6].

According to Grace Perezv and Navarro, tax authorities are increasingly recognizing that traditional audits alone are inadequate to deal effectively with aggressive tax planning. Disclosure requirements are on the rise to assist tax administrations in managing this risk. The objective of these requirements is to ensure the availability of timely, targeted and comprehensive information to allow governments to identify risk areas in a timely manner so as to able to quickly decide whether and how to respond, thus facilitate a more risk based approach to tax administration activities (Grace Perez-Navarro, 2012).

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Tax agencies are required to manage within a finite budget which is never enough to deal with all risks in the system at one time. As a result, they require an intelligence-led and evidenced based methodology for identifying the most severe risks in the system and determining the most rational allocation of their resources. The development of a targeted compliance program on a cyclical basis allows a revenue agency to systematize its compliance risk identification, risk prioritization, and compliance strategy planning and delivery in a way that ensures a focus on the most significant issues and makes best use of available resources across competing functional departments. It also provides a transparent and defensible record of the process by which the revenue agency's compliance plans have been formulated (Barrie Russell, 2010).

Barrie Russell also introduces six steps in developing a compliance program. These are: (i) Evaluate compliance outcomes; (ii) Understand the operating context; (iii) Identify risks; (iv) Assess and prioritize the risks; (v) Analyze compliance behaviour; and (vi) Determine treatment strategies. The treatment strategies are also based on the ATO model with four compliance strategies corresponding to four types of attitude to compliance [2].

Thus, one of the most important things in application of risk management in tax administration is to identify risks. This means a set of risk criteria and indicators is necessary to identify the attitude to compliance of each taxpayer. Tran Huy Truong suggests quantitative and qualitative criteria to evaluate the significant outcomes of applying risk management in tax audit in Vietnam including: three criteria in tax filing and payment; sixteen criteria showing financial situation of the taxpayer; three criteria reflecting the abnormalities of the business activities of the taxpayer. Tran Huy Truong also introduces 10 criteria to assess the efficiency of the application of risk management in tax audit [8].

II. METHODOLOGY

Comparison: This research compared the best international practice in the application of risk management in tax administration and Vietnamese legal framework to see the differences and explained the reasons of these differences. We also discovered the way that the Vietnamese tax office applied risk management in a concrete context of Vietnam. A comparison of the number of tax audits and inspections at taxpayer's office done and the tax fraud amount's discovered by tax auditors has been made also points out the result of the application of risk management in tax administration.

Administration Data Analysis: Data from the tax office has been collected to serve the comparison. These data includes tax revenue, the total tax fraud amount discovered by tax audit, the typical cases in tax audit etc.

III. LEGAL FRAMEWORK

Up to now, the legal framework for the application of risk management in tax administration in Vietnam has been set fairly good. The Law on amendments and supplements of the Law on Tax management No. 21/2012/QH13 dated 20 November 2012 (effective from 1 July 2013) supplemented a principle in tax management called "The application of risk management in tax administration". According to which, the risk management in tax administration is defined as "The systematically application of legal stipulations, administrative processes in order to determine, evaluate and classify the risks that may cause bad consequences to the effectiveness and efficiency of tax administration on which the tax agencies based to allocate scarce resources in a reasonable maner and to apply the most efficient methods of tax management". The Law No. 21/2012/QH13 also supplemented the principles for the choice of taxpayers for tax audit based on tax risks.

The Government enacted its guiding Decree No. 83/2013/ND-CP dated 22 July 2013. Under this Decree, the Ministry of Finance is authorised to specify the application of risk management in tax administration and to enact sets of criteria for all activities of tax administration. On this basis, the Ministry of Finance issued the Circular No. 204/2015/TT-BTC dated 21 December 2015 (effective from 04 February 2016) specifying the application of risk management in tax administration with notable points as follows:

Firstly, the tax agencies will apply risk management methodologies to all major activities of tax administration, including: Tax registration, tax filing and payment, tax debts and enforcement of tax administration decisions; tax refund, tax audit, management and use of tax papers; and other activities during implementation of tax administration tasks.

Secondly, the taxpayers are subject to be assessed, ranked on risk levels based on a set of criteria and indicators developed by tax authorities using various information sources to form the basis for the application of tax administration methods, including risk assessment for choice of tax audit, classification of tax refund dossier etc.

Thirdly, the set of criteria and indicators serving risk management are formulated for each professional tax administration technique for various purposes, including two sets of criteria and indicators to (i) Assess the level of tax compliance and (ii) Evaluate the rating on risk levels of taxpayers; and eight sets of criteria and indicators to (i) Select cases for audit of tax registration; (ii) Choose tax declaration dossiers to audit at taxpayers' office; (iii) Classify tax refund dossiers and select taxpayers to supplement the plans for audit after refund; (iv) choose cases of audit at taxpayers' office; (v) Manage tax debt collection and application of enforcement; (vi) Identify risky cases to supplement the plans for audits of invoices and other tax papers. The above criteria and indicators are formulated on the basis of information and data that tax authorities have collected, processed from both internal and external sources such as: (i) Information from dossiers of tax registration, declaration and payment of taxpayers; (ii) Information exchanged with other competent authorities or tax authorities in other countries; (iii) Information about law violation status of the taxpayers. Tax authorities will use the sets of criteria, rating of risk levels and system of professional technical information to classify, build and manage the risky tax-payer list based on each tax administration area.

Fourthly, taxpayers are assessed and rated according to 6 levels of risk (very low risk, low risk, average risk, high risk, very high risk, taxpayer group that have operation time less than 12 months). Accordingly, tax authorities will use the results of assessing and risk rating as the basis to implement the audit and supervision measures for high risk taxpayers. In addition, tax authorities will also assess, classify the compliance levels of taxpayers into three categories: (i) High compliance; (ii) Moderate compliance and (iii) Low compliance. The level of compliance of taxpayer is an important criterion for the tax authorities' consideration during tax administration process. Accordingly, taxpayers having high compliance level will be prioritized in tax refund, invoice use as compared with low compliant taxpayers. The classification of the level of compliance and risk rating of taxpayers are conducted automatically, consistently in the order of the following three steps: (i) Collecting and processing taxpayers' information by electronically centred method in the "Taxpayers database system" of the General Department of Taxation; (ii) Forming and promulgating a set of criteria and risk management indicators meeting the tax management requirements in each periods (3 years) and reviewing quarterly to adjust and supplement them in order to be updated; (iii) Analyzing information, identifying and assessing the level of compliance and rating taxpayer's risks.

Fifthly, tax authorities use their own database system to classify tax refund dossiers into two cases: pre-refund tax audit and post-refund tax audit.

Sixthly, the General Department of Taxation is responsible for promulgating sets of criteria and indicators serving for each professional tax administration technique for various purposes and for each tax management activities.

The Ministry of Finance under issued the Circular No. 99/2016/TT-BTC dated 29 June 2016 (effective from 04 February 2016) guiding the management of value added tax (VAT) refund with the following notable points: (i) Detailing the application of risk management in VAT refund; (ii) Applying information technology and database of taxpayers to all phrases of VAT refund process; (iii) Classifying VAT refund dossiers into two cases (refund before audit and refund after audit) based on risk management; (iv) The procedures for coordination between tax authorities and customs agencies in case of high risky taxpayers; (v) The professional methods that the tax authorities apply in case of high risky taxpayers; (vi) The process for VAT refund.

IV. THE ACHIEVEMENTS

The experimentation with risk management in tax administration began in 2008 by the General Department of Taxation. According to which, audit and inspection were the first professional activities chosen to applying of risk management. The idea of risk management was shown under Decision No. 528/QD-TCT signed by the General Department of Taxation dated 29 May 2008 enacting the Process of tax audit and Decision No. 460/QD-TCT signed by the General Department of Taxation dated 05 May 2009 enacting the Process of tax inspection. Under these Process, risk management is used in planning the audit and inspection at taxpayers' office. One of the criteria for the selection of audit and inspection at taxpayers' office is those of high risk such as: Low compliance shown in the frequency of errors in filing or late submission of tax returns; having signs of abnormalities in income tax returns etc. The annual audit and inspection plan are made on the basis of the set of risk criteria and the rate of risk levels.

With lessons drawn from the above experimental application of risk management, the General Department of Taxation issued Decision No. 74/QD-TCT dated 27 January 2014 enacting the Process of tax inspection and Decision No. 746/QD-TCT enacting the Process of tax audit to replace the accordingly Decision No. 460/QD-TCT and Decision No. 528/QD-TCT mentioned above. According to which, many risk criteria and methodologies in risk management as well as professional activities in tax audit and inspection were amended and supplemented towards a more efficient application.

In order to support the application of risk management in tax audit and inspection, the General Department of Taxation has applied TTR and TPR software on which the risk criteria and risk rating levels are based to the selection of tax audit plan. Especially, since 2016, the General Department of Taxation has applied the Tax Management System (TMS) in all provincial tax authorities of Vietnam. At the same time, the tax authorities has conducted the project of the usage of the database in TMS for the risk management analysis of TTR and TPR software.

Thanks to the application of risk management in tax audit and inspection and other solutions in tax administration, the tax management's efficiency has been considerably improved in the last few years, especially the tax audit and inspection's efficiency which is shown in the following table:

Table 1

| Criteria | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|---|--------|--------|--------|----------|----------|----------|--------|---------|
| Number of tax audits and inspections at taxpayer's office done | 33,750 | 45,939 | 55,849 | 60,273 | 67,814 | 79,297 | 84,472 | 103,211 |
| The difference of tax amount determined by auditors and by taxpayers (In VND billion) | 4,014 | 7,683 | 12,541 | 13,186.5 | 12,212.6 | 12,350.8 | 17,164 | 19,049 |

[Source: General Department of Taxation of Vietnam, Report on the result of tax administration from 2010 to 2016]

As shown in the above table, thanks to the application of risk management, although the number of tax audits and tax inspections has increased slightly, the difference of tax amount determined by auditors and tax amount declared by taxpayers has increased much more. As compared 2010 to 2017, whereas the number of tax audits and tax inspections increases around three times, the difference of tax amount determined by auditors and tax amount declared by taxpayers increases more than 4.7 times. Big tax fraud cases whose value of hundreds of billions Vietnam dong discovered recently by the tax authorities (Kengnam Group, Big C etc.) has been chosen to audit on the basis of risk management.

In conclusion, thanks to the application of risk management in tax audit and inspection in the last few years, although the time for audit and inspection at the taxpayer's office has shorten considerably, the capability of detection of tax fraud has increased. High compliant taxpayers do not have to spend time for working with tax auditors. Low compliant taxpayers have been audited thoroughly and timely. As result, the efficiency of tax management has increased and at the same time the taxpayer's compliance expenses has decreased.

IV. THE WEAKNESSES

There remain some weaknesses in the application of risk management in tax administration in Vietnam. These are as follows:

Lack of specification for sets of risk management

Under Circular No. 204/2015/TT-BTC, the General Department of Taxation is responsible for promulgating sets of criteria and indicators serving for each professional tax administration technique for various purposes and for each tax management activities. Up to now, only two tasks of tax administration (audit and VAT refund) have been specified their risk criteria and indicators. The rest remains undone, including: Tax registration, tax filing and payment, tax debts and enforcement of tax administration decisions; management and use of tax invoices; and other activities during implementation of tax administration tasks. As result, the tax authorities have not taken advantages of TMS for their professional tax administration techniques on basis of risk management.

Narrow scope of application

The risk management in tax administration has only applied on tax audit and VAT refund. Risk management has not applied to others professional tax administration tasks, including: Tax registration, tax filing and payment, tax debts and enforcement of tax administration decisions; management and use of tax invoices; and other activities during implementation of tax administration tasks.

Lack of outcomes' evaluation

No valuation of the outcomes of risk management in tax administration has been done so far. As a consequence, the tax authorities can not know the appropriateness of the risk criteria applied, the sufficiency of the measures applied to high risky taxpayers, the effectiveness of the strategy implemented etc.

Waste of available database in TMS

Because of the lack of the connection between TMS and other management software, the available database in TMS has not been used in the most efficient manner for other professional tax administration techniques. For example, it takes much time to extract database in TMS to serve the analysis of TTR and TPR software. At the same time, database collected during other tax management tasks has not been updated automatically to TMS.

VI. RECOMMENDATIONS

Legal framework

Sets of criteria and indicators serving for all tax management tasks should be enacted as soon as possible. With official sets of criteria and indicators serving for all tax management tasks, the professional techniques and process will be implemented consistently in all tax authorities.

The sets of criteria and indicators should be classified into 3 major categories, including: (i) Stable criteria and indicators; (ii) Changeable criteria and indicators; and (iii) Open criteria and indicators.

Stable criteria and indicators normally remain unchanged for a long time. These criteria and indicators reflect the risks which are related to the nature of enterprises, ownership and fields of businesses.

Changeable criteria and indicators reflect the risks which are related to the investment environment, the business environment of the taxpayers, and the real business status of the taxpayers.

Open criteria and indicators reflect the risks which are related to the features of local tax authorities, the local business environment, the local business habits or practice etc. This type of criteria and indicators should be enacted by each local tax authority.

Professional guides

The General Department of Taxation should give official guidance for the application of risk management to all professional tax administration techniques and tasks as soon as possible in order to widen the application of risk management in all tax authorities all over the country. According to which, the process of application of risk management to professional tax administration techniques and tasks should be applied to other activities, including: Tax registration, tax filing and payment, tax debts and enforcement of tax administration decisions; management and use of tax invoices; and other activities during implementation of tax administration tasks. By applying risk management to all other activities, the database for tax management will be regularly supplemented to becoming more diversified which is in turns more useful for the rating of risk levels.

Evaluating the outcomes

The current process of risk management in tax administration is still lacking of outcomes' evaluation despite of its importance. An evaluation framework provides the proper foundation for the continuous improvement of compliance strategies. No strategy should be implemented without a clear process by which the outcomes can be evaluated and reported. Measurement considerations must, therefore, be an integral part of the development of a compliance strategy (OECD, 2004). Therefore, the current process of tax audit, tax inspection and VAT refund should be revised with the addition of an evaluation stage. Of course evaluation stage is a must-be-stage when making other processes of risk management in tax administration.

The evaluation should be focused on the following matters:

First, the target of the process must be made clear. The selected criteria and indicators should be checked whether they are related to risk or not. This stage must make clear if any risks related to the taxpayer's compliance left to usage.

Second, the emphasis of the rating compliant levels is proper or not. If not, what should be changed?

Third, the evaluation should not be limited to the direct impact or outputs of the compliance strategy, but extended to measuring its ongoing impacts on taxpayer behaviour.

Forth, the evaluation should not only be done with the high risky taxpayers, but also on high compliant taxpayers who were selected in random audits. The tax authorities should make clear the percentage of taxpayers being found of tax law violation, the percentage of taxpayers without tax violation among all low compliant taxpayers which were selected to audit. Similarly, the percentage of taxpayers being found of tax law violation, the percentage of taxpayers without tax violation among all high compliant taxpayers which were selected to audit should be made clear.

Upgrading information technology

A connection between TMS and other management software will make the database in TMS more useful for other professional tax administration techniques when applying risk management in tax administration because information is the key factor for the rating of compliant levels and the selection of tax management strategy. In order to make good connection between TMS and other management software, some important works must be done, including: (i) Systematizing the inputs required and outcomes expected the software; (ii) Standardizing the program languages to meet the outcomes; (iii) Finding out the information solutions to connect the software.

CONCLUSION:

Although the application of risk management in tax administration in Vietnam have yielded important achievements especially in tax audit and VAT refund, there remains some weaknesses both in legal framework and in the enforcement of tax law in tax authorities. In order to enhance the efficiency of the application of risk management in tax administration in Vietnam, much remains to be done among which the amendment and supplementation of tax administration legislations and the evaluation of the outcomes count most.

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DIFFICULTIES AND CHALLENGES OF RESTRUCTURING PUBLIC FINANCE: A CASE STUDY IN EDUCATION SECTOR OF BAC GIANG PROVINCE

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ABSTRACT: *Under current conditions of our country, restructuring public finance is an objective requirement and this is in line with the conditions to ensure the feasibility of reform. It comes from the current state of public finance and requirements of administrative reform in coming years.*

Government budget, state finance funds and finance of state administrative agencies, public non-business units always have a close relationship, among them, government budget plays an important role and dominates other elements. A very large part of government budget expenditure is used directly by state administrative agencies and public non-business units. As a result, financial performance of these sectors has a direct impact on the efficiency of government budget expenditures. At the same time, besides the government budget expenditures for public non-business units, these units also have income from the public service provision to society. Revenue from public services of public non-business units contributes to reducing the non-business expenditures of government budget.

Therefore, within the scope of this article, please refer to the financial restructuring of state administrative agencies and public non-business units in terms of studying the difficulties and challenges. This is illustrated by the concrete example of this research in Bac Giang Province's education sector.

Keywords: *Public finance; Restructuring public finance; Difficulties, Challenges in implementing financial autonomy in education sector of Bac Giang province*

1. RESTRUCTURING PUBLIC FINANCE: GUIDELINES AND POLICIES

The content of public finance includes: government budget from central to local; state reserves; state credit; state banks; finance of state administrative agencies; finance of public non-business units; state finance funds (for our country). Among them, government budget is considered the most important element, affecting other components.

Thus, restructuring public finance can be understood as organization management, renovation, revenue-expenditure activities of the state, at the same time, controlling policies for raising revenue; strengthening management and using investment funds originated from government budget effectively; ensuring the fulfillment of the set socio-economic objectives that public expenditures must be made, this will affect all state management and public service delivery activities in all areas. Facing urgent needs for restructuring public finance, the Party and the State have issued many guidelines and policies for implementation to state administrative agencies and public non-business units. Accordingly, restructuring public finance have to meet the following requirements:

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Firstly, it is necessary to create favorable conditions for state financial resources to be allocated to solve important tasks in line with state functions; use concentrated resources for strategic priorities with consistent, unified and realistic policies.

Secondly, restructuring public finance has to improve the autonomy, authorities and responsibilities of units in the management and use of budget funds and their financial issues.

Thirdly, restructuring public finance has to improve the efficiency of the use of state financial resources, including management effectiveness, efficiency of using government budget on macro level and efficiency of using government budget funds in units using the budget directly.

Fourthly, restructuring public finance has to aim at public administration reform, which is increasing the efficiency and effectiveness of the government apparatus and improving quality of public services provided.

Adhering to the above requirements, guidelines and policies of the Party and the Government on restructuring public finance of state administrative agencies and public non-business units are as follows:

1.2. Guidelines and policies on restructuring public finance at public non-business units

State-owned or state-authorized public non-business units shall authorize competent state administrative agencies from central to provincial level to set up and ensure operation funds to perform the task of providing public non-business services to society and performing the function of state management for service provision activities.

Along with restructuring public finance in general, restructuring public finance in public sector has been paid special attention by the Party, the National Assembly and the Government. This includes the promotion of autonomy and self-responsibility for public non-business units, aiming to encourage these units to improve their quality and quantity of services. This will increase revenue for reinvestment in development, improve income for laborers, create conditions for the state to restructure government budget, and devote more resources to better serve beneficiaries of social welfare, poor households, social protection beneficiaries, ...

Thus, it can be understood that financial autonomy mechanism in public non-business units is state regulations on the rights of public non-business units to organize and manage their own financial activities and these regulations are institutionalized by legal normative document. The nature of the financial autonomy mechanism in particular is that the Government increasingly relieves its role in daily financial management activities, allowing public non-business units to make their own financial management decisions with available market-oriented incentives.

Accordingly, under the condition that government budget cannot cover the expenditures on regular expenditures, public non-business units may decide on their financial activities themselves to cover the arising expenses under statutory requirements, aiming to improve the quality of service delivered as committed by public non-business units to related parties.

And to accomplish that goal, Notice No. 37-TB/TW of the Politburo on May 26th, 2011 has concluded on Project: “Renovating operating mechanism of public non-business units, promoting socialization of some types of public service”, emphasizing:

- Continue to renovate operating mechanism, financial mechanism of public service, which is suitable to socialist-oriented market economy and ensure fairness.

- The State will continue to play a key role in investing in infrastructure of basic public service delivery activities; assuming the role of supplying a number of essential public service types, at the same time, implementing policies promoting socialization synchronously to attract the maximum resources of society to participate in the development of public service under the supervision and management of state.

- The State ensures funding so that beneficiaries of social welfare, deserve families and the poor can receive basic and essential public services; for the remaining subjects, we have to implement the policy of sharing the cost of providing public non-business services.

In order to implement the Notice No. 37-TB/TW, the Government issued Decision 40 on the Government's Action Program implementing the conclusions of Notice No.37-TB/TW dated August 26th, 2012 of the Politburo, representing in the following points:

- Completing the institution of structure and investment mode of government budget, ensuring the regular operating budget for public non-business units in areas having difficult socio-economic conditions, ethnic minorities, mountainous and borderland areas as well as islands; supporting directly for beneficiaries of social welfare and the poor so that they can access and enjoy basic and essential public service delivery, with higher quality.

- Completing the institution of autonomy mechanism for public non-business units.

- Strengthening the decentralization and implementation of autonomy and self-responsibility for public non-business units synchronously both in terms of organization, performing missions and finance. In immediate future, we should pilot with a group of public non-business units being able to have high capacity of socialization; ensuring self-financing activities such as universities, industrial schools and hospitals. Additionally, it is necessary to implement joint ventures and affiliate activities; overcome the state of public - private confusion.

- Completing the institution of ordering, purchasing, assignment of public service delivery; formulating, finalizing and issuing a system of economic-technical norms together with the criteria and standards of each type of public service delivery. Along with that, the mechanism of calculating the order price of products and services of public non-business units need to be renovated; step by step properly calculating precisely all reasonable expenses in non-business service price, in line with the market and the ability of government budget.

- Completing institution, promoting implementation of policies to encourage the socialization of public service delivery.

- Improving and completing management tools and inspection and supervision role of state administrative agencies for public service delivery in order to promote positive factors and limit the negative aspects of market mechanism.

Thus, granting financial autonomy to public non-business units is an important step in distinguishing clearly the functions and tasks of state administrative agencies and public non-business units. Fostering financial autonomy has changed the way of management, arrangement of the apparatus, the implementation of labor contracts in a lean and effective way. At the same time, the effectiveness of financial autonomy is reflected in two aspects: Firstly, it reflects the source of mobilization extra-budgetary funds/total financial resources of public non-business units; Secondly, it reflects the distribution and use of mobilized financial resources to spend on items, serving the purpose of improving the quality of output products. Therefore, in order to implement their financial autonomy well, public non-business units need to have strategic plans,

especially financial strategies, on how to mobilize the maximum extra-budgetary resources but still meet the conditions for competition, besides, there should be a way to allocate reasonable costs to save but improve the quality of public services.

Through the mechanism of financial autonomy, the government can distribute and use financial resources to maintain its operation and development, promote the use of expenditure sparingly and effectively.

However, it is important to understand that empowerment does not mean freedom. Rights go hand in hand with responsibilities and obligations. For the purpose of management, the autonomy mechanism also implies the role of controlling and supervising units that are given autonomy. Regulations on inspection and supervision are the basis for the authorities to handle violations. Therefore, it helps to form a sense of self-responsibility for each unit.

In summary, the financial autonomy mechanism has created a legal corridor for the operation of public non-business units through the system of legal documents, circulars, decrees, decisions, ... From that, the basis for public non-business units has been created.

At present, public non-business units are implementing financial autonomy mechanism under Decree 16/2015/ND-CP (hereinafter referred to as Decree 16) and accompanying legal documents, adjusting contents on: the norms of revenues and expenditures, making provision of financial funds at public non-business units. Each type of activity, each unit has specific regulations and guidelines.

Decree 16 regulates the mechanism of operation and financial mechanism for public non-business units in the direction of strengthening autonomy and self-responsibility, encouraging units to improve their autonomy at high level, thanks to the following highlights:

Firstly, the classification of public non-business units based on the level of financial autonomy of units both in terms of normal expenditure and investment cost. Accordingly, based on the level of self-financing for normal expenditure and investment cost, public non-business units are divided into four types: (i) public non-business units that ensure normal expenditure and investment cost; (ii) public non-business units that guarantee normal expenditure, (iii) public non-business units guarantee a part of normal expenditure, (iv) public non-business units were ensured normal expenditure by the government.

Secondly, the autonomy of units in the performance of their tasks, organizational structure and personnel management and finance are regulated correspondingly to each type of public non-business unit, in principle, the higher self-financing, the higher level of autonomy, so that public non-business units are encouraged to increase revenues, gradually decreasing subsidies from the government budget, including the subsidized salary increase turning into public non-business units that guarantee normal expenditure, public non-business units that guarantee normal expenditure and investment cost.

Thirdly, public non-business service prices are regulated in Section 2, Chapter II of the Decree, including regulations on prices, public service charges, how prices of public service not using government budget and public service funded by the government budget are determined. Accordingly, as for public service not using government budget, price has been determined according to the market mechanism; for public service funded by the government budget, price shall be determined on the basis of techno-economic norms and expenditure norms as regulated and the direction for price calculation under the provisions of Decree No.16/2015/ND-CP. At the same time, the plan for calculating public service prices for public service using government budget shall be specified. This provision aims to create conditions for step by step full calculation of public service price added to expenditure.

1.3. Guidelines and policies of restructuring public finance at state administrative agencies

State administrative agencies are constituent parts of the state apparatus, which are responsible for implementing the management activity of the government, formulating and applying economic and social development policies. As a result, administrative expenditure is inevitably objective, which is an important condition for maintaining the operation of state administrative agencies, improving the effectiveness and efficiency of the state apparatus.

Over the past few years, government budget funds for public administration has been increasing, but there is still a gap between the need of real expenditures incurred in public non-business units. In order to solve this conflict, it is not only possible to implement measures to increase state budget expenditure, but also to set up a mechanism to manage and use resources reasonably, ensuring the objectives and requirements of increasing the efficiency and effectiveness of the state apparatus, at the same time, to make savings and reduce waste.

Accordingly, the financial autonomy mechanism, also known as allocated administrative expenditure of operating funds for state administrative agencies, has been piloted from 2000 to 2005 and it is officially implemented under Decree No. 130/2005/ND-CP on October 17, 2005, prescribing the regime of autonomy and self-responsibility for the use of personnel and administrative management funding for public non-business units; By 2013, the Government will continue to amend and supplement Decree No. 117/2013/ND-CP dated October 10, 2013 to further improve the economic management mechanism associated with administrative reform, wage reform and public finance reform. At the same time, the mechanism of self-financing in public non-business units aimed at the following outstanding objectives:

Accordingly, the mechanism of self-financing also known as allocated operating expenditure for state administrative agencies has been piloted since 2000, until 2005, this mechanism has been officially implemented under Decree No.130/2005/ND-CP dated October 17, 2005 of the government regulating on autonomy and self-responsibility on the use of staffing and administrative management expenditure for public non-business units; until 2013, it is further amended at Decree No.117/2013/ND-CP 01/10/2013 to meet the requirements of further improving the economic management mechanism associated with administrative reform, wage reform and public finance reform. At the same time, the mechanism of self-financing at state administrative agencies towards the significant objectives:

- The proportion of operating budget in the total budget allocated is increasing every year: The budget allocation mechanism has increased the autonomy of the agencies in the process of expenditure and the implementation of the tasks, so the proportion of budget allocated for implementation of the total budget allocated by administrative agencies has increased over the years.

- As for management and use of allocated administrative expenditure and savings: In order to implement the allocated administrative expenditure mechanism, administrative agencies shall formulate and implement internal spending regulation and asset management regulations.

- As for incomes and quality of cadres and civil servants: Through the application of measures to practice thrift, reduce waste and use allocated expenditure effectively and sparingly. The agencies implementing allocated administrative expenditure are more economical and use the savings to increase the income of cadres and civil servants.

Thus, the issuance of financial autonomy mechanism has facilitated the state administrative agencies units to develop and implement the internal expenditure regulations and Regulation on public asset

management. In the process of elaborating internal expenditure regulations, officials and civil servants are allowed to contribute comments, therefore, all expenditures, uses of fund and assets are made publicly and transparently. The implementation of the Regulation on public asset management has enabled assets to be used properly and effectively. In regulations, units have specified the responsibilities of each individual when assigned to manage assets, so the property is less damaged, repair costs will be reduced. Purchasing public assets need to ensure quality, efficiency, correct types, and restrict purchases of unnecessary items.

In summary, the implementation of allocated administrative expenditure has created favorable conditions for the agencies to take the initiative in using staff and administrative management budget in the most reasonable manner, to complete functions and tasks assigned, gradually improve living standards of cadres and civil servants, create motivation so that officials and public servants can perform public duties with high quality and efficiency, contributing to improve the quality of staff, and officer, being in line with the objectives of the government's public administration reform program for the period 2011-2020.

2. DIFFICULTIES AND CHALLENGES OF RESTRUCTURING PUBLIC FINANCE IN VIETNAM

In the past period, public finance management has made important contributions to socio-economic development, ensuring national defence and security, making progress and social justice, promoting international economic integration. However, for the current state of public finance, beside some initial results achieved, restructuring public finance in public non-business units and state administrative agencies still faces some following difficulties and challenges:

2.1. Difficulties and challenges of restructuring revenue sources

2.1.1. Revenue sources in state administrative agencies/ public non-business units

Finance of state administrative agencies/ public non-business units is formed from the following sources:

- Revenues from the government budget: The characteristics of government budget is that it shall be allocated according to the cost estimates determined for the approved tasks and programs. In order to obtain funding from the government budget, units shall have to well perform the planning and cost estimation according to the provisions of the Law on State Budget and specific documents for each industry, business or field and regulations approved.

- Revenue originated from the state budget: the receipts from donations, contributions or gifts shall not be remitted to the State budget according to the regime.

- Revenue paid by population: is the revenue of public non-business units paid by service recipients. This includes the following items:

- + Expenditures: Expenditures are essentially the prices of goods and services that consumers pay to suppliers when they receive goods and services generated by public non-business units. In other words, this is the amount that the consumer must pay directly to providers. Depending on the nature and purpose of use of each specific type of goods or service, the government shall determine the rates that public non-business units are allowed to collect. Charges are usually collected in the fields of: culture-information, education-training, science and technology, health, transport, Agriculture and forestry-fishery products, labour, war invalids and social affairs. For example: school fees, hospital fees, irrigation fees, environmental protection fees.

- + Non-business revenues and other revenues: Through non-business activities, application units produce products or supply services in the fields of culture, information, science, sports, health care to generate revenue. Non-business revenues include revenues in the following areas:

- Non-business revenues from education and training: Income from teaching professional and technical science contracts, income from production and scientific applications of secondary technical schools, industrial schools, colleges, universities.
- Health care, population, family planning: Collection of hospital fees, medical examination and treatment fees; collected sales of scientific application products.
- Culture-Information career: Revenues from advertising services, selling cultural products such as newsletters, magazines and performances of art troupes.
- Sports and Physical Gymnastics: Receiving revenues from the sale of tickets of competition activities, physical training and sports performances, collection of sports service contracts such as yard rental, sports equipment.
- Scientific research, technology, environment: Receive from the sale of products from the results of production, research, testing activities, collection of scientific services, environmental protection, collection of domestic and international scientific research contracts.
- Economic industry: Revenues from mapping services, surveys, agroforestry planning, forest plantation design, hydro-meteorological services, architectural services, urban planning.

2.1.2. Difficulties and challenges

Restructuring revenue sources in public non-business units faces difficulties and challenges in the group of State budget revenue sources and income sources paid by the population:

Firstly, for state budget revenue: administrative expenditure assigned to public non-business units implementing the autonomy regime is allocated according to the norms of state budget allocations on a personnel basis approved by competent authorities. However:

- The basis for estimation of public non-business units is determined according to some main basis, such as: tasks of the planning year, results of previous years... The basis for allocating the State budget is based on the approved personnel, while for public non-business units, there is not an appropriate basis for determining the proportion of the professional workload of each agency compared to the number of staff... In Vietnam, due to historical conditions, a number of public non-business units have not large number of professional tasks but have a wide range of staff, while some public non-business units have to undertake a large workload but very few staff. The result is that some public non-business units has demand for funds is not fully proportional to the number of personnel. To some extent, state budget allocations according to personnel norms will have a negative impact on the reduction in personnel, encouraging state units to increase the number of personnel compared to the assigned tasks.

- At present, the government is implementing public administrative reform, enhancing facilities and modernizing the state administrative agencies, according to which a number of state administrative agencies have been built spacious offices, modern equipment, electricity and water consumption... Meanwhile, due to many factors, there are some state administrative agencies which have to use narrow offices, equipment is backward, so the cost of electricity and water is low... Therefore, budget allocation norms do not pay attention to the system of offices, equipment of each agency can lead to the agency is guaranteed sufficient financial resources, but also some agencies do not have resources serving professional duties.

Second, for revenue collected by the population:

Firstly, the formulation of economic and technical norms and criteria and quality standards of public service delivery as well as the mechanism for monitoring, evaluating and verifying quality of services and performance of public non-business units. Therefore, performance of these units is at low pace.

The reason is that Decree 16 is a framework decree, only generating provisions as the basis for developing and promulgating specialized regulations to suit specific characteristics of each field. As a result, the deployment and establishment from the decree regulating the autonomy of each sector has many difficulties. Many ministries, agencies and units are confused when concretizing the contents of the framework regulations in Decree 16, even copy some of the content of the Decree originally without clarifying specific characteristics of their sector. On the other hand, many government units are not ready for the implementation of calculating public service delivery with the requirement to calculate the full cost in the price. Additionally, it also takes time to prepare the psychology of people, so the time to adjust public service prices is slower than required progress.

Secondly, as for mechanism of public service price, when moving from the mechanism of collecting fees, hospital fees, tuition fees ... to the application of the mechanism of service charges, it is required to create and complete the system of technical and economic norms and the list of public non-business services in each industry or field, which shall serve as a basis for determining the prices of public non-business services. The issue of putting salary into price also requires more specific guidance, especially in the case of determining public service prices based on basic wage rates, wage index, pay range, official salary and output quota, compliance with regulations. In addition, when switching from fees to service charges, the premium must be increased to ensure compliance with the service price mechanism, which is also a great challenge. At present, in some sectors (for example: health care), it is possible to calculate norms for each sector but it is difficult to determine the general level for the whole sector. Moreover, in case of saving norms, the determination of prices according to norms or practical norms has not yet provided specific guidance.

Thirdly, increased salary and income mechanism: (i) According to the law, service charge must be calculated correctly and fully, however, public non-business units still have to spend 35-40% of the revenue left to create a source of wage reform, health establishments also have to spend at least 15% of revenues from medical services and techniques to upgrade clinics and beds. If this is done, these public non-business units will no longer have resources to pay for their income; (iii) Incremental revenue index regulation shows that index of leadership titles in public non-business units is maximum of 2 times average incremental revenue index of employee in that agency. This does not fully reflect and deserve the capacity, role and responsibility of the leaders, it cannot encourage them totally and utterly devoted to work.

2.2. Difficulties and challenges of restructuring expenditures

2.2.1. Expenditures of public non-business units/state administrative agencies

Public non-business units are allowed to pay the following amounts:

- Normal expenditure of the units according to the functions and tasks assigned by competent authorities: Expenses for employees: Payment of salaries and wages; increment of wage; deductions for health insurance, social insurance, trade union fees according to regulations. Administrative management expenses: Office supplies, public services, communications, business trips, conference fees, hiring fees. Expenditures on professional operations. Expenditures for asset purchases, regular repairs of assets; this amount is used to purchase, replenish or restore the use value of degraded fixed assets. Other expenses: Public relations expenses, ...

- Expenditures for implementation of scientific research projects at the State, ministerial and industrial levels; National Target Program; expenditure performing orders of the government; expenses of reciprocal capital for implementing projects with foreign capital in accordance with regulations.

- Expenditures for conducting reduction in personnel according to the regime regulated by the government.
- Expenditure on development investment: expenses for investment in construction of infrastructure, purchase of equipment, major repair of assets, expenses for implementation of investment projects according to regulations.
- Expenses for unexpected tasks assigned by competent authorities.
- Other expenditures: public non-business units that have revenues also have expenses for organizing fee collection activities; expenditures on production and service provision.

2.2.2. Difficulties and challenges

Restructuring expenditures in public non-business units encountered the following difficulties and challenges:

Firstly, quality of creation and implementation of Internal spending regulation: Some agencies do not actually see the Internal spending regulation as a tool to control their own expenses, some heads and of agencies and leaders of trade union have not attached much importance to educating and motivating cadres and civil servants to comply with the regulation; awareness of civil servants and officials of some agencies is still not high in the implementation of their internal spending regulation,

Secondly, in accordance with the mechanism, administration fee is assigned to carry out self-control system in addition to expenses for normal activities such as: salary, wage, increment of wage, payment for public services, office supplies, information, propaganda, communication, conferences... along with cost of fixed asset procurement. However, the mechanism does not specify what fixed assets are allocated in the budget under the self-financing. As a result, if the state agency does not buy fixed assets, the amount of self-financing funds allocated to purchase fixed assets can still be regarded as the saving expenditure of the agencies.

Thirdly, autonomous organizations should be self-employed to pay salaries based on their capacity and performance, while the regulations require compulsory salary for officials and employees to be guaranteed by the wage index. This not only does not encourage creativity, positive factors, but also create inertia, causing difficulties for agencies.

Fourthly, rules and financial discipline is loosened; inspections and examinations are still inadequate; sanction for handling violations is not serious. At the same time, expenditure control is still focus on quantity, insufficient attention paid to quality and efficiency of expenditures ... Understanding situations, analysis and forecasts are still limited.

Finally, structure of expenditures is still unreasonable, there are still subsidized expenditures. On the other hand, the subsidy, the fallacy has created the idea of dependence, reduce development motivation and impede the attraction of social investment in the provision of public services.

3. A CASE STUDY IN EDUCATION SECTOR OF BAC GIANG PROVINCE

3.1. Characteristics of implementation process of financial autonomy mechanism in public non-business educational institutions of Bac Giang

Bac Giang is a mountainous province in the north, there are 10 districts and cities with 230 communes, wards and towns. Currently, Bac Giang has 833 educational institutions (276 nursery schools; 260

elementary schools; 225 middle schools; 15 state elementary schools and middle schools; 37 state high schools; 10 private high schools; 9 educational centres, 01 college), in which public non-business units under the Department are 47 agencies (including 37 state high schools; 9 Centres for Continuing Education and 01 college).

The documents of the provincial People's Committee and the provincial People's Council shall be guided in accordance with the regulations of the Central, suitable with the situation and actual conditions of locals, thereby creating mechanisms and motives for public non-business units, such as regulations on tuition fees, extra course fees, bicycle caring fees, agreed and voluntary fees in schools.

The Department of Education and Training coordinates with the Department of Finance to direct closely and promptly remove difficulties and problems in the implementation process of agencies; direct agencies to formulate internal spending regulations- the materialization of financial autonomy mechanism in public non-business units. Appropriate regulations are established democratically, encouraging staff and teachers to contribute and improve labour productivity, fulfilling tasks and improving living standards of teachers. It is necessary to ensure close management of expenditures, economize, prevent privileged corruption; enhance transparency, monitor and oversee expenditure adequately and objectively.

The result is that in 2016, 30 out of 47 agencies can save money (accounting for 63,8%) with a budget saved is 7.539 million VND; savings budget compared with estimated allocation is 2.03%. Agency having highest savings is 866 million VND, agency having lowest savings is 20 million VND. The highest incremental revenue/per person is 1.083.000 VND/month and the lowest is 178.000 VND/month.

School facilities under the Department basically meet the conditions of teaching and learning. The number of strong classrooms of high schools is around 97,4%; 31 out of 37 high schools meet national standards; all schools have functional classrooms. This is also a good condition for the financial autonomy of public non-business units.

3.2. Difficulties, challenges in restructuring public finance in education sector of Bac Giang Province

3.2.1. Difficulties, challenges in restructuring revenue sources

Firstly, difficulties – challenges in revenue sources from government budget:

Most of public non-business agencies develop annual action plans under the guidance of relevant legal documents, specifically, resolutions on the promulgation of Regulation on allocation norms for state budget expenditure of local authorities of Bac Giang province shall all be submitted to the superior level for approval. When submitting to the superiors for approval, the content changes are usually related to the field of expertise.

In education sector, the vast majority of the estimates are based on the percentage of total wage-fund, allowances, deductions under salaries and other expenses to ensure regular activities. Specifically: wage expenses, allowances, expenses of wage nature (social insurance, health insurance, unemployment insurance, trade union fund according to Basic wage rates); and other expenses (further fringe benefits, allowances, amounts of wage nature) are prorated % out of total wage (pay range, official salary, seniority allowances, beyond seniority allowances, teacher seniority, preferential allowances and expenses of wage nature to ensure regular expenditures for teaching and learning activities, regular purchases and repairs.

For training and industrial education field: Student allocation norms, training norms allocated by the provincial People's Committee from the state budget and the staff allocation norm:

Table 1: Student allocation norms and training norms assigned by the provincial People's Committees from the state budget in the period of budget stabilization in 2017-2020

Unit: Million dong/student/year

| No | Content | Quota allocation |
|----|--|------------------|
| I | Full-time (According to the training norm assigned by the provincial People's Committee) | |
| 1 | Teachers Training College | 15,5 |
| 2 | Vocational Teacher Training School | 12 |
| 3 | Vocational Medical and Pharmacy Training School | 9,5 |
| 4 | Vocational Culture and Arts Training School | 12 |
| 5 | Other vocational training school | 9 |
| 6 | Vocational college | 12 |
| II | On-the-job training | Self-balance |

(10 months/person is equal to 1 training)

Note: The above quota does not include funding to support tuition fee exemption or reduction for learners.

In particular, the criteria for allocation are as follows:

+ Norms allocated by the number of students per year according to the norm assigned by the provincial People's Committee to each training system, according to the actual time of the year.

+ For students transferred from the previous year to the following year, based on the actual present number of students and the real time of study in the year to determine level of funding allocated according to the norm.

+ For the number of pupils and students who are not in the training criteria assigned by the provincial People's Committees: To comply with the mechanism of public service provision, the training establishments shall take initiative in balancing funding sources from the revenue sources of students' contribution, the state budget does not ensure the expenditure.

+ The average student (average level of training) assigned by the provincial People's Committee from the state budget, is defined as:

$$\text{Average student} = \frac{\text{(Students are present on January 1 of the plan year).} + \text{New enrollment in plan year x (actual number of months in plan year) / 12 months}}{\text{(the number of graduates in plan year) x (the number of months, from graduation to the end of plan year)/12 months}}$$

However, when the government adjusts the tuition fee, the subsidy from the state budget will be reduced correspondingly and in the case of schools when applying the above quota but not enough target enrollment assigned, then apply expenditure norms applicable to public non-business units.

The personnel allocation norms in the period of budget stabilization in 2017-2020:

- Provincial Political School; City and District Centre for politics are allowed to apply spending norm corresponding to personnel equivalent to state administrative agencies at provincial and district level.

- Sports School and Schools for the Gifted; Provincial-level and district-level industrial training centres may apply the norms of spending according to public non-business units.

- Allocated operating expenditure of training activities in City and District Centre for politics:

+ Urban, midland and mountainous areas: VND 675 million/per centre/year;

+ Highland: 720 million VND/centre/year.

Thus, it can be seen that for the education, training and vocational training sector; estimates are detailed in a number of legal documents in each period and usually for five years and adjusted according to annual average consumer price index. But in the implementation process of calculating in advance, there is a shortcoming that the current estimation method is based on the past basis - this method is widely used in today's public non-business units. However, in order to meet requirements of financial autonomy reform, public non-business units can study and pilot different cost estimation methods.

Secondly, the difficulties and threats of revenue sources paid by population:

For non-business revenues: At present, non-business units are collecting tuition fee according to the Resolution No. 12/2006/NQ-HDND of July 5th 2016, deciding on the charge rate applicable to public educational institutions in Bac Giang province from 2016-2017 to 2020-2021.

Table 2: Fee levels for state nursery schools and grade schools from academic year of 2016-2017 to academic year of 2020-2021

| Grade level | Tuition fees by region (VND1.000/student/month) | | |
|--|--|-------|-------------|
| | Urban | Rural | Mountainous |
| Nursery school | 75 | 50 | 35 |
| Secondary school | 75 | 50 | 35 |
| High school, Supplementary high school | 80 | 55 | 40 |

From the 2017-2018 school year to the 2020-2021 school year, the provincial People's Committee shall base on the tuition fee for the academic year 2016-2017, the average annual CPI announced by the Ministry of Planning and Investment to submit to the Standing Board of the provincial People's Council for consideration and adjustment of fee levels and report to the provincial People's Council in upcoming session.

In addition, the Resolution also stipulates tuition fees of normal programs for colleges and vocational levels at public educational institutions which have not self-funded normal and investment expenditure.

Table 3: Fee levels at public educational institutions which have not self-funded normal and investment expenditure

| Profession group | School year 2016-2017 | | School year 2017-2018 | | School year 2018-2019 | | School year 2019-2020 | | School year 2020-2021 | |
|---|-----------------------|---------|-----------------------|---------|-----------------------|---------|-----------------------|---------|-----------------------|---------|
| | Vocational | College | Vocational | College | Vocational | College | Vocational | College | Vocational | College |
| 1. Social Sciences, Economics, Law; Agriculture and forestry-fishery products | 280 | 320 | 310 | 350 | 340 | 390 | 370 | 430 | 420 | 470 |
| 2. Natural Sciences; Technology; sports and arts; hospitality management; tourism | 330 | 380 | 370 | 420 | 400 | 460 | 440 | 510 | 490 | 560 |
| 3. Medical and Pharmacy | 410 | 470 | 450 | 520 | 500 | 560 | 550 | 620 | 600 | 680 |

Thus, it can be seen that for the education and training sector, revenues are being controlled in a number of legal documents in each period and usually for 5 years and adjusted according to the price index. The average annual increase in consumption is reported by the Ministry of Planning and Investment and the actual situation of locals. Tuition fees are now well implemented by agencies, in accordance with the State regulations on revenue management. At present, the determination of revenues and collectors is not suitable

with the reality and the need for renovation of financial management. Autonomous organized are allowed, but revenue and expenditure are within a certain threshold of the state. This is a great barrier to the financial management of these units. For example, the tuition fees are the same for all students, but in the overall student population of a school, there are many different families with different income levels. Among them, there are families are willing to pay higher tuition fees for education, or these families can pay for tuition at different tuition levels. The application of tuition fees to all students is somewhat a waste of social change. Some countries in Europe are currently classifying students to apply different tuition fees. This is one of the models that should be considered for application in Vietnam in general and Bac Giang in particular.

Secondly, under the salary scheme, public non-business units have to use 40% of revenue to implement wage reform, so it is difficult to implement mechanism of autonomy. Some agencies, despite the fact that they have mobilized 40% of their revenue to cover wage reform but still have left over. According to regulations, they have to continue putting wage in the next few years, therefore, it will be difficult to develop non-business tasks, open service activities. On the other hand, when the wage level is changed, public non-business units that can guarantee 100% their operating expenses, then the government do not add to this budget, and this agency have to cover. Consequently, it is unrealistic to force these units to mobilize their salaries. It is not reasonable to mobilize 40% of the source of salary from the difference in service activities at non-business units because the non-business units are carrying out the service activities to fulfill their obligations and responsibilities like enterprises. Therefore, mobilizing resources to pay salary from service activities will not stimulate and encourage public non-business units in this field.

Thirdly, about the mechanism of public service price, when moving from fee-charging mechanism, tuition fee ... to applying the service fee mechanism; provincial authorities should develop and complete system of technical and economic norms, the list of public services in education sector as the basis for determining the prices of public service delivery.

3.2.2. Difficulties and challenges in restructuring expenditures

As for expenditure management: Expenditure increases compared to estimates in most public non-business units are mainly for human consumption, which is understandable, given the fact that the State has adjusted basic wage rates many times in recent years. Consequently, wage expenses and expenses of wage nature have gone up in comparison with the estimates.

In addition, expenditures that increase compared to estimates are also reflected in fixed asset repairs. Among these expenses, expenditure that agency can save are mainly logistics costs (electricity, water, stationery).

Expenditures such as working expenses, electricity, water and telephone expenses will be paid according to the norms of the legal documents and internal expenditure regulations. As a result, normal expenditures often have few fluctuations.

Regarding internal spending regulation, most of public non-business units have set up an internal expenditure regulation, with the participation of all members in the organization as follows: general management principles, stipulating norms of income, expenditure, savings plan, asset management regulations ... Among them, the most paid attention is regulation on development of spending norms for specific activities.

If the development of expenditure norms is detailed and scientific, then the development of internal spending regulation is more closely linked to the realities and this will help improve financial management of these units. The current situation is that internal spending regulation in some schools are made without

care, it cannot cover all expenses of agencies. According to current regulations, the organizations are allowed to set up internal spending regulations, but not higher than the regulations of the State. As a result, some of the regulated expenditures were lower than those of the State to reduce the expenditures to increase the savings, thereby increasing salary for the workers. Therefore, there is a situation that in order to increase the salary of employees, agencies have made maximum reduction of those expenses. Decreasing expenses made quality of service provided face many difficulties and reduced quality of service delivery.

4. CONCLUSION

In summary, through the study of restructuring public finance in restructuring finance of public non-business units and state administrative agencies in terms of studying the difficulties and challenges, the initial results of restructuring finance in Vietnam have shown the need to continue performing strongly and drastically in coming periods. At the same time, there should be a timely solution to overcome the difficulties and challenges in the process of restructuring public finance to achieve the objectives set.

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TAX POLICY FOR THE DEVELOPMENT OF SCIENCE AND TECHNOLOGY MARKET

Nguyen Dao Tung

Abstract: *In the socialism-oriented market economy, the science and technology market plays a role in providing information and communicating knowledge of science and technology, it also reflects and readjusts the policies of science and technology made by the state agencies. The science and technology market of Vietnam, in the past years, has obtained positive achievements, however, there are still inadequacies that need to be improved. To develop science and technology market, it is essential to employ a rational financial tools particularly tax policy. In this paper, the author concentrates on analyzing and evaluating tax policies being implemented in Vietnam related to science and technology market to make recommendations for the development of this market in the context of the Industrial Revolution 4.0.*

Keywords: *Tax policy, corporate income tax, personal income tax, tariff, science and technology market, tax, Industry 4.0 and tax policy*

1. RATIONALE

In the context of deepened integration and comprehensive industrial revolution 4.0, science and technology is considered indispensable in social and economic development. Accordingly, the market of science and technology has duties namely: linking supply and demand, stimulating demand and supply of science and technology.

Toward science and technology supply: the science and technology market is a tool and objective standard for evaluating science and technology goods and services. The market simultaneously operates and tests the value of the supplied goods and services. It also offers competitive advantages for suppliers and customers. On the side of suppliers, by means of the market, technologies are traded to bring about economic benefits and become an important drive for technology innovation, scientific research and development. In the long term, the participation of different science and technology suppliers helps improve the competitiveness of the economic entities.

Toward science and technology demand: the customers (businesses and individuals) of science and technology products, in the context of intensive competition, consider science and technology a force and a key tool to survive and develop. Therefore, they have to look for science technology suppliers or they have to conduct innovation and research by themselves. Particularly, in the context of globalization, the demand for science and technology trade activities is increasing quickly.

Linking supply and demand: the science and technology market helps connect supply to demand, it is a linkage between science technology and economics. Together with the development of science and technology market, the application of technologies and scientific advancements is enhanced and contributed to the development of business and production. Furthermore, when the market mechanism is applied, it helps put the science and technologies advancements to life. In the past years, the market mechanism has been applied step by step to science and technology sector, specifically: financial allocation mechanism has been transformed from state-funding to diversified-source funding and run by market mechanism;

increasing application of research outputs, ...; due to the nature of science and technology market, the most part of science and technology activities may be reflected on the market. This is the clue to help state management agencies make policies related to science and technology and economics. Simultaneously, by means of market trade, specific demands are satisfied quickly with rational costs, thus, intellectual is communicated effectively via market autoregulation. In addition, science and technology market may reflect timely the situation of science and technology supply and demand, and to some extent, regulate production, circulation and consumption of science and technology goods and services. By means of the State's policies, science and technology market distributes benefits and the relationship between suppliers, customers and related stakeholders of science and technology products and services.

In Vietnam, the role of science and technology market and science and technology activities has been recently promoted. According to the results estimated in 2010 by Vietnam National Productivity Institute (VNPI) – General Directorate of Standards and Quality Measurement and Institute of Statistical Science, during the period 2006-2008, science and technology contributed to GDP growth 7.66%; TFP growth 1.6% including: structural change 115.87%; demand change -87,79%; science and technology 71.93%; science and technology contribution in GDP 10.2%. The socio-economic report 2011-2015 of the 12th National Congress of the Communist Party showed the considerable contribution of science and technology to the GDP and TFP. Growth qualities were also improved.

The quality of growth has been improved, the contribution of science and technology has gradually increased; labor productivity increased by an average of 4.2% per year, contributing to the growth of TFPs in the 2011-2015 period by about 29%. In addition, science and technology has been identified as a key driver for socio-economic development of the country and a lever in economic restructuring, transformation of growth models, The quality, efficiency and competitiveness of the economy are aimed at turning Vietnam into an industrialized country.

From a different angle, tax is a compulsory contribution of legal entities and individuals to the State to serve the state expenditure activities. Taxation is a compulsory, non-refundable, and highly regulated legal instrument. Taxes based on market regulation and are divided into direct taxes and indirect taxes. Direct taxes directly affect the income and assets of individuals and corporations (income taxes, property taxes, etc.). Indirect taxes on the sale of goods (value added tax, export tax, import tax, special consumption tax ...). These are the financial instruments used by the State to mobilize resources from other entities. Adopting the applied tax policies will have the effect of encouraging or restricting socio-economic development entities for related activities. As a result, tax instruments will have a strong impact on encouraging or restricting the development of the science and technology market. In order for businesses to increase their capital supply, the corporate income tax policy contributes to the impact. To the establishment of science and technology funds of the enterprise, to the local science and technology development fund. At the same time, investment in science and technology by multinational companies is relatively high, thanks to the preferential tax policy. Therefore, in order to attract new investors, as well as to encourage investment in science and technology, enterprises operating in the field of science and technology will enjoy preferential tax and preferential policies. Tax incentives are given to each science and technology market participant, in each specific case of science and technology activities, which stipulates preferences for each of these categories. Specifically:

- *Based on the field of activity, subjects are entitled to tax incentives if they are one of the following:*

(1) Subjects who are entitled to tax incentives when they operate in the service sector of science and

technology; (2) High-tech enterprises, high-tech agricultural enterprises and a number of hi-tech industries; (3) New enterprises established from investment projects in high technology fields, science and technology research also enjoy tax policies.

- *Based on the subject of tax calculation*: subjects will be entitled to tax incentives if they have income or transactions eligible for tax preferences. Taxable objects are preferences such as income or consumption activities, goods transactions. (i) For income occurring from the performance of contracts for scientific research and technological development, from products made from technology are first applied or from products in the trial production period, which will be exempted from tax. The public science and technology organizations are entitled to enterprise income tax incentives and tax exemption duration. For example, these subjects will be subject to low tax rates for a long time; or exempted or reduced tax for a certain period of time. In addition, the tax incentive policy also covers the funding of organizations and individuals for scientific research activities; (ii) For machinery, equipment, spare parts and supplies which can not be produced at home and need to be imported for direct service for the purposes of scientific research and technological development, the purchase and sale of such goods shall be entitled to tax incentives in transactions. (iii) The transfer of technology in priority areas to organizations and individuals in difficult socio-economic areas is the subject of final tax incentives based on tax statistic.

2. EXPERIENCE IN EMPLOYING TAX POLICY TO DEVELOP SCIENCE AND TECHNOLOGY MARKET

Any country in the process of development, tax policy is one of the most important tools to regulate the economy in general and science and technology market in particular. Each country uses taxation to develop the science and technology market at different levels and aspects to achieve its goals. The US, one of the leading countries in introducing fixed asset depreciation methods into the financial policy solution system, is to speed up the process of technological innovation. While the average depreciation period of fixed assets of enterprises in developed countries is about 10 years, the depreciation rate is 11% - 12%, in the 70s and 80s, the US has reduced the fixed asset service life of the fixed assets by two times, reducing the depreciation period of fixed assets such as cars and equipment to 3 years. Mechanical equipment is reduced to 5 years. The US companies can apply for a waiver of research and experiment fees, with a maximum waiver of 20% of eligible research funding. In addition, the Law on Economic Reform of the United States also stipulates that all expenditures for research and development of enterprises in excess of the previous year's average value may be supported by income tax exemption of 25% of the excess too.

The German experience – Germany is one of the world's leading science and technology development countries. The German government has implemented tax policies including: tax relief; Benefiting the quick depreciation according to the investment objectives of the State; Tax incentives for science and technology development ... Specifically: Tax support for research and development of science and technology. Enterprises are entitled to a tax reduction equal to 30% of the amount spent on science and technology. In addition, the tax on new labor costs is equal to 5% of expenses for new employments (employees earning less than 2.5 times the minimum wage of €1,430/month) (before 2013 this tax was 4%); Benefiting the quick depreciation according to the investment objectives of the State; Tax reduction is 12% for expanded investment (renovation of machinery and equipment). With this policy, the German Government has created enormous conditions for businesses to have more motivation to participate in science and technology market.

Japan's economy has developed miraculously in the past decades because the country has policies to develop science and technology properly and effectively. The tax policies of the Japanese government are focused on

R&D. Many tax incentives and tax deductions are introduced such as tax deduction for increased R&D costs; Tax deduction for R&D costs of small and medium enterprises; Deduction of taxes on special R&D costs, R&D with special objectives; Withholding of tax on vehicles and equipment; Tax incentives for technology research associations. Japan has adopted special tax regimes for R&D costs, especially for own-account operating expenses and fast depreciation of fixed assets used for R&D. Since 1999, improved tax incentives under the “Tariff Reduction for R&D costs” have come into force in Japan, in response to a reduction in R&D funding appears in recent years in Japan. In the current phase, the tax incentive system for tax increases for R&D is most important in the system of tax incentives. R&D by itself is deductible for corporate income tax at a rate of 6% of the total cost of R&D (small and medium enterprises applying this incentive system are factories with less than 100 million yen, or less than 1,000 employees if the enterprise does not have fixed capital). Thus, in the case of small and medium enterprises, it is difficult for them to spend on R&D more often, so they do not necessarily have to increase the cost of R&D compared to previous years in order to be eligible for tax incentives. With this tax incentive, there is approximately annual deductible \$100 million. Japan also applies the corporate income tax deduction policy at 6% of the total cost for some special R&D activities such as joint venture research with national research laboratories; Study joint ventures with foreign laboratories; Research with special goals such as energy efficient use and utilization of recycled materials.

The experiences of developed countries show that appropriate tax policies will promote the markets of the economy in general and science and technology market in particular. Especially our country is facing the opportunities and challenges from integration as well as the 4.0 revolution.

3. TAX POLICIES FOR SCIENCE AND TECHNOLOGY MARKET DEVELOPMENT IN VIETNAM FOR THE PERIOD 2011-2015

For the period 2011 - 2015, the Party and the State at the same time promulgate documents clearly affirming the viewpoints, guidelines and long-term vision of science and technology development: Documents of the 11th Party Congress (2011), Resolution of the Party Central Committee (2012) and the Constitution 2013. The most prominent innovations of these important documents are, in addition to continuing to affirm the key national role and driving force of science and technology in the cause of national development, it is a declaration of priority and concentration of all national resources for science and technology development. Specifically, policies related to the promotion of investment in research, development and technology transfer are often used in addition to the direct financial aid policy: tax incentives, credit policies and other investment incentives. At present, there are many incentives related to science and technology market participants, which favor incentives related to science and technology funds. The status of the tax incentive system in Vietnam has a great impact on the operation and development of the science and technology market, including corporate income tax, value added tax, export tax, import tax and other taxes and fees.

3.1. Current tax regulations on science and technology in Vietnam

** For the corporate income tax (CIT)*

In terms of corporate income tax according to law and instruction documents

For tax incentive subjects: Pursuant to Clause 1, Article 13 and Clause 1, Article 14 of the Law on CIT No. 14/2008/QH12 dated June 3rd, 2008, enterprises newly set up under investment projects belonging to the field of scientific research and technological development, the tax rate of 10% shall be applied for 15 years, the tax exemption for 4 years and the reduction of 50% of the payable tax amount for 9 subsequent years. Decree No. 124/2008/ ND-CP of December 11th, 2008, Decree No. 122/2011/ND-CP dated December 27th,

2011 of the Government detailing and guiding the implementation of a number of articles of the Law on CIT shall prescribe the preferential tax rates and the time of exemption or reduction of enterprise income tax for newly set up enterprises from investment projects in the fields of high technologies, scientific research and technological development. .

According to the Law on CIT, subjects entitled to CIT incentives in the science and technology sector are: Income of enterprises from the implementation of new investment projects in hi-tech parks; Business income from the implementation of new investment projects, including: scientific research and technological development; to apply high technologies on the list of high technologies to be prioritized for development investment according to the provisions of the Law on High Technologies, incubation of high technologies, incubation of high-tech enterprises, venture capital for technological development high on the list of high technologies prioritized for development investment according to the provisions of the Law on High Technologies; to invest in the construction and trading of hi-tech incubators and hi-tech enterprise incubators; to invest in developing specially important infrastructure of the State according to the provisions of law; software production; production of composite materials, light construction materials and rare and precious materials; production of renewable energy, clean energy, energy from waste disposal; development of biotechnology; environmental Protection. Income of hi-tech enterprises, agricultural enterprises applying hi-tech according to the provisions of the Law on High Technologies;

Tax rate incentives: These enterprises are entitled to a preferential tax rate of 10% within 15 years. The duration of application of preferential tax rates specified in this Article is counted from the first year of new investment projects of enterprises with turnover; For hi-tech enterprises, hi-tech agricultural enterprises shall be calculated from the date they are granted the certificates of being hi-tech enterprises or hi-tech agricultural enterprises; For hi-tech application projects, counting from the date of being granted the hi-tech project-application certificates.

Preferential time for tax exemption and reduction: Maximum tax exemption for 4 years and 50% reduction of tax payable for up to 9 next years for enterprises eligible for preferential treatment as mentioned above. Tax exemption with incomes from technology transfer in the priority domains transferred to organizations and individuals in geographical areas with exceptionally difficult socio-economic conditions; Transfer to organizations and individuals in geographical areas with difficult socio-economic conditions shall enjoy a 50% reduction; To supplement the tax exemption for incomes from operation with revenues from the performance of the tasks assigned by the State financial funds; To amend the tax exemption duration from 1 year to 3 years for incomes from implementation contract for scientific research and technological development; Income derived from the sale of products made from new technology applied in Vietnam in accordance with the law and the guidance of the Ministry of Science and Technology, shall be exempted from tax for no more than 5 years from the date of receipt of sale; Income from the sale of products manufactured during the trial production in accordance with the provisions of law.

CIT incentive for enterprises of science and technology regulated in the joint documents between Ministry of Science and Technology and related agencies

Conditions for being certified as a science and technology enterprise: In Clause 2, Article 1 of Joint Circular No. 17/2012/TTLT-BKHHCN-BTC-BNV dated 10th September, 2012, amending and supplementing Joint Circular No. 06/2008/TTLT-BKHHCN-BTC-BNV dated June 18th, 2008 guiding the implementation of the Government's Decree No. 80/2007/ND-CP of May 19th, 2007, on science and technology enterprises, Conditions for being certified as science and technology enterprises.

Conditions for science and technology enterprises to enjoy corporate income tax incentives: In Clause 8, Article 1 of Joint Circular No. 17/2012/TTLT-BKHHCN-BTC-BNV dated 10th September, 2012 of the Ministry of Science and Technology, the Ministry of Finance and the Ministry of Home Affairs hereby amends and supplements the Joint Circular No. 06/2008/TTLT-BKHHCN-BTC-BNV dated June 18th, 2008, guiding the implementation of the Government's Decree No. 80/2007/ND-CP in March 2007 on science and technology enterprises stipulates that science and technology enterprises are entitled to enterprise income tax incentives under the guidance at Point 1.1, Clause 1, Section III of this Joint Circular if satisfying Article –science and technology enterprises have the ratio of turnover from the production and trading of commodity products formed from scientific and technological results to the total turnover of enterprises in the first year, reaching 30% or more, the second year from 50% and from the third year onwards reached 70% or more. The first year is understood as the first year a science and technology enterprise has a taxable income. In Clause 9, Article 1 of the above-mentioned Circular No. 17/2012/TTLT-BKHHCN-BTC-BNV dated September 10th, 2012, stipulating the preferential tax rate applicable to science and technology enterprises as newly set up from the first project in the field of high technology, scientific research and technological development, as follows: Science and technology enterprises are entitled to the corporate income tax rate of 10% for a period of 15 years from the first year. Science and technology enterprises have revenues from science and technology activities, science and technology enterprises are exempted from corporate income tax for 4 years and 50% reduction of payable tax amounts for 9 subsequent years since the first year the enterprises have taxable income.

CIT incentives in the regulations on science and technology

In addition to the incentives stipulated in the Law on CIT and specialized documents, the Government has issued a number of documents related to investment incentive policies and financial mechanism for the operation. Such as Decree No. 95/2014/ND-CP dated October 17th, 2014 of the Government on investment and financial mechanism for science and technology activities (effective from 01/12/2014). Decree No. 118/2015/ND-CP. In Clause 2, Article 20 of Decree 95/2014/ND-CP, regulations on preferential policies for science and technology enterprises, regulations on science and technology enterprises shall enjoy the exemption and reduction of enterprise income tax investing in hi-tech parks according to the provisions of the corporate income tax law and related legal documents. Clause 2, Article 16 of Decree No. 118/2015/ND-CP stipulates that beneficiaries include: high-tech enterprises, science and technology enterprises, science and technology organizations according to the law on high tech parks and the law on science and technology.

*** Value added tax (VAT) in science and technology market in Vietnam**

VAT-exempted subjects: In Clauses 17 and 21 of Article 5, the VAT Law of 2008 specifies:

Machinery, equipment, spare parts and supplies which can not be produced at home and need to be imported for direct use in scientific research and technological development. Machinery, equipment, spare parts, special-purpose means of transport and supplies which can not be produced at home and need to be imported for prospecting, exploration and development of oil and gas fields; Airplanes, drilling platforms and ships which can not be produced at home and need to be imported to form fixed assets of enterprises or leased from foreign countries for use in production and business, for lease or sublease.

Technology transfer in accordance with the Law on Technology Transfer; Transferring intellectual property rights according to the provisions of the Intellectual Property Law, computer software. According to the current provisions of the VAT law, there are three tax rates of 0%, 5% and 10%. The VAT rate of

0% applies only to: ... goods and services not subject to value added tax specified in Article 5 of the VAT Law of 2013 when exported, except for cases of transfer of technology, transfer of intellectual property rights abroad: The tax rate of 5% shall apply to goods and services: Teaching and learning aids, including models, figures, boards, chalks and rulers companion and specialized equipment and tools for teaching, researching and experimenting in science; According to Item 15, Article 10 of Circular No. 219/2013/TT-BTC: science and technology services are service activities, technical support for scientific research and technological development; activities related to intellectual property; transfer of technology, standards, technical regulations, measurement and quality of products and goods, radiation and nuclear safety and nuclear energy; Providing services on information, consultancy, training, fostering, dissemination and application of scientific and technological achievements in socio-economic fields under the science and technology service contracts prescribed in the Law on Science and Technology, excluding online games and Internet entertainment services.

*** Import and export tax in developing science and technology market in Vietnam**

Export and import tax incentives under the Export and Import Tax Law No. 107/2016/QH13, Law No. 54/2014/QH13 and other related legal documents: Import tax exemption 05 years with materials, components. Pursuant to the provisions of Clause 13, Article 16 of the Law on Import-Export Taxes of 2016 on import tax exemption for 5 years with commodities being raw materials, supplies and components for the production of projects, which are specially encouraged for investment; The Decree No. 134/2016/ND-CP stipulates the time of production is the official production time, not including trial production time; Taxpayers shall declare and take responsibility for the actual production date and notify them before carrying out the procedures for customs offices where dossiers are received; To pay tax in accordance with the regulations on the amount of raw materials, supplies and components imported but not used up, which have been exempted from tax; Taxation with import goods for scientific research, technological development and education.

Decree No. 87/2010/ND-CP regulates the import of goods for scientific and educational purposes subject to tax exemption consideration. However, according to Article 16 of the Law on Import-Export Tax 2016, these goods are subject to tax exemption. Therefore, in order to implement this provision, Article 19 and Article 21 of Decree No. 134/2016/ND-CP stipulate the basis for determination of goods which cannot be produced at home and comply with the regulations of the Ministry of Planning and Investment. Bases for determination of specialized imported goods in direct service of education shall comply with the regulations of the Ministry of Education and Training. Bases for determining specialized machinery, equipment, spare parts and supplies directly used for scientific research, technological development, technology incubation, science and technology enterprises incubation, technological renewal shall comply with the regulations of the Ministry of Science and Technology. The tax exemption on imported raw materials, supplies and components in direct service of activities of producing information technology products, software; Imported and exported goods for environmental protection.

Pursuant to Clause 18 and Clause 19 of Article 16 of the Law on Import-Export Tax of 2016, in order to have grounds for tax exemption, Articles 24 and 25 of Decree No. 134/2016/ND-CP: Imported raw materials, supplies and components in direct service of activities of producing information technology products, digital contents and software; Import and export goods for environmental protection. Bases for determining imported goods on the list of specialized machinery, equipment, means, instruments and supplies imported for collection, transportation, waste water treatment, garbage, waste gas, environmental

monitoring and analysis, renewable energy production; treatment of environmental pollution, response and handling of environmental incidents; Export products produced from recycling activities and waste treatment shall comply with the regulations of the Ministry of Natural Resources and Environment.

*** Personal income tax (PIT) in developing science and technology market in Vietnam**

In all legal documents on personal income tax (2007 Law on Personal Income Tax and its guiding documents, Law on Amendment of and Addition to a number of Articles of the Law on Personal Income Tax in 2012 and the guiding documents only mention the subjects subject to PIT are from salaries, wages and other items of the nature of salaries or wages; Income from copyright (income received when transferring, transferring ownership or use rights of objects of intellectual property rights under the provisions of the Law on Intellectual Property); Income from technology transfer in accordance with the provisions of the law on technology transfer for each level of taxable income, with the lowest tax rate of 5%. However, this document does not mention any preferences and for any object of personal income tax on science and technology research incomes of scientific researchers.

Most recently, the Government issued Resolution No. 41/2016/NQ-CP on tax incentives to promote the development of IT application in Vietnam. In particular, the Resolution stated to enhance the competitiveness of IT enterprises, promote the investment attraction for IT development in accordance with the objectives set in the conditions of deep international integration, it is necessary to have more supportive policies, including tax incentives to further promote IT application and development in Vietnam. In addition to the CIT incentives, the Resolution also provides incentives for PIT, specifically: a reduction of 50% of personal income tax payable on income from salaries and wages of high-tech manpower working in the IT field. However, this has only been the case for the IT sector and has not yet expanded to other fields related to science and technology as well as to the science and technology market.

3.2. Tax policies, fees and charges relating to developing science and technology market in Vietnam

On non-agricultural land use tax: The Law on non-agricultural land use No. 48/2010/QH12 specifically stipulates policies on non-agricultural land use tax exemption and reduction for investment projects: tax exemption for non-agricultural land uses namely: Land of investment projects in areas where investment is particularly encouraged; Investment projects in geographical areas with extremely difficult socio-economic conditions; Land of the establishment socializing activities in the fields of education, vocational training, health care, culture, sport and environment. Reduce 50% of tax payable for: Land of the first investment projects in areas with difficult socio-economic conditions; Investment incentives portfolio, special investment incentives portfolio, geographical areas with (extremely) difficult conditions in accordance with the provisions of law on investment.

Circular No. 83/2016 / TT-BTC dated 17th June, 2016 of the Ministry of Finance stipulates: Hi-tech enterprises, science and technology enterprises and science and technology organizations according to the provisions of law on high technologies and law on science and technology: The application of tax preferences on non-agricultural land use depends on the conditions of the branch, location, scale of investment capital or use of labor of each specific investment project.

Decree No. 140/2016/ND-CP on registration fee, replacing Decree No. 45/2011/ND-CP and Decree No. 23/2013/ND-CP: Exemption of registration fee for: Factory of production establishments, warehouses, canteens, garages of production and/or business establishments; Houses and lands of science and technology enterprises registering the land use right and house ownership according to the provisions of law;

Decree No. 45/2014/ND-CP on land rent, water surface rent reduction applicable to investment projects: Exemption from land rent or water surface rent for the whole term of the lease in the following cases: Investment projects in the field of special investment incentives invested in areas with extremely difficult socio-economic conditions; Land for construction of non-business works of public non-business organizations; Land for construction of scientific research establishments of science and technology enterprises, if meeting the relevant conditions (if any), including land for building laboratories, land for building technology incubators and business incubators Science and technology, land for the construction of experimental facilities, land for the construction of experimental production facilities; Exemption of land rent or water surface rent during the capital construction period according to projects approved by competent authorities, which, however, must not exceed 3 years as from the date of issuance of land lease decisions.

4. LIMITATIONS AND RECOMMENDED DIRECTIONS FOR TAX POLICIES TO DEVELOP SCIENCE AND TECHNOLOGY MARKET

So far, the State has issued many documents regulating the supply of science and technology services and science and technology market development. For the current legal documents on tax, beside the positive effects, there are still limitations and obstacles existed in the implementation process. Specifically:

4.1. For value added tax

The provision of science and technology goods and services is not subject to VAT. This is detrimental to enterprises when applying VAT. On the other hand, there is a lack of agreement to regulate two types of services: scientific research and development services and technology transfer services. Currently, VAT regulates technology research and development services subject to VAT (this is a difficult and complicated service) while technology transfer services are not subject to VAT regulations (this service is simpler than the research and development of technology). This creates unreasonable and unfair reality.

4.2. For corporate income tax and personal income tax

In the development of the science and technology market, the role of organizations that provide consultancy services, linking supply and demand of science and technology market and start-up businesses is very important. There are provisions on incentives, exemptions, and reductions for these intermediaries. Therefore, the orientation for completing and renewing policies and instruments of corporate income tax is to study the development of the CIT exemption and reduction regime for intermediaries in order to strongly encourage the development of consultancy, start-up businesses. By studying the Vietnamese PIT law 2007, it is evidence that the law does not specify the incomes from scientific and technological researches, but the actual income of scientists is still subject to PIT with a tax of at least 5% depending on the level of taxable income. Currently, according to Decision 41/2016/QĐ-CP approved by Prime Minister Nguyen XuanPhuc, individuals earning income from IT activities are exempted from 50% of tax payable. Therefore, on the one hand, to ensure the legal basis for the PIT payment of science and technology workers, it is necessary to supplement the PIT Law, on the other hand, to encourage participation in science and technology research and fairness of the PIT reduction. On the other hand, according to PIT procedures, it is temporarily collected when taxable income occurs and will be settled at the end of fiscal year. If incomes are below the annual taxable level, they will be refunded. However, up to now, there has been little reimbursement even though the income level has not reached the taxable level due to the complicated, unclear and non-public PIT refund procedures. From these realities, the reform of the PIT policy for science and technology should be carried out in the direction that ensures fair tax exemption and improvement of tax refund.

4.3. For import tax on machinery, equipment and materials for scientific research and technology development

Current regulations on machinery, equipment and raw materials imported for scientific research and development industry are exempted from import tax. However, due to many customs procedures, enterprises operating in the field of science and technology are not interested in this policy. The proposal on duty-free import of machinery, equipment, raw materials and raw materials for research and development of technology development should simplify customs procedures to create real benefits for enterprises to enjoy this privilege.

5. CONCLUSION

In order to develop the science and technology market according to the orientation of the Party and the State, it is necessary to continuously improve and reform the comprehensive policy system in the direction of encouraging and supporting the development of science and technology market. In the system of policies, tax policy is indispensable for the development of science and technology market according to the direction set out by the Party and State. From the importance of tax policy for science and technology market development, in recent years, the Government has issued many amendments and new documents related to the development of science and technology market. However, for the new decade with new conditions, the operation of the tax policy system has been exposed to shortcomings and failure to keep up with the requirements of science and technology innovation and the operation of the science and technology market. Therefore, it is required to continue studying and improving the policy system and financial instruments for science and technology development. This article aims to study the currently applicable tax policy system in attempt to provide recommendations to create the suitable environment and ecosystem for the development of science and technology market in the context of the Industrial Revolution 4.0.

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FACTORS INFLUENCING LEVELS OF CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE BY VIETNAMESE LISTED COMPANIES

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ABSTRACT: *Corporate transparency and accountability build a socially responsible business, the action for sustainable development. This paper examines the relationship between corporate characteristics and corporate social responsibility disclosure (CSR) of listed companies in Vietnam. In particular, it explores whether listing age, size, profitability, liquidity, gearing have a potential influence on levels of CSR in the annual reports of Vietnam companies. Through using the quantitative methods, the paper shows that there is a correlation between profitability, liquidity and the level of CSR. Hypotheses are tested on data collected of 50 annual reports and sustainability reports of Vietnamese listed companies from 2015 to 2016.*

Keywords: *Corporate Social Responsibility Disclosure, Company Size, Listing age, Company Profitability, Liquidity, Gearing.*

1. INTRODUCTION

Corporate Social Responsibility (CSR) is common in academic writing and the business field and is now an important focus area for most of the listed companies. Many worldwide companies strongly emphasize that they must not only impress on economic results but also take into consideration the social and environmental effects of their activities on their stakeholders, the action for sustainable development.

In developing countries, such as Vietnam, CSR and its disclosure however still relatively new concepts for many reasons. A lot of studies discover that CSR may help firms to build their reputation through obtaining trust by some range of stakeholders (Woodward et al., 1996). This is a reason why Vietnamese companies have currently been more proactive in their social responsibility and it's reporting, especially for public listed companies.

This paper concentrates on the Vietnam context because there is few studies in Vietnam focusing on factors influencing level of CSR by listed companies. In addition, the purpose of this paper is to discover whether company characteristics (Listing age, company size, profitability, gearing, liquidity) have a potential impact on levels of CSR practices on annual reports made by Vietnamese listed firms.

There are four parts in this paper: the first part is the literature review; the second part mentions theoretical framework and development hypothesis about this topic; the third presents the hypothesis testing used; the fourth part is the findings and discussions.

2. LITERATURE REVIEW

2.1. Theoretical Framework

There are a number of theories about CSR such as legitimacy, agency theory positive accounting however the most important theory for this study is the stakeholder theory (Freeman, 1984). This theory

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suggests that a wide range of stakeholders who have interest in the company should be treated equally. The term “stakeholders” has been understood that any group or individual who is impacted by the decision making of the firm.

The Freeman’s theory is a basis to Baron (1995) had grouped the stakeholders into two categories, called market and non-market. Both these categories have different influenced levels on the social responsibility of the company. Thus a lot of action taken by the company is relevant to stakeholder’s expectations (Friedman and Miles, 2002). On the other hand, if the interest of stakeholders is satisfied, it will improve corporate governance and accountability that includes stakeholder communication and CSR reporting.

To summarize, the company has obligation towards stakeholders and these obligations should be measured as economic, legal, and ethical responsibilities in Carroll’s approach (Carroll 1979, 1991, 2004). This theory is a key knowledge for companies to deal their relationship with stakeholders through CSRD.

2.2. The empirical reviews

This section summarises several prior studies conducted by different authors in the same field. It helps researchers to develop hypothesis and to compare the findings of proposed research.

As mentioned above, CSR reporting is quite new concept among Vietnamese companies for the last few years (Ha, 2013). In the research of Hermawan (2011), a CSR disclosure practice in annual report of 19 listed Vietnamese companies examined over the year 2007 and 2008. The changes in practices reporting over 2 year of Vietnamese companies are analysed and compared against the GRI Guidelines.

The next study was Corporate Social Responsibility Reporting in Large Listed Vietnamese Companies by Trang, Le in 2011. She conducted a research for 33 large listed Vietnamese Companies annual reports of the year 2010 to evaluate the CSR reporting practices of them. However, the only research method applied in this study was the content analysis to analyse the 33 annual reports (2011, 47). No quantitative research method was used.

Association between Corporate Social Responsibility Disclosure and Firm Value – Empirical Evidence from Vietnam (Bui Thi Ngoc Nguyen, 2015) discovered a relationship between CSR disclosures and firm value in Vietnam. This research took a sample of 50 companies listed on the stock exchange from 2010 to 2013 and used regression analysis tests. The result reflected that social responsibility disclosures are associated with following year’s firm value.

Furthermore, Corporate social responsibility: A Study on factors affecting CSR implementation and CSR disclosure in Vietnam of Giang Thi Yen (2011) shows that there is a contradiction practice between the highly positive attitude toward CSR of managers from Vietnamese companies and the low attitude of Vietnamese consumers towards CSR. The research also indicates that it seems to be a gap between what managers say and what they actually do.

3. METHODOLOGICAL FRAMEWORK

3.1 Hypotheses

The majority of this study found relations between CSRD and these factors (e.g. company size, listing age, profitability, liquidity, and gearing).

Company Size

Studies examined whether a relationship between company size has an impact on the amount of CSRD (Ahmed and Nicholls (1994), Akhtaruddin (2005), Alam and Deb (2010)). The result shows that a

significant and positive association between company size and amount of CSRD. Moore (2001) and Branco and Rodrigues (2008) also researched more deeply this field and illustrated that the amount of CSRD in large companies is higher than small companies.

Moreover, Parsa and Deng (2008) concluded that if there is a positive change in company size, it will lead to positive change in amount of CSR disclosure. However, a number of studies has not found relationship between size and amount of disclosure (Freedman & Jaggi, 1988; Roberts, 1992). Thus, the discussion above leads to the hypotheses that:

H1: There is a significantly positive relationship between company size and level of corporate social responsibility disclosure.

Listing Age

Listing Age is one of key factor to impact the level of disclosure. It indicates the length of listing in stock market as a listed public limited company. In the study of Alam and Deb (2010), they discovered that a positive association between the level of disclosure and company age.

It is expected that company, which is operating for years in stock market, seems to disclose more CSR information. Now, a hypothesis in alternative form is made as follows:

H2: there is a positive relationship between listing age and CSRD.

Profitability

In accordance with Cowen (1987), level of disclosure in CSR depends on profitability level of a company. A lot of studies have also examined this linkage. The basis for result is stakeholder theory that explains the company has not only obligation to shareholder but also to other stakeholders. In addition, the agency theory indicates that managers in profitable companies are incentive to improve CSR disclosure to ensure the longevity of their position. Hence, higher profit leads to higher investment in CSR issue. This is a reason why to develop a hypothesis as follows:

H3: There is a positive significant relationship between profitability and level of corporate social responsibility disclosure.

Gearing

There is a controversial idea to conclude that company's gearing has a relationship with CSR disclosure. Companies with high gearing tends to voluntary disclosures to take a lower cost of capital by lowering their agency costs (Jensen & Meckling 1976) while others emphasize that this created additional pressure to confirm high gearing to managers and it leads to limit CSR efforts. However, there are some researches which showed that there is no significant relationship between CSR disclosure overall ratings and leverage at all (Webb 2005).

H4: There is a significant relationship between gearing and CSR disclosure level.

Liquidity

Similarity, liquidity ratio is one factor that has given uncertain results in recent studies. There is a tendency that high liquidity companies are more likely to make voluntarily disclose because they would like to make themselves different from the lower liquidity companies (Abd-Elsalam & Weetman 2003) while other scholars did not discover any relationships between liquidity and CSR disclosure (Aly et al. 2010, Samaha & Dahawy 2011).

H5: There is a significant relationship between liquidity and CSR disclosure level.

From the above discussion it is clear that the dependent variable CSRD depends on the above independent variables such as corporate size, listing Age, profitability, gearing, liquidity. By considering these variables, the following regression model is used to test the above hypotheses:

$$CSRD = \alpha + \beta_1 ASSET + \beta_2 Age + \beta_3 Profitability + \beta_4 Gearing + \beta_5 Liquidity + \varepsilon$$

Expected sign (+) (+) (+) (+) (+) Where:

CSRD = Total score for each company each year under CSR items

α = The constant

ε = The error term

3.2 Data and Methodology

The research context of this paper is within the large listed companies in Vietnam, which have good reputation and strong expectation from investors. The data would be collected from the annual reports and sustainability reports (if any) as the secondary published sources from the Vietnam Stock Exchange (both HOSE and HNX). The chosen companies are Vietnam Forbes Magazine names the best 50 listed companies on the Vietnamese stock market in 2015 and 2016. (Appendix 1).

Main reasons for choosing those companies are their positive operational reputation and transparency, also pioneers in the field of business operation as well as CSR activities and CSR disclosure in their particular sectors. According to Branco and Rodrigues (2006), those companies with highest public profiles were more engaged to the community activities, or CSR activities, with the attempts to attract customers and raise recognition throughout the society.

From this sample frame, annual reports of 50 companies have been selected purposively. The necessary data for the research, 2015-2016 annual reports and sustainability reports were collected at the database of the companies and/or the database of the HOSE, the HNX.

To test the hypotheses, we employed the regression model that included independent variables of firm's characteristics (company size, listing age, profitability, gearing, liquidity) and explanatory variable of interest CSR disclosure. To measure CSR disclosures, contents of publicly annual reports or sustainability reports were analysed with selecting the items of CSRD index, based on five main themes of economic performance, environment, community, employee and customers. A list of overall disclosure information can be found as Appendix 2. There are two widely used approaches to developing disclosure score scheme to determine the disclosure level of a corporate annual report i.e., weighted and unweighted approach. Unweighted approach has been used in the study to score items included in index by considering the equal important for all items of information. Under this approach, a procedure is adopted in which an item scores one if it disclosed and zero if it is not disclosed. In this way, we can add up all the items disclosed by the company. The following formula is used to measure the total CSRD score for a company:

$$CSRD = \sum_{i=1}^n d_i$$

Where $d = 1$ if a disclose able item is disclosed, 0 if that item is not disclosed

n = number of disclosed items

4. RESULTS AND DISCUSSIONS

4.1 Descriptive analysis

The descriptive results and the result of regression analysis were obtained by using the STATA software.

As a starting point of analysis, different descriptive statistics i.e. mean, median, standard deviation and quartiles were obtained for dependent and independent variables are reported in table 1 and table 2 for Year 2015 and Year 2016, respectively. The data also reveals that the mean scores of operating year (Age) as listing company, CSR disclosure for sample firms are 2 years, 7 items and 63,64% respectively. The table indicates that on average, the sample firms disclosed only 7 CSR items in their annual reports. Moreover, on average, the CSR disclosure integrated in annual reports and sustainability reports covered approximately 27 pages. However, the total volume of CSR disclosure in reports fluctuated significantly, from the least of 1 page of these companies' annual reports such as, Mobile World Investment Corporation (MWG), Nam Kim Steel Joint Stock Company (NKG), Phu Tai Corporation (PTB), Dinh Vu Port Investment and Development JSC (DVP) to the most of 282 pages of Bao Viet Holdings (BVH). Also, Viet Nam Dairy Products Joint Stock Company (VNM) and Pharmaceutical Joint Stock Company (DHG) disclosed the most on their CSR performance.

CSR disclosure is theoretically believed to consist of five themes, namely economic performance, environment, community, employee and customers (GRI 2014). From the critical examination of annual reports it is seen that three companies BVH, VNM and DHG have maximum disclosure score of 11 items in their CSR reports. In this sample of listed companies, it indicates that 26% of listed companies with producing stand-alone sustainability reports (CSR reports), only the Bao Viet Holdings (BVH) has the audit report on their CSR report. The results of CSR performance of the listed companies were not different when compared between 2015 and 2016.

4.2 Regression results

Ordinary Least Square (OLS) regression analysis was adopted to examine the association among corporate characteristics and corporate social responsibility disclosure.

The table 3 shows the results have been obtained by regressing CSRSD for the five corporate characteristics i.e. corporate size, listing age, profitability, gearing and liquidity. Before reading the final results from the OLS model, multicollinearity checking ($VIF < 10$) and Heteroskedasticity test ($P > 0,5$) are satisfied for the model. It means that the variable could not be considered as a linear combination of other independent variables.

As the results, the P values of three variables i.e., corporate size, listing age and gearing are showed in 2015 and 2016 column indicate no significant association with CSRSD. But the variable, profitability (ROA) and liquidity have statistically significant effects on the CSRSD at 95% level. So, it is accepted that the null hypothesis and strongly supports the H3 and H5 i.e., companies with high profitability and high liquidity in the market disclose more CSR items in their annual reports. The results confirm the stakeholder theory and the agency theory as mentioned before. Waddock & Graves (1997), Alam and Deb (2010) and Ismail and Koh (1999) share the same result in their studies on CSR disclosure level. Moreover, the beta coefficients are used to compare the relative strength of the various predictors within the model (table 4). Authors can compare these coefficients to assess the relative strength of each of the predictors. In this research, the variable Liquidity has the largest Beta coefficient, 0.36 in 2015 and -0.26 in 2016. Thus, a one standard

deviation increase in Liquidity leads to a 0.36 standard deviation increase in predicted CSRD, the stronger relation in CSRD.

The explanatory power of the OLS model as indicated by the adjusted R2, is 16% in 2016 and 18% in 2015 which reveals that the model is capable of explaining of variability of dependent variable i.e., CSRD.

Table 1: Descriptive statistics Year 2016

| Variables | Minimum | Maximum | Mean | Std.Deviation |
|----------------------|------------|-----------|-------------|---------------|
| Company Age | 10 | 57 | 25.56 | 12.636 |
| Profitability | -1035.7100 | 32.8900 | -12.278800 | 148.7970701 |
| Liquidity | .4200 | 262.9600 | 7.078600 | 36.9401204 |
| Gearing | .8800 | 433.3400 | 71.677139 | 80.3552747 |
| Total Assets | 780510 | 787900000 | 38177116.62 | 120610198.112 |
| CSR Disclosure items | 2.00 | 11.00 | 7.2800 | 2.70329 |
| Total pages | 1.0 | 282.0 | 26.630 | 48.8740 |

Source: results from STATA

Table 2: Descriptive statistics Year 2015

| Variables | Minimum | Maximum | Mean | Std.Deviation |
|----------------------|------------|-----------|-------------|---------------|
| Company Age | 10 | 57 | 25.56 | 12.636 |
| Profitability | -1260.4600 | 29.2000 | -21.927000 | 181.1895093 |
| Liquidity | .6400 | 7.4600 | 1.997916 | 1.2995462 |
| Gearing | .0200 | 343.6400 | 70.552111 | 73.7613059 |
| Total Assets | 792102 | 674400000 | 32428843.60 | 103122126.011 |
| CSR Disclosure items | 2.00 | 11.00 | 6.6000 | 3.00340 |
| Total pages | 0 | 136.0 | 20.120 | 34.1310 |

Source: results from STATA

Table 3: Results from OLS in STATA

| VARIABLES | 2016 | 2015 |
|-------------------------|--------------------------|--------------------------|
| Age | 0.355 (0.458) | 0.566 (0.419) |
| SIZE | 0.0739 (0.141) | 0.167 (0.124) |
| Gearing | 0.00414 (0.00285) | 0.00142 (0.00326) |
| ROA | 0.00172*** (0.000448) | 0.00251*** (0.000764) |
| Liquidity | -0.0108*** (0.00237) | 0.412* (0.237) |
| Constant | -0.290 (2.627) | -3.321 (2.413) |
| Observations | 50 | 49 |
| R-squared | 0.160 | 0.186 |
| Heteroskedasticity test | 0.9155 | 0.7041 |
| VIF | <10 | <10 |

Source: results from STATA

Standard errors in parentheses

*** p<0.01, ** p<0.05, * p<0.1, *Note: Statistically significant at 1% (*) and 5% (**)*

Table 4: The coefficients in the Beta

| Y | Beta 2016 | Beta 2015 |
|-----------|--------------|--------------|
| Age | 0.112913 | 0.17996 |
| SIZE | 0.073637 | 0.166385 |
| Gearing | 0.221229 | 0.070146 |
| ROA | 0.170108 | 0.306481 |
| Liquidity | -0.26517 | 0.360044 |

Source: results from STATA

5. CONCLUSION

Disclosure of Corporate Social Responsibility is an essential requirement for the international integration due to its benefits for society. This research examines the present scenario of CSR disclosures made by listed companies in their annual reports and sustainability reports and shows an association between CSR disclosure and various corporate characteristics. To outline 11 disclosure items the reports of 50 listed companies for the financial year 2015 and 2016 are studied critically. The result showed the disclosure level in listed companies in Vietnam is low in term of quality and quantity of CSR information provided to their users as well as their stakeholders. Also, the study found that CSR yearly disclosures correlated with corporate characteristics, namely the firm profitability and liquidity. This study did not find any association of other corporate characteristics such as total assets, listing age, gearing on CSR. The major limitation of this study is that it is two-year study of 50 companies listed with the Vietnam stock exchange. So, a longitudinal study can be done by examining more corporate characteristics of large number of sample firms in the avenue of further research in this area. However, from this study and other prior research, putting government agencies and listed companies themselves to increase awareness of CSR information in order to upgrade quality of corporate reports.

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APPENDIX 1: LIST OF THE 50 BEST LISTED COMPANIES

| ORDINAL NUMBER | SYMBOL | COMPANY'S NAME |
|-----------------------|---------------|---|
| 1 | MWG | Mobile World Investment Corporation |
| 2 | VCS | Vicostone JSC |
| 3 | NKG | Nam Kim Steel Joint Stock Company |
| 4 | PTB | Phu Tai Corporation |
| 5 | CTD | Coteccons Construction Joint Stock Company |
| 6 | VJC | Vietjet Aviation Joint Stock Company |
| 7 | NT2 | PetroVietnam Power Nhon Trach 2 JSC |
| 8 | HPG | Hoa Phat Group Joint Stock Company |
| 9 | BMP | Binh Minh Plastic Joint-Stock Company |
| 10 | HBC | Hoa Binh Construction Group Joint Stock Company |
| 11 | TLG | Thien Long Group Corporation |
| 12 | HSG | Hoa Sen Group |
| 13 | DXG | Dat Xanh Real Estate Service & Construction Corporation |
| 14 | NTP | Tien Phong Plastic Joint Stock Company |
| 15 | LIX | Lix Detergent Joint Stock Company |
| 16 | VNM | Viet Nam Dairy Products Joint Stock Company |
| 17 | VHC | Vinh Hoan Corporation |
| 18 | KDH | Khang Dien Investment & Trading House JSC |
| 19 | HDG | Ha Do Group Joint Stock Company |
| 20 | PAN | The Pan Group Joint Stock Company |
| 21 | DVP | Dinh Vu Port Investment and Development JSC |
| 22 | CII | Ho Chi Minh City Infrastructure Investment JSC |
| 23 | SBT | Thanh Thanh Cong Tay Ninh Joint Stock Company |
| 24 | CAV | Vietnam Electric Cable Corporation |
| 25 | TMS | Transimex Corporation |
| 26 | BIC | BIDV Insurance Corporation |
| 27 | SSI | Sai Gon Securities Incorporation |
| 28 | PNJ | Phu Nhuan Jewelry Joint Stock Company |
| 29 | VIC | Vingroup Joint Stock Company |
| 30 | VCB | Bank for Foreign Trade of Vietnam |
| 31 | VSC | Vietnam Container Shipping Joint Stock Corporation |
| 32 | PAC | Dry Cell And Storage Battery Joint Stock Company |
| 33 | DQC | Dien Quang Joint Stock Company |
| 34 | NVL | NO VA LAND INVESTMENT GROUP CORPORATION |
| 35 | FPT | FPT Corporation |
| 36 | NLG | Nam Long Investment Corporation |
| 37 | SAB | Saigon Beer - Alcohol - Beverage Corporation |
| 38 | VCF | Vinacafé Bienhoa Joint Stock Company |
| 39 | DBC | Dabaco Group |
| 40 | BVH | Bao Viet Holdings |
| 41 | DRC | Danang Rubber Joint Stock Company |
| 42 | VNS | VietNam Sun Corporation |
| 43 | TRA | Traphaco Joint Stock Company |
| 44 | REE | Refrigeration Electrical Engineering Corporation |
| 45 | DHG | DHG Pharmaceutical Joint Stock Company |
| 46 | IMP | Imexpharm Corporation |
| 47 | MBB | Military Commercial Joint Stock Bank |
| 48 | GMD | Gemadept Corporation |
| 49 | ACB | Asia Commercial Bank |
| 50 | HCM | Ho Chi Minh City Securities Corporation |

APPENDIX 2: CHECKLIST OF CSR DISCLOSURE ITEMS (GRI 2014)

| Main themes | Items |
|----------------------|--|
| Economic Performance | + Economic Performance + Market Performance |
| Environment | + Product & Process + Environmental Financially + Energy |
| Community | + Charity & Donation + Education + Public health |
| Employee | + Health safety + Others |
| Customer | Compliance |

THE DETERMINANTS OF FIRM R&D INVESTMENT: AN AUGMENTED TOBIN'S Q MODEL WITH KNOWLEDGE SPILLOVERS

Mehmet Ugur*, Hoang M. Luong*

Abstract: *Our paper studies the effect of knowledge spillovers on firms' incentives for R&D investment. We test this idea in an augmented Tobin's Q model framework taken and built up from Mairesse and Siu (1984), in which our one-period-ahead growth rate of Tobin's average Q plays a role as measure of expected future profitability and investment opportunity. Utilizing the generalized method of moments estimator on a rich data set of 3,718 manufacturing firms from 15 OECD countries over the 2005-2013 period, we report several findings. First, we confirm the growth rate of Tobin's average Q has a positive and significant effect, a evidence that re-emphasizes the importance of expectations on managerial incentives for R&D investment. Second, our findings indicate that both intra- and inter-industry spillovers contribute significantly to the augmented model. However, the commonly accepted - negative impact of knowledge spillovers on firm R&D investment can only be found for inter-industry spillovers, while the knowledge (spillover) pool inside an industry indicates that it might be a source of creative destruction and/or 'market-stealing' effects, which induce managers to invest more in R&D activities. In other words, the different types of knowledge spillovers are indeed important in studying the effect of knowledge spillovers on firm R&D investment.*

Key words: *R&D, knowledge spillovers.*

1. INTRODUCTION

The issue of knowledge spillovers has been raised together with the importance of R&D investment in the endogenous growth model (Romer, 1986, 1990; Grossman and Helpman, 1991). A voluminous volume of literature is dedicated to the relationship between R&D spillovers and productivity (see Hall et al., 2010 for a survey). Whereas, its effect on firm R&D investment decisions, we believe, has not gained its deserved importance. There are several theoretical justifications that postulate this relationship. On the one hand, it is commonly thought that the level of knowledge spillovers is negatively related to the optimal level of R&D investment, since the high level of spillovers helps firms to avoid duplication of research, and therefore lower the level of firm R&D investment. In addition, it is often difficult for inventors to estimate the full social return to their inventions, and normally they set its price lower than what it should be. If their competitors could imitate their inventions quickly enough, which in turn lower their profits, they might be reluctant to make future investment. On the other hand, Bloom et al. (2013) suggest that the knowledge (spillover) pool can also be a source of creative destruction and/or 'market-stealing' effects, which in fact induce managers to invest more in R&D activities, in order to avoid their firms' technology to become obsolete and/or to overtake the existing leaders and steal their market share.

Overall, these perspectives suggest that controlling for the level of knowledge spillovers is necessary for the firm's investment model. Harhoff (2000), Jaffe (1988), Capron and Cincera (2001), Nieto and Que-

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vedo (2005) provide some first empirical results to support this notion.

However, none of those studies has examined the relationship in the context of a standard investment-model. Hence, in this paper, we test the effect of knowledge spillovers on firm R&D investment in an extended accelerator model from Mairesse and Siu (1984), which expresses the role of expectations about future profitability and capacity need on the firm's investment decisions. As they discuss in their paper, this framework can be augmented with other determinants of firm investment, and knowledge spillovers might be one of those.

Utilizing the system generalized method of moments (GMM) on a data set of 3,718 manufacturing firms from 15 OECD countries in 2005-2013 period, we report several findings. First, our results confirm the positive and significant effect of the one-period-ahead growth rate of Tobin's average Q, our measure of expected profitability and investment opportunity, on firm R&D investment. On the other hand, the growth rate of sales, the measure of expected capacity need, has positive but insignificant effect on firm R&D investment. With regards to the additional control for knowledge spillovers, our results confirm that both intra- and inter-industry spillovers have significant additional effects in our augmented Tobin's Q model, even though the findings seem to be more complicated than what have been suggested so far. While the commonly accepted negative impact of knowledge spillovers on firm investment can only be found for inter-industry spillovers, the knowledge (spillover) pool from the firm's direct competitors (intra-industry spillovers) seems to be the source of creative destruction and/or 'market-stealing' effects which might induce managers to invest more in R&D activities. In other words, our findings suggest that the relationship between knowledge spillovers and firm R&D investment decisions does indeed lie in the consideration of different types of spillovers.

The rest of the paper is structured as follows. Section 2 below reviews the existing theoretical and empirical evidence on the relationship between the level of knowledge spillovers and firm R&D investment. Section 3 introduces our theoretical framework and empirical approach, including data characteristics and the procedure used to make the estimates. The results are presented in section 4, and finally section 5 concludes.

2. LITERATURE REVIEW

Theoretical

Insights from "endogenous growth models" (e.g. Romer, 1986, 1990; Grossman and Helpman, 1991) indicate that knowledge spillovers may cause the actual level of R&D investment to be less than optimal. As explained by Nadiri (1993), an important feature of the linkage between innovation and productivity is the imitation process. Firms devote their resources to two goals: to improve the quality of their existing products and production processes or to discover the new products or processes. When they are successful, the others will devote their resources to be able to copy the new knowledge from the innovating firm. Empirically, Keith Pavitt in 1984 showed that out of 2000 innovations introduced in the United Kingdom (hereafter UK), only about 40% were developed in the sector using the innovation. The remaining innovations were borrowed from new technologies developed in other sectors.

However, different perspectives suggest opposite effects of knowledge spillovers on the optimal level of firm R&D investment. On the one hand, the common perspective postulates a negative impact of knowledge spillovers on the firm's innovation effort. This is attributable to the fact that the higher level of information spillovers increase the innovation productivity by helping firms to avoid duplication of research. Therefore, high level of spillovers can possibly lead to lower level of firm R&D spending. Besides, if firms can imitate an innovation at a cost that is substantially below the cost of developing this innovation, they may have little or no incentive to be innovative (Mansfield, 1984). On the inventor's side, due to the difficulty of es-

timating the full social return to their innovation, they are likely to set their prices of innovation lower than what it should be. If the level of knowledge spillovers is high, other firms can free ride on this invention and may apply it into their new products without paying for the external R&D efforts. It might discourage the inventors' incentives for R&D investment in the future.

On the one hand, the knowledge (spillover) pool can be a source of 'creative destruction and/or 'market-stealing' effects, which are expected to be higher when the firm is closer to the knowledge technology frontier. In such cases, the competition between firms is neck-and-neck and a successful new innovator is more likely to overtake the existing leader, causing the latter to suffer from market-share loss or causing its technology to become obsolete or both (Bloom et al., 2013). Hence, the higher level of the spillover pool might indeed induce higher level of R&D investment by the spillover-recipient firm.

Empirical

There have been only few empirical studies on the relationship between the level of knowledge spillovers and firm R&D investment. This can be attributable to the difficulty in obtaining a proper measure of knowledge spillovers. It is not only because of the diversified sources of spillovers (i.e. from the movement or communication of scientists or other important technological people between companies; or from the diffusion of knowledge in scientific journals, etc.), but also because of the complexity of the linkages between inventions or technology in different industries. The example from Griliches (1992) can be reminded to clarify the latter, since whether the leather industry is closer to food or to textiles industry still has no precise answer.

The technological proximity is often used to address this issue. The intuition behind this proximity is that knowledge spillovers is agreed to be higher between "technological neighbours", both at firm and industry level. Following this perspective, the ability to make productive use of another firm's knowledge depends on the degree of technological similarity between firms or industries. The simplest way to apply this measure is to consider all other firms in the same industry or all other industries are the same in the relationship with the investigated firm or industry. The reason is stated by Wakelin (2001): "While not all R&D conducted by other firms in the same sector will necessarily spill over to the firm, the level of R&D activity in the sector gives an indication of the level of technological opportunity and the size of the available pool of technological spillovers" (p. 1085, 1086). This measure is widely applied in the literature (Bernstein and Nadiri, 1989; Evenson and Kislev, 1973; Huffman and Evenson, 1993; and Bartelsman, 1994). However, at industry-level, it is more appropriate to apply a weightings system, as not all industries will have the same technological 'distance' from each other. Earlier suggestion of how to construct this technological 'distance' is based on 'vertical' borrowing, in which the Input-Output table is used to calculate the measure of the "closeness" of industries (Schmookler, 1966; Brown and Conrad, 1967; Terleckyj, 1974; 1977; 1980). A similar approach is applied by Scherer (1984), except that his measure of spillovers is based on patent citation data distinguishing between industries of origins and users of innovation using the Federal Trade Commission Line of Business Survey data in 1974. He argues that using the number of patents issued by sector i which falls in sector j 's industrial classification is more related to the definition of spillovers than using Input-Output data to calculate the similarity between industries.

Another way to construct a measure of technological 'similarity' is based on the patent histories. Apparently, Adam B. Jaffe is considered a forerunner of this approach as his works (1986, 1988, 1989) started a stream in the literature for using firm patent data to compute the distribution of patenting across 49 technological categories based on the Patent Office's Classification system, and from that evaluating technological similarities between firms. To be more specific, his measure of "closeness" between any two firms uses the overlap in the distribution of their patents by detailed patent class and indexes it by the uncentered correlation coefficients between them. Even though Jaffe's measure of technological distance is more precise, there

is a problem of lacking adequate patent data or the proportion of expenditure for each technological class, especially for multi-nation studies.

Since it is difficult to fully understand the spillovers concept and have a precise measure, the empirical literature on the effect of knowledge spillovers on R&D investment has not quite kept up with the theoretical development. In general, knowledge spillovers is often confirmed to influence the level of firm R&D investment. For instance, Harhoff (2000) indicates that externalities in the form of information or knowledge spillovers play an important role in shaping the incentives for R&D activities of private firms. Moreover, since there is the need for intellectual property rights when knowledge externality is at high level, it may lead to “underinvestment” (from an economy-wide perspective) in knowledge-creating activities such as R&D (Verspagen, 1997a).

While the early papers (Nelson, 1959; Arrow, 1962) tend to argue that research spillovers diminish the firms’ incentives to invest in R&D by undermining the appropriability of returns to it. To support this idea, Bernstein and Nadiri (1989) find that for all four industries (Chemicals, Petroleum, Machinery and Instruments) in their sample, R&D spillovers have a negative effect on the rate of investment and are actually capital-reducing, both for R&D and physical capital. Similar negative impact of intra-industry spillovers on R&D investment can be found in Nieto and Quevedo (2005) for the sample of 406 Spanish manufacturing firms.

On the other hand, Jaffe (1986; 1988) observes significant and positive effects of R&D spillovers not only on the firm’s productivity growth but also on its R&D intensity. To be more specific, Jaffe (1988) finds that the effect of knowledge spillovers on firm R&D investment remains positive and significant in all of his estimates, no matter with or without the presence of industry and technological position effects.

Besides, the effect of spillovers on firm R&D spending is varied across different types of industry in Harhoff (2000). While it is significantly positive with even higher magnitude than the results of Jaffe (1998) in high-technology industries, the little or negative impact is also found in others.

Overall, even though there is still small number of studies, findings often confirm that knowledge spillovers is a potential determinant of firm R&D investment. However, its influence is varied across not only different types or measures of spillovers but also different groups of industries. Hence, there is a need to check the relationship in the context of a standard investment model such as the accelerator model based on the role of expectation on determining the optimal level of R&D investment as presented below.

3. METHODOLOGY AND DATA

Mairesse and Siu (1984) apply the accelerator model, which expresses the role of expectations about future profitability and capacity need on firm investment as follows.

$$i_t^* = \gamma q_{t-1}^e + \phi s_{t-1}^e \quad (1)$$

Where:

$$i_t^* = \log(NI_t / NI_{t-1}) \quad (1a)$$

$$q_{t-1}^{et} = \log(Q_{t-1}^t / Q_{t-2}^{t-1}) \quad (1b)$$

$$s_{t-1}^{et} = \log(S_{t-1}^t / S_{t-2}^{t-1}) \quad (1c)$$

Where q_{t-1}^e and s_{t-1}^e are the expectations of future profitability and capacity need.

In more details, equation (1a) states that the change in desired net investment in year t (i^*) is equal to the difference in net investment between year $t-1$ and t . Equation (1b) expresses that profitability for year

t as *expected* in year $t-1$ is determined by the change or revision of profitability between $t-2$ and $t-1$. Here, the change in profitability is defined as the change in the stock-market value of the firm – i.e., as the one-period holding rate of return on equity. Finally, equation (1c) states that the *expected* demand for year t as expected in year $t-1$ is also determined by the change or revision of the sales forecast between $t-2$ and $t-1$.

The revision in the expected profitability is due to arrival of new information about the future, which emerges between $t-2$ and $t-1$. On the other hand, the revision in expected demand is based on the assumption that current sales can be forecasted from an auto-regressive distributed lag (ARDL) model, conditional on all information available in period $t-1$. Under this assumption, change in expected sales should differ from change in actual sales only by a forecast error (Mairesse and Siu, 1984: 275).

The expectation formation summarised in (1b) and (1c) above implies that the investment budget for year t is decided in year $t-1$, taking into account the information about the profit opportunities and capacity needs that becomes available in and up to year $t-1$. The budget is implemented in year t , when the firm hires the necessary personnel, expands its labs or purchases the necessary software or hardware to be used in the activity.

However, empirically, we digress from Mairesse and Siu's (1984) model in threefold. First, they used the change in R&D (or physical capital) levels as the indicator for desired net investment. However, the common practice in R&D investment models (including Hall, 1992; Cincera, 2003; Gugler et al., 2004) is to use R&D intensity – i.e., R&D investment as a proportion of total assets or sales. This measure not only controls for the effects of size and heteroscedasticity, but also reflects the firm's commitment to innovative activity and permits relative comparison among firms (Hambrick et al., 1983; Hoskisson and Hitt, 1988). Therefore, our dependent variable is R&D intensity, which is R&D expenditures as a ratio of total assets.

A second measurement issue in Mairesse and Siu (1984) relates to the expected change in profitability, which is proxied by the one-period holding rate-of-return – i.e., by the change in market valuation of the firm independently of the replacement cost of capital. The authors justified their choice by arguing that their measure will be equal to the percentage change in Tobin's Q , provided that firm debt is proportional to equity and that the replacement cost of the firm capital remains constant between years $t-2$ and $t-1$. Therefore, they argue that their model is related to other studies (e.g., Engle and Foley, 1975; Von Fustenber, 1977; and Summers et al., 1981) that consider Tobin's Q as a determinant of investment.

Irrespective of whether or not this is the case, we argue that Tobin's average Q should be the preferred measure for three reasons. First, the lack of consideration for replacement cost of capital is problematic if the market does not price capital correctly or the replacement cost of capital changes between $t-2$ and $t-1$. In either case, the rate-of-return proxy used for Tobin's Q by Mairesse and Siu (1984) would be mis-measured, and therefore provide unreliable information about expected future profitability. Second, the ratio of market value to replacement cost of firm capital takes into account the effect of firm size and heteroscedasticity. Third, the assumption of constant replacement costs of the firm capital is also unnecessary, as its values in both years $t-2$ and $t-1$ are observable to managers. In fact, Malkiel et al. (1979) and Chappell and Cheng (1982) both use the change in Tobin's average Q as their measure of expected profitability in their investment models.

A third measurement issue arising from the theoretical model is the use of log difference as a conventional measure of change in expected profitability or sales. We argue in favour of using a symmetric rate of growth measure that has more desirable properties compared to the conventional growth rate. This symmetric growth rate measure has become standard in analysis of establishment and firm dynamics because it not only shares some useful properties with the growth rate reflected in log differences but also accommodates

entry (newly-listed firms or listed firms that appear in the data for the first time) and exit (de-listed firms or firms that disappear for unknown reasons) (Davis and Haltiwanger, 1992; Haltiwanger et al., 2013). More specifically, this growth rate has a symmetric distribution around zero, with a minimum profitability (or Tobin's Q) growth rate of -2 when the firm exits and maximum profitability (or Tobin's Q) growth rate of +2 when the firm is new entry. The third property is that it is monotonically related to the conventional growth rate and the two are equal when the symmetric growth rate is small (Davis and Haltiwanger, 1992, p.825-826).

Therefore, equations 3.11a – c can be re-stated as follows:

$$i_t^* = RD_{i,t} - RD_{t-1} = \Delta RD_{i,t} \tag{1a'}$$

$$q_{t-1}^e = \frac{Q_{t-1} - Q_{t-2}}{\frac{Q_{t-1} + Q_{t-2}}{2}} = \frac{2(Q_{t-1} - Q_{t-2})}{(Q_{t-1} + Q_{t-2})} = \Delta Q_{i,t-1} \tag{1b'}$$

$$s_{t-1}^e = \frac{S_{t-1} - S_{t-2}}{\frac{S_{t-1} + S_{t-2}}{2}} = \frac{2(S_{t-1} - S_{t-2})}{(S_{t-1} + S_{t-2})} = \Delta S_{i,t-1} \tag{1c'}$$

Where:

$RD_{i,t}, RD_{t-1}$: R&D intensity at period t and $t-1$.

Q_{t-1}, Q_{t-2} : the value of Tobin's average Q at period $t-1$ and $t-2$.

S_{t-1}, S_{t-2} : firm's sales at period $t-1$ and $t-2$.

The baseline model deriving from Mairesse and Siu (1984) can be re-written as below:

$$\Delta RD_{i,t} = \alpha_{2i} + \beta_{21} \Delta Q_{i,t-1} + \beta_{22} \Delta S_{i,t-1} + \varepsilon_{2i,t} \tag{2}$$

However, Mairesse and Siu (1984) also suggest that the change in the desired net investment i_t^* might diverge from the actual change in investment, due to various kinds of delays occurring between the decision and the execution of investment plans, as well as an approximate proportionality of retirements to past investments. In addition, R&D investment typically behaves as though it has high adjustment costs. In fact, Hall (2002) reports that at least 50% of

R&D budgets are in the form of wages and salaries of highly qualified scientists and engineers. Therefore, firms often tend to smooth their R&D investment over time (Becker, 2015).

Bearing that in mind, the investment equation should control for lagged investment terms. Similar approach can be found in Hall (1992), Cincera (2003). Hence, equation (2) can be re-written in the level form of R&D investment with the dynamic control for the lagged dependent variable as follows.

$$RD_{i,t} = \alpha_3 i + \beta_{31} RD_{i,t-1} + \beta_{32} RD_{i,t-2} + \beta_{33} \Delta Q_{i,t-1} + \beta_{34} \Delta S_{i,t-1} + \varepsilon_{3i,t} \tag{3}$$

Then, our augmented Tobin's Q model with the new control for both intra- and inter-industry spillovers is:

$$RD_{i,t} = \alpha_4 i + \beta_{41} RD_{i,t-1} + \beta_{42} RD_{i,t-2} + \beta_{43} \Delta Q_{i,t-1} + \beta_{44} \Delta S_{i,t-1} + \beta_{45} CF_{i,t-1} + \beta_{46} S_{intra,t-1} + \beta_{47} S_{inter,t-1} + \varepsilon_{4i,t} \tag{4}$$

Where:

$CF_{i,t-1}$: the ratio between cash flow and total assets at the end of period ($t-1$).

$S_{intra,t-1}$: measures of intra-industry spillovers at period ($t-1$).

$S_{inter,t-1}$: measures of inter-industry spillovers at period ($t-1$).

$\varepsilon_{Ai,t}$: the error term

Equation (4) is a dynamic version of R&D investment model, where the first two lags of R&D intensity are controlled for the persistence of R&D data. The effect of knowledge spillovers are captured by the two coefficients β_{46} and β_{47} . A positive and significant estimated β_{46} will suggest that firms are motivated to do more innovative activities if there is high level of knowledge spillovers from other firms in the same industry, whereas a negative one will indicate that the high level of spillovers inside an industry could reduce the firm's incentive for R&D investment. Similarly, the estimated coefficient β_{47} provides information about the effect of inter-industry spillovers, to the extent of whether the knowledge spilled over from other industries have significant effect on firm R&D investment.

Equation (4) is also controlled for cash flow ratio, the main source of friction for the traditional Tobin's Q theory. The reason is that firms with high level of investment opportunity might be unable to utilize it fully because of inadequate internal cash flows when there is a considerably high wedge between internal and external finance. The cash flow ratio, a measure of internal finance, is often documented to be significant in Tobin's Q model (Fazzari et al., 1988; Blundell et al., 1992; Hall, 2002).

HETEROGENEITY CHECK

Small vs large firms' sample

The so-called "absorptive capacity" perspective, originally raised by Cohen and Levinthal (1989) suggests that the firm has to invest in R&D activities until a certain level, in order to assimilate and exploit new inventions from outside. It might be related to firm size, as large firms normally own more resources such as labs or R&D personnel to help them with that process of knowledge exploitation. However, Acs and Audretsch (1988) also confirm in their results that innovation activity for small firms responds more aggressively to a different technological and economic environment than does innovation activity for large firms.

Besides, Bloom et al. (2013) indicate the difference in the social return to R&D (from knowledge spillovers) performed by small and large firms, due to the fact that smaller firms often operate more in what they call technological "niches" – being less connected to other firms in technology space, and therefore the level of knowledge spilled over tends to be lower.

Therefore, we separate our sample using the dummy variable SME_i to control for firm size. This dummy receives the value of 1 if the firm has no more than 250 employees in all 9 years of investigation (small or medium-sized firms), and 0 otherwise (large firms). This criterion is based on the European Union classification¹. We combine small and medium-sized firms as they both account for a small proportion of our sample. Then, in order to test whether the level of externalities has different effect on R&D investment decision between large and small & medium firms, we add both this dummy variable and its interaction terms with the measures of intra- and inter-industry spillovers into our model. The specification is written as follows:

$$RD_{it} = \alpha_5 i + \beta_{51} RD_{i,t-1} + \beta_{52} RD_{i,t-2} + \beta_{53} \Delta Q_{i,t-1} + \beta_{54} \Delta S_{i,t-1} + \beta_{55} CF_{i,t-1}$$

¹ According to the European Union classification's updated version in 2003, firms are classified as 'micro' (fewer than 10 employees or a turnover of less than €2 million), 'small' (fewer than 50 employees or a turnover of less than €10 million), or 'medium' (fewer than 250 employees or a turnover of less than €50 million), and the rest are in the 'large' category.

$$\begin{aligned}
 & +\beta_{56}S_{intra,t-1} + \beta_{57}S_{inter,t-1} + \beta_{58}SME_i * S_{intra,t-1} \\
 & +\beta_{59}SME_i*S_{inter,t-1}+\beta_{5,10}SME_i+\varepsilon_{5i,t}
 \end{aligned} \tag{5}$$

In (5), what to pay attention to is the estimated coefficient β_{58} and β_{59} of the interaction terms between SME_i dummy variable and intra- and inter-industry spillovers respectively. These estimates signify whether the effect of knowledge spillovers are varied across firm size. To be more specific, the effect of intra-industry spillovers on a large firm will be the estimate of β_{56} , while on a small or medium-sized firm its value will be the sum of the estimated β_{56} and β_{58} . Similarly, the estimated coefficient β_{59} will specify whether there is a significant difference in the effect of inter-industry spillovers on large firms in comparison with its effect on small or medium-sized firms. If the effects of knowledge spillovers on small or medium-sized are stronger, then one would expect β_{58} and β_{59} to be positive and significant.

High vs low R&D-intensive firms' sample

We believe the question of whether the effects of R&D spillovers are different for high and low R&D-intensive firms is also worth studying. The null hypothesis here is that the effect of knowledge spillovers on firm's investment decision is more noticeable in highly R&D-intensive firms, as often they are more aggressive in producing and reaching the newest inventions and new technologies. Therefore, they are likely to pay more attention to the level of externalities, and their investment decision might be affected from that. To test this hypothesis, the control for high or low R&D-intensive firm is added in equation (6) below:

$$\begin{aligned}
 RD_{it} = & \alpha_{6i} + \beta_{61}RD_{i,t-1} + \beta_{62}RD_{i,t-2} + \beta_{63}\Delta Q_{i,t-1} + \beta_{64}\Delta S_{i,t-1} + \beta_{65}CF_{i,t-1} \\
 & +\beta_{66}S_{intra,t-1}+\beta_{67}S_{inter,t-1}+\beta_{68}INT_i*S_{intra,t-1} \\
 & +\beta_{69}INT_i*S_{inter,t-1}+\beta_{6,10}INT_i+\varepsilon_{it}
 \end{aligned} \tag{6}$$

Where:

INT_i : a dummy variable, which receives the value of 1 if the firm is low R&D-intensive, and 0 otherwise.

Similar to the check for firm size, what to pay attention to in equation (6) is the two coefficients β_{38} and β_{39} of the interaction terms. To be more specific, if the dummy variable INT_i equals 1, which indicates that the firm is low R&D-intensive, the total intra-industry spillovers effect is $(\beta_{36}+\beta_{38})$, in comparison with only β_{36} as its estimated effect on highly R&D-intensive firms. Similarly, the effect of inter-industry spillovers on highly R&D-intensive firms is β_{37} and on low R&D-intensive firms is $(\beta_{37}+\beta_{39})$.

Estimation issues

To address the econometric issues, it is useful to segregate the composite error term in our models as follows:

$$\varepsilon_{i,t} = u_c + u_j + d_t + v_{i,t} \tag{7}$$

Here i, j and c denote firm, industry and country respectively. The composite error term ($\varepsilon_{i,t}$) consists of time-invariant industry and country effects (u_j and u_c), year-specific effects (d_t) and an idiosyncratic error term ($v_{i,t}$).²

For the potential endogeneity issue, in line with the econometric approach from the literature on Tobin's Q theory of firm investment (Hall, 1992; Blundell et al., 1992; Cincera, 2003), we first use lagged values of our covariates to avoid simultaneity issue between these variables and the current disturbance. Second, we apply the system generalize method of moments (GMM) estimator originated by Arellano and Bond (1991) and developed by Arellano and Bover (1995) and Blundell and Bond (1998), the specific

treatment for endogeneity issue in panel data. For GMM estimates, two tests are important in assessing the reliability of results. First, it is the Hansen test for overidentification under the null hypothesis that the set of instruments is valid (Hansen, 1982). Second, we need to pay attention to the Arellano-Bond test for serial correlation (introduced by Arellano and Bond, 1991). The test is based on the first difference of the error term $\Delta\epsilon_t = \epsilon_t - \epsilon_{t-1}$. There should be autocorrelation between the first difference of the error term and its first lag (because $\Delta\epsilon_{t-1} = \epsilon_{t-1} - \epsilon_{t-2}$ has the same ϵ_{t-1}), but no correlation with its second lag ($\Delta\epsilon_{t-2} = \epsilon_{t-2} - \epsilon_{t-3}$) should be found. That is the only case we can use the second lag of variables as instrument, if not, we must go into deeper lag (Roodman, 2009).

Data

We collect data for all listed firms from *Datastream*. There seems to be no source of data comparable to *DataStream* in terms of number of markets covered and number of firms covered in each market (Ince and Porter, 2006). The 15 OECD countries are chosen based on *World Top R&D Scoreboard* provided by European Commission in 2011-2013. Our period of investigation spans from 2005 to 2013. We drop from our sample firms with zero or missing R&D data in all 9 years of investigation, in order to focus on the active-R&D firms only. In addition, for the reliability of our GMM estimates, we apply the restriction of five consecutive years of data for our main variables: R&D intensity and Tobin's average Q. To deal with extreme outliers, we also exclude 1% highest values of R&D intensity and cash flow ratio, or any observation with the value of average Tobin's Q greater than 10 (Gilchrist and Himmelberg, 1995)¹. As a result, the preliminary sample contains 3,718 manufacturing firms with 31,493 firm-year observations.

We apply three measures of knowledge spillovers, in order to test its effect in our augmented Tobin's Q model. The first two are the simple unweighted measures of intra- and inter-industry spillovers, in which all other firms in the same industry or all other industries are treated equally as the sources of externalities spilled over to the investigated firm. The third measure is the patent weighted inter-industry spillovers, which is constructed based on the patent citations data. To be more specific, the "technological distance" is calculated for each pair of 2-digit SIC industries using the number of patent citations collected from the European Patent Office

(EPO) through EPO Worldwide Patent Statistical Database (Patstat). To be consistent with our approach that the firm considers its investment budget for the period t at the end of the previous period $t-1$, all three measures of knowledge spillovers will be lagged one period.

Suppose the investigated firm i is from industry k . These three measure of intra- and inter-industry spillovers for firm i are specified as below:

$$S_{intra,t-1} = \log\left(\sum_{j \neq i} RD_{j,t-1}\right) \quad (4)$$

Where:

$RD_{j,t-1}$: R&D expenditure of all firm j in the same industry k with the investigated firm i at period $(t-1)$.

$$S_{inter,t-1}^1 = \log\left(\sum_{l \neq k} RD_{l,t-1}\right) \quad (5)$$

While calculating the first two unweighted measures of knowledge spillovers: $S_{intra,t-1}$ and

¹ Details of our variables are provided in the Appendix.

Where:

$RD_{l,t-1}$: total R&D expenditure of all other industries l except the industry k of the investigated firm i at period $(t-1)$.

The second measure of inter-industry spillovers is constructed with the patent citation weight:

$$S_{inter,t-1}^2 = \log(\sum_{l \neq k} RD_{l,t-1} * \frac{p_{kl}}{p_k}) \tag{6}$$

Where:

p_{kl} : Number of patent citations from industry k to industry l .

p_k : total number of patent citations from industry k .

$S_{inter,t-1}^1$ are straight forward, the task of constructing the third measure using patent citation matrix between 20 2-digit SIC industries in our sample contains several steps. First, it is attributable to an issue of different industry codes between financial and patent databases. While Worldscope and Datastream use mainly the Standard Industry Classification (SIC) code, most of the patent databases use the International Patent Classification (IPC) code. Hence, the IPC-SIC concordance is required. Second, we aggregate the patent citations data to 2-digit SIC industry-level. After having the patent spillover matrix, we merge it with our dataset using the same variable sic_2digit. More details of the patent citation database and the IPC-SIC concordance are presented in the Appendix.

Table 1: Summary statistics of main variables in this chapter

| Variable | Obs. | Mean | Std.Dev. | Min | Max |
|------------------------------------|-------|---------|----------|---------|---------|
| Rd_intensity | 31179 | 0.0645 | 0.1311 | 0 | 1.2958 |
| Growth rate of average Q | 23282 | -0.0410 | 0.3658 | -1.7775 | 2 |
| Cash flow ratio | 30859 | 0.0428 | 0.2407 | -2.8029 | 0.3605 |
| Growth rate of sales | 23669 | 0.0575 | 0.3783 | -2 | 2 |
| Intra-ind SPO | 31493 | 17.0870 | 1.6935 | 7.9266 | 18.7919 |
| Unweighted inter-industry SPO | 31493 | 19.6238 | 0.1893 | 19.2302 | 19.9647 |
| Patent-weighted inter-industry SPO | 31493 | 17.7092 | 0.3623 | 16.9916 | 18.4598 |
| Small or medium-sized (SME) | 31209 | 0.3549 | 0.4785 | 0 | 1 |
| Low R&D-intensive (INT) | 31493 | 0.5858 | 0.4926 | 0 | 1 |

An evident pattern in Table 1 is that the distribution of R&D intensity is strongly skewed to the right – with the skewness level is 4.62. This is in line with the empirical patterns reported in the literature (Klette et al., 2004; Ugur et al., 2016).

4. EMPIRICAL RESULTS

Table 2 provides results of our augmented Tobin’s Q model with both intra- and inter-industry spillovers. The first column of table 2 presents results with the unweighted intra- and inter-industry spillovers, while in the second column the unweighted inter-industry spillovers is replaced by the patent citations weighted one..

Table 2: System GMM results on augmented Tobin’s Q model with knowledge spillovers

| Model | (1) | (2) |
|---|------------------------|------------------------|
| R&D intensity (lag 1) | 0.4029*** (0.0783) | 0.3992*** (0.0788) |
| R&D intensity (lag 2) | 0.0501 (0.0346) | 0.0492 (0.0346) |
| Growth rate of Tobin's Q (lag 1) | 0.0311*** (0.0105) | 0.0310*** (0.0104) |
| Intra-industry spillovers (lag 1) | 0.0016* (0.0009) | 0.0045*** (0.0008) |
| Unweighted inter-industry spillovers (lag 1) | -0.0653*** (0.0178) | |
| Patent weighted inter-industry spillovers (lag 1) | | -0.0167*** (0.0039) |
| Cash flow (lag 1) | 0.1106** (0.0451) | 0.1112** (0.0452) |
| Growth rate of sales (lag 1) | 0.0203 (0.0128) | 0.0202 (0.0127) |
| Country effects | No | Yes |
| Year effects | Yes | Yes |
| Number of Observations | 22809 | 22809 |
| Number of firms | 3621 | 3621 |
| Number of instruments | 50 | 50 |
| AR(1) | 0.000 | 0.000 |
| AR(2) | 0.4823 | 0.4813 |
| Hansen test (P value) | 0.8808 | 0.8814 |
| Different in Hansen test (level equation) | 0.922 | 0.918 |

Note: the coefficient estimate appears first, and the standard errors are in parentheses. ***, ** and * indicate the level of significant at 1, 5 and 10% respectively. All regressions include a constant. The instruments selection process is based on Kiviet et al. (2016). (1) is with the unweighted measure of inter-industry spillovers, while (2) is with the patent weighted one.

It can be seen from Table 2 that the one-period-ahead growth rate of Tobin's average Q, our proposed measure of the expected profitability has positive and significant effect on firm R&D investment decision. This results confirms the importance of expectation about future profitability on managerial incentive for R&D investment. On the other hand, Table 2 shows that the one-period-ahead growth rate of sales, our measure of expected capacity need, has a positive but insignificant effect in system GMM estimation. This result is in line with our expectation about the less relevant role of capacity need on R&D investment, which has also been reported recently by Aghion et al. (2012) and Guney et al. (2017). This is due to the fact that R&D investment is often carried out with the aim of improving the quality of products, hence it might be less influenced by a change in capacity need as in the case of physical capital investment.

With regard to R&D spillovers, consistent with results from Harhoff (2000) and Capron and Cincera (2001), our findings from Table 2 provide support for the notion that R&D spillovers inside the industry

actually encourages the incentives for firm R&D investment. Our estimated coefficient of the intra-industry spillovers is positive and highly significant at 1% level. In other words, the firms are likely to react positively to the level of R&D spillovers from their direct competitors in the same industry. Concerning the inter-industry spillovers, our results suggest that the unweighted measure seems to exaggerate the negative effect of inter-industry

spillovers, and the patent weighted measure is more appropriate in explaining the true relationship between industries.

Results from Table 2 address the problem at the heart of the literature on knowledge spillovers, in which there are two distinct types of spillover effects on the firm's research effort. On the one hand, the knowledge (spillover) pool from the R&D investment of other firms plays a role as a source of knowledge to be emulated, and hence it reduces the cost of investment for the spillover-recipient firm, for instance by avoiding any duplicated research. Hence, even though a large knowledge pool might appear to increase the firm's productivity, it might in fact decrease the level of the firm's R&D investment. On the other hand, the knowledge (spillover) pool might be a source of creative destruction and/or 'market-stealing' effects, in which either the spillover-recipient firm's own knowledge and technologies become obsolete, or its desire to overcome the existing leaders and steal their market share might induce its managers to engage in R&D activities, or both. If that is the case, the spillover-recipient firm might actually increase its R&D investment as a response to any increase in the knowledge (spillover) pool from the R&D investment of others. Despite the fact that the presence of knowledge spillovers has been confirmed by a number of studies, there has been little work on such a debate.

In this paper, by documenting the opposite effects of intra- and inter-industry spillovers, we indicate that the solution to this debate does indeed lie in the consideration of different types of spillovers. The positive relationship between knowledge spillovers and the firm's research effort, as a result of either creative destruction and/or 'market-stealing' effects, is found to be dominated by intra-industry spillovers, the type of knowledge spilled over from direct competitors of the spillover-recipient firm, whereas with regard to the knowledge spilled over from outside the industry of the spillover-recipient firm, the negative externality (emulation) effects seem to outweigh the creative destruction and/or 'market-stealing' effects.

Besides, the persistence of firm R&D investment is also documented in Table 2, where the first lag of R&D intensity has a significantly positive effect on contemporaneous value. The cash flow ratio, in line with the literature, also shows its importance in determining the optimal level of firm R&D investment. Its effect is positive and statistically significant in both estimations.

The diagnostic tests confirm the reliability of system GMM estimates. The Hansen test indicates that we cannot reject the null hypothesis of valid set of instruments at 5% level of significance, while the Arellano-Bond test confirms the existing serial correlation at the first order, but reject it at the second order of the difference in error term.

Large and small firms

Then, we test the robustness of our results with the control for firm size. Acs et al. (1994) postulate the notion that small firms are often the recipients of R&D spillovers and such R&D spillovers are crucial in promoting their innovative activities. In order to test whether the effect of both intra- and inter-industry spillovers are varied with firm size, we re-estimate the model with the presence of a dummy variable *SME_i* and its interactions with both intra- and inter-industry spillovers measures. This dummy variable receives value of unity if the firm has less than 250 employees (small or medium-sized firm), and 0 otherwise, following the criterion from the European Union classification. Results are presented in Table 3 below.

Table 3: Heterogeneity check with firm size

| Model | (1) | (2) |
|--|------------------------|------------------------|
| R&D intensity (lag 1) | 0.4254*** (0.0802) | 0.4227*** (0.0808) |
| R&D intensity (lag 2) | 0.0349 (0.0353) | 0.0355 (0.0355) |
| Growth rate of Q (lag 1) | 0.0318*** (0.0105) | 0.0322*** (0.0106) |
| Intra-industry spillovers (lag 1) | -0.0004 (0.0010) | 0.0021*** (0.0006) |
| <i>SME</i> * Intra-industry spillovers | 0.0060*** (0.0014) | 0.0055*** (0.0012) |
| Unweighted inter-industry spillovers (lag 1) | -0.0459*** (0.0144) | |
| <i>SME</i> * Unweighted inter-industry spillovers | -0.0322*** (0.0087) | |
| Patent weighted inter-industry spillovers (lag 1) | | -0.0061*** (0.0021) |
| <i>SME</i> * Patent weighted inter-industry spillovers | | -0.0280*** (0.0068) |
| Cash flow (lag 1) | 0.1251*** (0.0450) | 0.1255*** (0.0454) |
| Growth rate of sales (lag 1) | 0.0155 (0.0128) | 0.0158 (0.0128) |
| <i>SME</i> (Small or medium-sized firm) | 0.5877*** (0.1669) | 0.4409*** (0.1122) |

| | | |
|---|-------|-------|
| Country effects | Yes | Yes |
| Year effects | Yes | Yes |
| Number of Observations | 22674 | 22674 |
| Number of firms | 3589 | 3589 |
| Number of instruments | 53 | 53 |
| AR(1) | 0.000 | 0.000 |
| AR(2) | 0.396 | 0.400 |
| Hansen test (P value) | 0.659 | 0.681 |
| Different in Hansen test (level equation) | 0.684 | 0.712 |

Note: the coefficient estimate appears first, and the standard errors are in parentheses. ***, ** and * indicate the level of significant at 1, 5 and 10% respectively. All regressions include a constant. The instruments selection process is based on Kiviet et al. (2016). (1) is with the unweighted measure of inter-industry spillovers, while (2) is with the patent weighted one.

Similar to Table 2, column (1) of Table 3 provides results with the unweighted measure of inter-industry spillovers, while the patent weighted measure is used in results of column (2).

From Table 3, it can be seen that there are noticeable differences for the results of our model regarding to firm size. First, the estimated coefficient of the dummy variable SME_i is positive and highly significant in both estimations, which means that in our dataset, small and medium-sized firms are more engaged in R&D investment than larger firms.

More importantly, our results provide support to Acs et al. (1994) by confirming that both intra- and inter-industry spillovers effect are much more recognizable for small and medium-sized firms. For column (2) of the estimation with patent weighted inter-industry spillovers, the total estimated coefficient ($\beta_{26} + \beta_{28}$) of intra-industry spillovers on small and medium-sized firms is 0.0076 and highly significant, almost as four times as its effect on large firms (the estimated coefficient β_{26} is only 0.0021). In addition, it can be seen from column (2) of Table 3 that the effect of inter-industry spillovers on all firms is negative and highly significant, even though in terms of magnitude its absolute estimated coefficient is also much higher for small and medium-sized firms than for large firms (0.0341 and 0.0061 respectively). Again, in comparison with results from column (1), the unweighted measure of inter-industry spillovers seems to exaggerate its effect, and the patent weighted measure is better in explaining the true relationship between industries.

These other results from Table 3 above are consistent with the previous findings: the effect of expected profitability, the past investment (lag 1) and cash flow ratio are positive and statistically significant, while the expectation about capacity need does not contribute significantly to the explanatory power of the model.

The test results also indicate the validity of our estimates, as it supports the use of sys-GMM estimator and shows the satisfaction of our set of instruments for all the requirements from this estimator.

High vs low R&D-intensive firms

Next, we control for another firm characteristics: whether the firm is high or low R&D-intensive. It is reasonable to consider that high-tech, R&D-intensive firms are more likely to exploit knowledge spilled over from externalities, because of their existing “absorptive capacity” from their own R&D investment (Cohen and Levinthal, 1989; Moen, 2005). Klette (1994) also suggests that technologically advanced firm

seems to experience a predominantly positive spillover effect. Hence, the dummy variable INT_i is added here to control for the level of R&D-intensive. It receives the value of 1 if the firm has no observation with R&D intensity higher than the average R&D intensity of its 2-digit SIC industry over the whole period of investigation 2005-2013 (low R&D-intensive firms), and 0 otherwise. In more details, 2175 firms are categorized as low R&D-intensive in our sample, whereas 1543 firms are in the high R&D-intensive category. Similar to the test above for firm size, the interaction terms between the dummy INT_i and both measures of intra- and inter-industry spillovers are included in our model. Results of two specifications with unweighted and patent weighted measures of inter-industry spillovers are in Table 4 below.

Table 4: Heterogeneity check with high/low R&D-intensive firms

| Model | (1) | (2) |
|---|------------------------|------------------------|
| R&D intensity (lag 1) | 0.4188*** (0.0796) | 0.4244*** (0.0801) |
| R&D intensity (lag 2) | 0.0336 (0.0348) | 0.0374 (0.0353) |
| Growth rate of Q (lag 1) | 0.0279*** (0.0105) | 0.0284*** (0.0105) |
| Intra-industry spillovers (lag 1) | 0.0076*** (0.0013) | 0.0119*** (0.0021) |
| INT * Intra-industry spillovers | -0.0113*** (0.0022) | -0.0110*** (0.0021) |
| Unweighted inter-industry spillovers (lag 1) | -0.1313*** (0.0262) | |
| INT * Unweighted inter-industry spillovers | 0.0575*** (0.0094) | |
| Patent weighted inter-industry spillovers (lag 1) | | -0.0506*** (0.0099) |
| INT * Patent weighted inter-industry spillovers | | 0.0447*** (0.0084) |
| Cash flow (lag 1) | 0.0942** (0.0453) | 0.0974** (0.0452) |
| Growth rate of sales (lag 1) | 0.0154 (0.0127) | 0.0154 (0.0127) |
| INT (Low R&D-intensive firm) | -0.9831** (0.1650) | -0.6516*** (0.1266) |
| Country effects | Yes | Yes |
| Year effects | Yes | Yes |
| Number of Observations | 22809 | 22809 |
| Number of firms | 3621 | 3621 |

| | | |
|---|-------|-------|
| Number of instruments | 53 | 53 |
| AR(1) | 0.000 | 0.000 |
| AR(2) | 0.356 | 0.380 |
| Hansen test (P value) | 0.791 | 0.801 |
| Different in Hansen test (level equation) | 0.764 | 0.761 |

Note: the coefficient estimate appears first, and the standard errors are in parentheses. ***, ** and * indicate the level of significant at 1, 5 and 10% respectively. All regressions include a constant. For OLS estimation, we use robust standard errors. For system GMM estimation, the instruments selection process is based on Kiviet et al. (2016). (1) is with the unweighted measure of inter-industry spillovers, while (2) is with the patent weighted one

1. Table 4 above also documents several differences in the results for high and low R&D-intensive firms. First, the intra-industry spillovers effect, even though significant, is extremely higher for highly R&D-intensive firms than low R&D-intensive firms (the estimated coefficients of 0.0119 and 0.0009 respectively in column (2) of table 7). Second, column (2) of Table 4 also indicates that the innovative effort of low R&D-intensive firms suffer less from the negative impact of inter-industry spillovers. For the patent weighted measure of inter-industry spillovers, the actual effect of inter-industry spillovers on low R&D-intensive firms (the sum of estimated coefficients β_{37} and β_{39}), even though significant, is only -0.0059, in comparison with -0.0506 for highly R&D-intensive firms. Overall, both intra-industry and inter-industry spillovers have less effects on managerial incentives for R&D investment if the firm is categorized as low R&D-intensive in our sample.

CONCLUSION

The level of externalities has recently been considered to have strong effect on the optimal level of R&D investment at firm-level (Nieto and Quevedo, 2005; Bloom et al, 2013), due to mainly its harmful influence on the profits of invention and new products. With the increasing level of applied technologies nowadays, ignoring the effect of spillovers could be a problem for any model of firm's investment in general or investment in R&D activities in particular.

To address this issue, we test the effect of both intra- and inter-industry spillovers in an augmented Tobin's Q framework, taken and developed from Mairesse and Siu (1984). The former specifies the level of knowledge spillovers inside the industry, or, in other words, from the firm's direct competitors. Since these firms share the same line of products, their technologies and inventions can be highly relevant to each other. The latter, on the other hand, reflects the effect of knowledge spilled over from outside the industry. Empirically, we apply three measures of knowledge spillovers: the unweighted intra- and inter-industry spillovers and the patent weighted inter-industry spillovers based on the data of patent citations from Patstat database.

Utilizing the system GMM method of estimation on a rich data set of 3,718 manufacturing firms from 15 OECD countries over the 2005-2013 period, we report some valuable findings. First, our results confirm that the growth rate of Tobin's average Q, our proposed measure of expected future profitability and investment opportunity, has positive and significant effect on firm R&D investment. On the other hand, the expected capacity, reflected by the growth rate of sales, does not contribute significantly to the model. It might be attributable to the fact that R&D investment often aim at improving the quality of products, hence it might be less affected by a change in capacity need as physical capital investment. Similar insignificant relationship between R&D investment and the growth rate of sales are also documented by Aghion et al. (2012) and Guney et al. (2017).

With regards to R&D spillovers, our findings show that both intra- and inter-industry spillovers have significant effect on firm R&D investment. However, the actual effects are more complicated than the commonly accepted - negative impact of spillovers so far. In fact, our results show that this negative impact can only be found for inter-industry spillovers, while the knowledge (spillover) pool from inside the industry seems to be a source of creative destruction and/or ‘market-stealing’ effects, which actually increase the spillover-recipient firm’s incentive for R&D investment. In other words, the different types of knowledge spillovers are indeed important in studying the effect of knowledge spillovers on firm R&D investment.

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Appendix

R&D intensity: defined as the ratio between R&D expenditure (Datastream item WC08001) and the lagged value of total assets (Datastream item WC02999), served as our dependent variable. This variable is widely used in the literature as one of the measures of innovation input which reflects the intensive level of firm in engaging to its R&D activity (Kor, 2006; Hillier et al, 2011).

Tobin's Q: Following Chung and Pruitt (1994), we use the average measure of Tobin's Q, calculated as the ratio of the market value to the book value of the firm's total assets. We define market value as the sum of the common stocks' value (Datastream item WC08001) with the book value of preferred stock (Datastream item WC03451) and the book value of total debt (Datastream item WC03255).

Cash flow ratio:

The ratio between cash flow and total assets (Datastream item WC02999). One remark should be noted here is that in line with the literature, we add back 60% of R&D expenditure to cash flow, as internal finance is often considered as the main source of finance for long-term investment like R&D activities.

Sales: net sales or revenues (Datastream item WC01001).

IPC-SIC concordance from Silverman

We use the concordance that links the International Patent Classification (IPC) system to the SIC system at the 4-digit SIC level developed by Brian Silverman. This concordance has been widely used by scholars (Silverman, 1999; McGahan and Silverman, 2001; Mowery and Ziedonis, 2001; etc.). The concordance and a detailed explanation on how it was constructed are available online at www.rotman.utoronto.ca/silverman. It is important to keep in mind that the IPC-SIC code is not one-to-one. Silverman's concordance assigns multiple IPCs to each SIC and vice versa. In addition, in congruent with our empirical approach, we aim at constructing the matrix of patent citations at 2-digit SIC industry-level. Therefore, this issue is even more severe after the data aggregation. To deal with it, we use the variable *usefreq* (from the same concordance file) to select the most important SIC code for each IPC. This variable reflects the frequency with which patents assigned to one IPC are also assigned to a specific SIC of use. I restrict the value of *usefreq* variable to be bigger than 10%, and drop all the IPC-SIC observations which cannot satisfy this condition. These arrangements are likely to introduce some measurement errors for our measure. Overall, table 5.1 shows the number of IPCs to each 2-digit SIC manufacturing industry:

Table 2: IPC-SIC Silverman's concordance with 10% usefreq restriction

| SIC 2-digit | Industry name | Number of IPCs from Silverman's concordance |
|-------------|---|---|
| 20 | Food and Kindred Products | 19 |
| 21 | Tobacco Products | 5 |
| 22 | Textile Mill Products | 15 |
| 23 | Apparel And Other Finished Products Made from Fabrics and Similar Materials | 5 |
| 24 | Lumber and Wood Products, Except Furniture | 12 |
| 25 | Furniture and Fixtures | 3 |
| 26 | Paper and Allied Products | 20 |
| 27 | Printing, Publishing, and Allied Industries | 12 |
| 28 | Chemicals and Allied Products | 45 |
| 29 | Petroleum Refining and Related Industries | 7 |
| 30 | Rubber and Miscellaneous Plastics Products | 18 |
| 31 | Leather and Leather Products | 8 |

| | | |
|----|---|-----|
| 32 | Stone, Clay, Glass, and Concrete Products | 6 |
| 33 | Primary Metal Industries | 12 |
| 34 | Fabricated Metal Products, Except Machinery and Transportation Equipment | 29 |
| 35 | Industrial and Commercial Machinery and Computer Equipment | 81 |
| 36 | Electronic and other Electrical Equipment and Components, Except Computer Equipment | 77 |
| 37 | Transportation Equipment | 75 |
| 38 | Measuring, Analysing, and Controlling Instruments | 12 |
| 39 | Miscellaneous Manufacturing Industries | 7 |
| | | 468 |

From table 2, the 2-digit SIC industries with highest number of IPC equivalent are Industrial and Commercial Machinery and Computer Equipment (SIC 35); Electronic and other Electrical Equipment and Components (SIC 36) and Transportation Equipment (SIC 37). The industries with lowest number of IPC equivalent are Furniture and Fixtures (SIC 25), Tobacco Products (SIC 21) and Apparel and other Finished Products Made from Fabrics and Similar Materials (SIC 23).

Patent citation data from Patstat

Since we aim to conduct the patent citation matrix for 15 OECD countries, the best option of patent database is the Worldwide Patent Statistical Database (Patstat) maintained and distributed by the European Patent Office (EPO). Patstat offers wide patent characteristics (including information on title and abstract of a patent application, filing and publication dates of the application, names and origin of the inventors and applicants, and the technological domain of the application according to the international patent classification IPC) and citations of around 74 million records from more than 100 patent offices all over the world (Benz et al., 2015; De Rassenfosse et al., 2014). The data was collected from Patstat Online, version of Autumn 2017.

In order to download the data from Patstat database, the Structured Query Language (SQL) is applied⁴. Following Branstetter (2001), we assume that an industry's position in technology space is effectively fixed in short term. Therefore, we collect a single number of patent citations for each pair 2-digit SIC industries in our sample for the whole 2005-2013 period of

4 Many introductory courses to SQL are freely available online, including one on the EPO website. Specifically, our learning of SQL coding is taught and supported by Dr Geert Boedt from EPO. We deeply appreciate his help upon the task.

investigation. Also, one remark should be noted here is that we consider the whole 15 OECD developed countries as a single market, due to the fact that most of the firms in our sample are multinational corporations and it is implausible to limit their activities inside a specific country.

We compute patent citations at the family level. This is the way Patstat database resolves issues over patent family members and allows researchers to distinguish between multiple applications for the same inventions in several patent offices (Karvonen and Kassi, 2013). More specifically, we use the DOCDB patent family provided in Patstat database which groups all the applications with exactly the same priorities (Paris Convention or technical relation or others). We also exclude self-citations.

After few steps of manipulation, the final spillover matrix based on patent citations data for 20 SIC 2-digit manufacturing industries is presented in table 3 below.

Each element in the matrix refers to the proportion of citations from a 2-digit SIC industry to another. For instance, the first value of second row is 0.1066, which means that 10.66% of total number of citations from industry 21 is to industry 20.

Table 3: Knowledge spillovers – Patent citations Matrix

| Sic_2digit | 20 | 21 | 22 | 23 | 24 | 25 | 26 | 27 | 28 | 29 | 30 | 31 | 32 | 33 | 34 | 35 | 36 | 37 | 38 | 39 |
|------------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 20 | | 0.01883 | 0.01138 | 0.00163 | 0.01851 | 0.00061 | 0.02721 | 0.00485 | 0.43958 | 0.01335 | 0.13814 | 0.00519 | 0.01349 | 0.00550 | 0.03324 | 0.14215 | 0.07818 | 0.03210 | 0.00190 | 0.01414 |
| 21 | 0.10660 | | 0.06242 | 0.00159 | 0.01837 | 0.00092 | 0.16750 | 0.00403 | 0.20472 | 0.01373 | 0.10007 | 0.01605 | 0.00653 | 0.00470 | 0.03808 | 0.08335 | 0.09415 | 0.03869 | 0.00598 | 0.03252 |
| 22 | 0.00350 | 0.00485 | | 0.00688 | 0.01475 | 0.01281 | 0.06607 | 0.00582 | 0.16892 | 0.00552 | 0.33838 | 0.01654 | 0.03923 | 0.00362 | 0.04788 | 0.04203 | 0.13491 | 0.06414 | 0.00110 | 0.02306 |
| 23 | 0.00256 | 0.00062 | 0.02675 | | 0.09063 | 0.03891 | 0.00351 | 0.00177 | 0.01502 | 0.00203 | 0.05925 | 0.00827 | 0.01788 | 0.00302 | 0.06814 | 0.10829 | 0.18323 | 0.29280 | 0.00085 | 0.07647 |
| 24 | 0.00784 | 0.00170 | 0.01680 | 0.02408 | | 0.05894 | 0.01919 | 0.00392 | 0.07313 | 0.00374 | 0.07702 | 0.01499 | 0.00862 | 0.00207 | 0.08179 | 0.23080 | 0.21896 | 0.11161 | 0.00122 | 0.04358 |
| 25 | 0.00082 | 0.00034 | 0.02678 | 0.01758 | 0.07144 | | 0.00239 | 0.00109 | 0.00808 | 0.00078 | 0.05820 | 0.02341 | 0.00218 | 0.00095 | 0.01565 | 0.07237 | 0.07349 | 0.58090 | 0.00092 | 0.04266 |
| 26 | 0.01672 | 0.03648 | 0.10443 | 0.00223 | 0.02428 | 0.00242 | | 0.02189 | 0.22089 | 0.01004 | 0.25466 | 0.00846 | 0.01939 | 0.00322 | 0.04758 | 0.06518 | 0.08945 | 0.02875 | 0.00104 | 0.04289 |
| 27 | 0.00038 | 0.00006 | 0.00171 | 0.00013 | 0.00050 | 0.00009 | 0.00262 | | 0.15671 | 0.00102 | 0.10298 | 0.00029 | 0.01281 | 0.00125 | 0.03460 | 0.08730 | 0.58069 | 0.00560 | 0.00232 | 0.00895 |
| 28 | 0.02398 | 0.00237 | 0.02260 | 0.00048 | 0.00991 | 0.00056 | 0.02192 | 0.05774 | | 0.07903 | 0.31036 | 0.00295 | 0.02180 | 0.01133 | 0.07476 | 0.05280 | 0.25889 | 0.02927 | 0.00786 | 0.01139 |
| 29 | 0.00979 | 0.00154 | 0.00458 | 0.00038 | 0.00413 | 0.00015 | 0.01202 | 0.00239 | 0.60448 | | 0.08721 | 0.00042 | 0.00750 | 0.02053 | 0.05379 | 0.06898 | 0.05837 | 0.06153 | 0.00072 | 0.00149 |
| 30 | 0.00698 | 0.00120 | 0.04655 | 0.00160 | 0.00997 | 0.00372 | 0.02296 | 0.03985 | 0.31969 | 0.01192 | | 0.00835 | 0.03197 | 0.00778 | 0.05301 | 0.08933 | 0.23146 | 0.07465 | 0.01157 | 0.02743 |
| 31 | 0.00457 | 0.00264 | 0.06527 | 0.00832 | 0.02760 | 0.02965 | 0.00907 | 0.00318 | 0.06291 | 0.00221 | 0.18622 | | 0.00451 | 0.00150 | 0.04403 | 0.11733 | 0.15441 | 0.09822 | 0.02426 | 0.15411 |
| 32 | 0.00506 | 0.00035 | 0.02395 | 0.00250 | 0.00565 | 0.00070 | 0.01011 | 0.03524 | 0.10677 | 0.00442 | 0.18545 | 0.00147 | | 0.01161 | 0.09005 | 0.08396 | 0.36636 | 0.04132 | 0.00592 | 0.01913 |
| 33 | 0.00258 | 0.00058 | 0.00494 | 0.00154 | 0.00278 | 0.00087 | 0.00502 | 0.00698 | 0.16357 | 0.03462 | 0.10795 | 0.00069 | 0.02643 | | 0.23055 | 0.11817 | 0.16525 | 0.11777 | 0.00179 | 0.00794 |
| 34 | 0.00264 | 0.00132 | 0.01564 | 0.00240 | 0.00942 | 0.00155 | 0.00877 | 0.02266 | 0.12602 | 0.00988 | 0.10118 | 0.00276 | 0.02759 | 0.01720 | | 0.13907 | 0.41785 | 0.07577 | 0.00370 | 0.01459 |
| 35 | 0.00234 | 0.00034 | 0.00189 | 0.00127 | 0.00661 | 0.00146 | 0.00177 | 0.01187 | 0.01642 | 0.00287 | 0.02108 | 0.00187 | 0.00432 | 0.00224 | 0.02997 | | 0.74899 | 0.09983 | 0.00435 | 0.04051 |
| 36 | 0.00095 | 0.00034 | 0.00476 | 0.00163 | 0.00561 | 0.00108 | 0.00203 | 0.04384 | 0.06310 | 0.00195 | 0.05504 | 0.00185 | 0.01678 | 0.00261 | 0.07765 | 0.58466 | | 0.07235 | 0.00760 | 0.05616 |
| 37 | 0.00177 | 0.00052 | 0.01028 | 0.01324 | 0.01073 | 0.04790 | 0.00245 | 0.00304 | 0.03682 | 0.00957 | 0.09512 | 0.00558 | 0.00880 | 0.00872 | 0.08080 | 0.30895 | 0.32329 | | 0.00217 | 0.03025 |
| 38 | 0.00073 | 0.00052 | 0.00155 | 0.00032 | 0.00214 | 0.00082 | 0.00122 | 0.01310 | 0.11056 | 0.00115 | 0.14031 | 0.00938 | 0.01233 | 0.00137 | 0.02680 | 0.20508 | 0.41686 | 0.02148 | | 0.03429 |
| 39 | 0.00145 | 0.00082 | 0.00816 | 0.00820 | 0.01132 | 0.00947 | 0.00709 | 0.00613 | 0.02841 | 0.00048 | 0.07505 | 0.01825 | 0.00587 | 0.00152 | 0.01848 | 0.30777 | 0.41924 | 0.06500 | 0.00731 | |

(Source: Patstat database)

SPATIAL DEPENDENCE IN FOREIGN DIRECT INVESTMENT AND GROWTH PROCESS IN VIETNAM: POLICY OR GEOGRAPHY?

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Abstract: Existing studies on Vietnamese provinces (e.g., Anwar and Nguyen, 2010) tend to assume that province-specific growth is independent of that in its neighbours. However, many studies analysing regional economic growth in China, Brazil and Mexico report the existence of spatial spill-over effects. This paper investigates whether this is the case for 60 Vietnamese provinces for the time-period 1999-2010, using a system-GMM estimator and a Solow growth model augmented with human and physical capital and spatial lag covariates. We report that spatial dependence is a significant determinant of growth and conditional convergence in Vietnamese provinces. We also demonstrate that the rate of convergence decreases as the distance between neighbouring provinces increases. Given these findings, we recommend testing for spatial dependence in growth models for Vietnam and beyond to avoid omitted variable bias and inform evidence-based regional policies that take account of spatial externalities.

Keywords: Economic growth; spatial dependence; regional convergence, GMM

1. INTRODUCTION

As indicated by Fingleton and López-Bazo (2006), spatial dependence between growth processes of sub-national units may be due to two types of externalities: (a) externalities associated with random shocks (captured by spatial error models) originating in neighbouring regions; and (b) externalities associated with the growth rates of neighbouring regions (captured by spatial-lag models). Spatial-error models assume that a region's movement away from the steady state is a function of both region-specific shocks and other 'spill-over' shocks from other regions, after controlling for initial income and other determinants of growth. In this case, spatial dependence plays only a minor role in the long-run growth process. In the spatial-lag model, however, spatial dependence plays a substantive role because it captures technological diffusion and pecuniary externalities.

Vietnam presents an interesting case for studying economic growth at sub-national level for a number of reasons. First, its income per capita nearly quadrupled from 1990 to 2015. Second, this growth performance on average masks significant differences in per-capita income growth across provinces or geographic regions. Third, there is evidence of relatively lower per-capita income levels in Northern provinces, compared to their peers closer to main economic hubs. Despite these spatial variations, the impact of spatial spill-overs on economic growth in Vietnamese provinces has not been addressed by existing studies (e.g., Anwar and Nguyen, 2010). This trend is also in contrast to increased number studies that report evidence of spatial externalities in the economic growth performance of sub-national units in China, Brazil, Mexico and the European Union.

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Given this research landscape, we draw on an augmented Solow growth model to address two related questions: (i) is convergence observable among Vietnamese provinces in term of per-capita income? and (ii) to what extent do spatial externalities play a role in the convergence process? Addressing these questions, will also: (a) verify the type of spatial dependence in the growth processes of Vietnamese regions; and (b) establish the implications for parameter estimates and convergence rates among provinces at different cut-off points for the distance between provinces. To achieve these objectives, we use Generalised Method of Moments (GMM) for estimating the determinants of economic growth in Vietnamese provinces for the period from 1999 to 2010. In addition, we compare the GMM results with those of pooling, between effects and maximum likelihood (ML). Finally, we check whether spatial dependence weakens as the distance between provinces increases. We report that spatial dependence between provinces reflect pecuniary externalities and plays a substantive role in the long-run growth of Vietnamese provinces. The strength of spatial dependence increases and the rate of convergence decreases as the distance between provinces increases. Overall, failure to control for spatial dependence leads to incorrect parameter estimates and implies lack of convergence even though the latter exists. Furthermore, we present that physical capital, human capital and population growth are significant determinants of economic development in provinces. Finally, empirical results remain robust to using higher threshold in constructing the distance matrix.

2. LITERATURE REVIEW

Whether regions converge or diverge in per capita income remains an important issue in economics. In the debate, convergence is defined as a process whereby temporary disparity in per capita income between regions (or countries) decreases as the local units move towards a long-run equilibrium state. The speed of convergence between regions depends on how far poorer regions are away from their initial income level and on the extent of diminishing returns to capital in richer regions where the capital-labour ratio is higher.

However, conventional growth regressions have tended to assume that observations of regional growth are independent. This is, despite evidence that regional income growth rates may exhibit spatial dependence – as Abreu et al. (2004) have demonstrated in their review of more than 50 growth regression studies that rely on spatial regression methods. These studies report that regional characteristics have both direct and indirect effects on the incomes of own region and other regions. Another strand of the literature on ‘new economic geography’ draws attention to increasing returns within a theoretical framework with microeconomic foundations (Fujita, Venables and Krugman, 1999) and demonstrates that the economic surrounding of a region affects its economic development. A poor (rich) region surrounded by poor (rich) regions tends to remain relatively poor but a poor region surrounded by richer regions tends to achieve a higher level of economic development. Such patterns have been highlighted for European regions by Le Gallo (2004), who reports that the poor European regions in Southern Europe are caught in a poverty trap.

Such spatial patterns call for greater attention to spatial dependence in the estimation of growth regressions. Taking into account spatial dependence implies that long-run steady-state regional income depends on the characteristics of own region and neighbouring regions; and on the strength of the spatial connectivity between the regions (LeSage et al., 2008). Beyond these theoretical reasons, overlooking spatial dependence may cause major econometric problems as standard growth regressions suffer from model misspecification and omitted variable biases (Ertur et al., 2006).

Recent studies take into consideration spatial dependence when analysing economic growth at regional level. In particular, large countries with many sub-national units such as China, Brazil,

Mexico and regions of EU are chosen for testing spatial externalities. Madariaga and Poncet (2007), Tian et al. (2010) and Bai et al. (2012) report that economic development in a region is affected positively by that in its neighbours in China. Findings of Cravo et al. (2015), Resende et al. (2016) and Lima (2016) concerning economic growth in sub-national units in Brazil further confirm the presence of spatial spill-over effects in the convergence process. As for regional economic growth in Mexico, Torres-Preciado et al. (2014) present that spatial dependence in income per capita exists between locations. Regarding regions in European Union (EU), Mohl and Hagen (2010) and Cuaresma et al. (2014) find evidence for positive spatial economic growth spill-overs, indicating that a region benefits from economic growth in its neighbours.

Empirical evidence on the existence of spatial dependence has remained mixed. According to Fingleton and López-Bazo (2006), this is due to the ad hoc manner in which spatial dependence has been modelled. A more coherent approach requires modelling externalities across regions as a substantive linkage caused by technological diffusion and pecuniary externalities, rather than as transmission of random shocks that play only a minor role in the long-run growth process (Fingleton and López-Bazo, 2006). Therefore, in this paper, we analyse growth in Vietnamese regions using a structural growth model that allows for pecuniary externalities across regions and estimates their magnitude. Our approach is justified not only theoretically but also by the spatial patterns of development across Vietnamese provinces, discussed in Section III below.

3. ECONOMIC GROWTH OF VIETNAMESE PROVINCES

In order to transform its centrally planned economy towards a more market-oriented economy, the Vietnamese government declared a reform planned called *doi moi* in 1986. The reform plan included economic and political reforms to foster economic growth and improve welfare of its residents. The *doi moi* reforms made a great contribution to the improvement of life standards in Vietnam. Real GDP per capita in Vietnam grew around 5.5% between 1990 and 2015 on average, rising from 8.3 to 31.4 million of Vietnamese Dong (in 2010 VND) (World Development Indicators, 2016). As a result of fast economic development, Vietnam transformed into a lower middle-income country from one of the poorest countries in the world. Welfare increase at province level, however, was uneven, some provinces performing much better than others in raising life standards. Table 1 below presents the performance of 60 provinces in GDP per capita growth from 1999 to 2010. Table 1 ranks GDP per capita growth performance of provinces from highest to lowest in terms of growth rate, while the ranking of provincial GDP per capita in 1999 is given in parenthesis next to provinces. Prior to 1999, there were several adjustments (splitting and re-establishing of provinces) in provincial administrative boundaries. For instance, from five provinces emerged ten provinces in 1996 and eight new provinces came into existence in 1997. Such adjustments resulted in irregularity in GDP per capita data even in the following year. Therefore, we start the period from 1999 to the last available data point, 2010. Furthermore, we excluded three new provinces, namely Dak Nong, Hau Giang and Dien Bien that were given province status in 2004 due to incomplete data for the period in question.

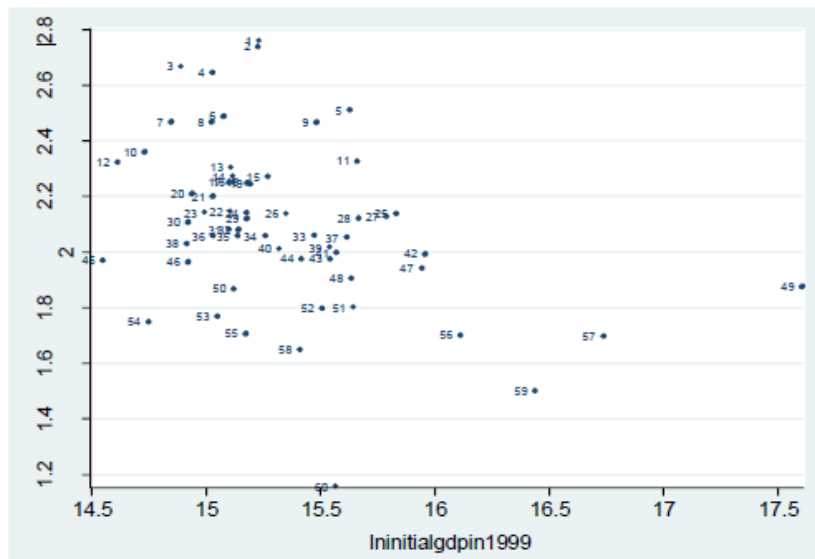
Table 1 Performance of province by real GDP per capita growth 1999-2010

| Groups | Provinces | Average GDP per capita growth rate |
|-------------------|---|------------------------------------|
| high performers | 1.Bac Ninh (28), 2.Vinh Phuc (29), 3.Ninh Binh (55), 4.Quang Ngai (48), 5.Can Tho (13), 6.Binh Thuan (44), 7.Lao Cai (56), 8.Binh Phuoc (49), 9.Tay Ninh (20) ,10.Son La (58) | 10.6 to 15.8 % |
| medium performers | 11.Quang Ninh (10), 12.Bac Kan (59), 13.Thai Nguyen (40), 14.Quang Nam (39), 15.Lam Dong (26), 16.Ha Nam (38), 17.Quang Tri (43) 18.Binh Dinh (31), 19.TT-Hue (30), 20.Tuyen Quang (51), 21.Quang Binh (46), 22.Thanh Hoa (41), 23.Kon Tum (50), 24.Lang Son (33), 25.Hai Phong (7), 26.Hung Yen (24), 27.Khanh Hoa (8), 28.Kien Giang (9), 29.Phu Yen (32), 30.Bac Giang (53), 31.Nghe An (42), 32.Gia Lai (35), 33.Bac Lieu (21), 34.Thai Binh (27), 35.Nam Dinh (36), 36.Ha Tinh (47), 37.Long An (14), 38.Hoa Binh (54), 39.Tien Giang (18), 40.Dong Thap (25), 41.Vinh Long (15), 42.Da Nang (5), 43.Soc Trang (17), 44.Hai Duong (22), 45.Ha Giang (60), 46.Yen Bai (52), 47.Dong Nai (6), 48.An Giang (12), 49.BRVT (1), 50.Phu Tho (37) | 6.5 to 10.3% |
| low performers | 51.Ca Mau (11), 52.Ben Tre (19), 53.Cao Bang (45), 54.Lai Chau (57), 55.Ninh Thuan (34), 56.Binh Duong (4), 57.HCMC (2), 58.Dak Lak (23), 59.Ha Noi (3), 60.Tra Vinh (16) | 3.2 to 6.1% |

Source: Author's calculations.

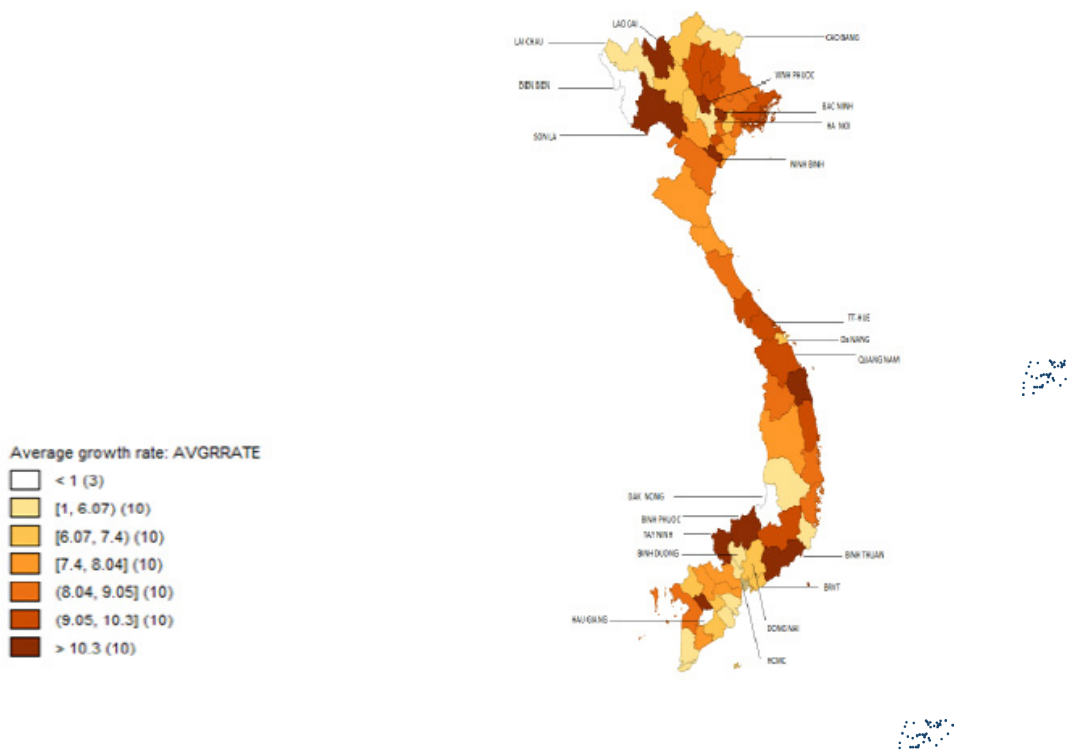
Analysing Table 1 reveals that five of the high-performing provinces (Ninh Binh, Quang Ngai, Lao Cai, Binh Phuoc and Son La) were among the thirteen poorest provinces in the first year of the period. Real GDP per capita growth of the five provinces was higher than the median growth of 8.13% of 60 provinces from 1999 to 2010. As for low performers HCMC, Ha Noi and Binh Duong along with the least successful member of medium performers, BRVT, were four richest provinces in 1999. The disparity in growth rates between rich and poor provinces implies that poor provinces may have been catching-up with rich ones over the period. The fact that the ratio of real GDP per capita of the richest to that of the poorest decreased from 21.26 to 19.87 reinforces the view that the catching-up process took place from 1999 to 2010, albeit at low levels. In order to inspect the catching-up process visually, we plot per capita income growth rate of provinces from 1999 to 2010 against the "initial" (1999) level of per capita income in Figure 1 below. Instead of province names, the rankings of GDP per capita growth performance of provinces from 1999 to 2010 in Table 1 are presented in Figure 1. It is also visible in Figure 1 that Binh Duong (56), HCMC (57) and Ha Noi (59) with high level of initial GDP per capita scored low growth rates while Bac Ninh (1), Ninh Binh (3) and Bac Kan (12) with low level of initial GDP per capita scored high growth rates over the same period.

Figure 1 GDP per capita growth from 1999 to 2010 relative to initial level of GDP per capita in 1999.



Furthermore, as Table 1 and Figure 1 indicate that there is variation in economic growth among poor provinces. Although they all belonged to the ten poorest provinces club, Cao Bang and Lai Chau were outperformed by Ninh Binh, Lao Cai and Son La. Such discrepancy in growth rates can be attributed to the impact of geographic location on economic development.

Figure 2 the average real GDP per capita distribution of provinces from 1999-2010



Sources: Author’s calculation. 3 areas without colour indicate excluded provinces of Dak Nong, Hau Giang and Dien Bien.

Provinces are divided into seven classes in terms of average growth rate, each class having ten provinces except the first one indicating 3 excluded provinces. Lightest colour presents the ten low performers as presented in Table 1. Two of them, Cao Bang and Lai Chau are in the north of the country. While rich provinces in the south such as BRVT, HCMC, Binh Duong and Dong Nai scored relatively low average growth rates below 7.4%, their neighbours Binh Thuan, Tay Ninh and Binh Phuoc grew around 11% over the same period. A similar pattern is seen in the north when we compare the growth rate of Ha Noi to that of its neighbours, Bac Ninh and Vinh Phuoc. Ranked third richest province in 1999, the growth rate of Ha Noi was below 6.1% while its two neighbours achieved a growth rate above 10.3%. Sixth richest province in 1999, Da Nang is also outperformed by its two neighbours TT-Hue and Quang Nam as we see in Figure 2. It seems that having rich neighbours can be a determinant of differences in income across provinces in Vietnam.

Overall, the Vietnamese provinces' GDP per capita grew very fast from 1999 to 2010, however, the growth across provinces varied greatly. Varying levels of GDP per capita growth at province level and the spatial clusters of high and low performer provinces suggest that economic growth at province level may have been subjected to convergence and affected by spatial location of provinces.

IV. MODEL AND DATA

Based on a Solow growth model augmented with human and physical capital (Mankiw *et al.*, 1992), our specification is in panel form (Islam, 1995) and can be stated as follows:

$$\ln y_{it} = \beta_0 \ln y_{it-s} + \beta_1 \ln sk_{it} + \beta_2 \ln sh_{it} + \beta_3 \ln(n_{it} + g + \delta) + \mu_i + \theta_t + \varepsilon_{it} \quad (1)$$

where y_{it} is the per capita real GDP (2005=100) in province i at time t . Both y_{it} and explanatory variables are averaged over four non-overlapping periods of 3 years from 1999-2010. $\ln y_{it-s}$ denotes the lagged dependent variable s years ago. sk_{it} and sh_{it} represent physical and human capital investment, respectively. $(n_{it} + g + \delta)$ is the sum of the average population growth rate over the period, technological progress and a depreciation rate. In line with Mankiw *et al.* (1992), the sum of last two terms $(g + \delta)$ is assumed to be 0.05.

The error term includes a time-constant province effect μ_i , a time-specific effect θ_t and an idiosyncratic error term ε_{it} . sk_{it} is measured as the ratio of physical investment to GDP, while sh_{it} is proxied by pupils in high school per population. We estimate the model with data on 60 provinces, yielding an unbalanced panel dataset with 238 observations due to incomplete data on population for two provinces¹ Data are compiled from various sources published by the General Statistics of Vietnam (GSO). GDP, GDP per capita and physical investment data in (VND) come from Provincial Statistical Yearbook 1990-2010 by Provincial Statistics Office. The number of pupils in high school and population data are taken from Vietnam Statistical Yearbook 1985-2010.

¹ List of provinces: An Giang, BRVT, Bac Giang, Bac Kan, Bac Lieu, Bac Ninh, Ben Tre, Binh Dinh, Binh Duong, Binh Phuoc, Binh Thuan, Ca Mau, Can Tho, Cao Bang, Da Nang, Dak Lak, Dong Nai, Dong Thap, Gia Lai, HCMC, Ha Giang, Ha Nam, Ha Noi, Ha Tinh, Hai Duong, Hai Phong, Hoa Binh, Hung Yen, Khanh Hoa, Kien Giang, Kon Tum, Lai Chau, Lam Dong, Lang Son, Lao Cai, Long An, Nam Dinh, Nghe An, Ninh Binh, Ninh Thuan, Phu Tho, Phu Yen, Quang Binh, Quang Nam, Quang Ngai, Quang Ninh, Quang Tri, Soc Trang, Son La, TT-Hue, Tay Ninh, Thai Binh, Thai Nguyen, Thanh Hoa, Tien Giang, Tra Vinh, Tuyen Quang, Vinh Long, Vinh Phuc, Yen Bai.

Table 2 Descriptive Statistics

| Variable | Mean | Median | Standard Deviation | Minimum | Maximum |
|-----------------------------|---------|---------|--------------------|---------|-----------|
| Real GDPpercapita | 9899773 | 7201976 | 12330600 | 2471289 | 111622592 |
| Lagged real GDP per capita | 8450104 | 6104753 | 11666148 | 2080099 | 119640576 |
| Physical capital investment | 0.468 | 0.439 | 0.211 | 0.076 | 1.587 |
| Human capital | 0.106 | 0.107 | 0.021 | 0.048 | 0.163 |
| Population growth+g+δ | 0.061 | 0.057 | 0.025 | 0.003 | 0.384 |

Real GDP per capita is measured in VND. In Table 2, maximum value of GDP per capita warrants attention as it is more than 15 times of its median. Having petrol income separates BRVT from its peers with maximum GDP per capita value around 11.2 million of VND. Maximum GDP per capita value of BRVT is also reflected in lagged real GDP per capita. As far as physical capital investment is concerned, a Vietnamese province on average received physical capital investment equivalent of 46.8% of its GDP over the period. As for human capital, the mean value is 0.106 implying that on average around 10.6% percentage of population of a Vietnamese province were in high school from 1999 to 2010. In inspecting high values of population growth+g+δ in Table 1 we come across two rich provinces, scoring 3rd and 4th richest in 1999, Ha Noi and Binh Duong, caused by immigration from other provinces.

V. ECONOMETRIC METHODOLOGY

Fingleton and López-Bazo (2006) and Lesage and Fischer (2008) draw attention to the problem of spatial dependence in growth regressions. This problem may arise due to pecuniary externalities from neighbour regions (captured by spatial lag) or spatial autocorrelation among regression error terms (captured by spatial errors). If untreated, the presence of former leads to biased and inconsistent estimates because correlation between spatially lagged dependent variable and explanatory variables results in model producing parameter estimates larger or smaller than the true model whereas the presence of the latter leads to inefficient parameter estimates. To deal with spatial dependence between provinces, a spatially lagged dependent variable is added to equation 1 as follows:

$$\ln y_{it} = \beta_0 \ln y_{it-s} + \beta_1 \ln sk_{it} + \beta_2 \ln sh_{it} + \beta_3 \ln(n_{it} + g + \delta) + \rho W \ln y_{jt} + \mu_i + \theta_t + \varepsilon_{it} \quad (2)$$

where W is a row standardized weight matrix and ρ measures the strength of spatial dependence between provinces.

On the other hand, the spatial-error model can be stated as follows:

$$\ln y_{it} = \beta_0 \ln y_{it-s} + \beta_1 \ln sk_{it} + \beta_2 \ln sh_{it} + \beta_3 \ln(n_{it} + g + \delta) + \mu_i + \theta_t + \omega_{it} \\ \omega_{it} = \lambda W \varepsilon_{it} + v_{it} \quad (3)$$

where the error term of province i depends on the error term of neighbouring provinces on the basis of weight matrix ($W \varepsilon_{it}$) and an idiosyncratic component v_{it} .

The structure of the weight matrix is usually unknown as the structure of spatial dependence between provinces is unknown a priori. Therefore, in the literature, various weight matrices have been used including nearest neighbours, contiguity, and distance cut-off matrix. The first two assume equal interaction between the sets of neighbouring geographic units, while the third type allows for interaction between any number of regions situated anywhere in the country. In the latter case, the extent of dependence falls and eventually becomes zero as the distance between geographical regions increases and reaches a maximum level.

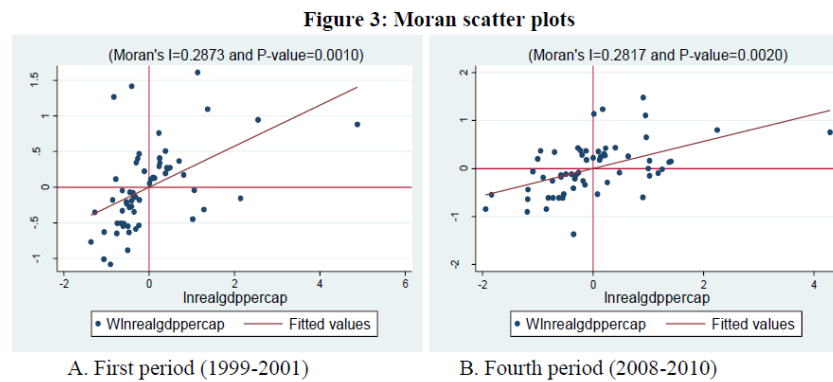
Vietnam consists of provinces that differ in size greatly. Small provinces are surrounded by as many as seven neighbours, while some large provinces have only two neighbours. Choosing a weight matrix based on the number of neighbours would underestimate the interaction between small provinces and their neighbours and overestimate the spatial dependence between large provinces and their remote neighbours. To avoid this and take account of poor road coverage in Vietnam (The World Bank, 2015), we assume spatial dependence is at work between provinces until a certain cut-off distance. We choose our distance cut-off matrix in such a way that each province has at least two neighbouring province to interact with. This condition is satisfied at a maximum of 163 km. We test the robustness of our results by increasing the maximum distance first to 200 km (with a minimum of 3 ‘neighbouring’ provinces) and then to 300 km (with a minimum of 7 ‘neighbouring’ provinces).

In estimating models 2 or 3, we are likely to face endogeneity problem for two reasons. First, adding a spatially-lagged dependent variable ($\rho W \ln y_{j,t}$) in model 2 causes a simultaneity problem. Secondly, there might be two-way causality between provincial GDP per capita and the right hand side variables in equation 1, leading to correlation between the explanatory variables and the error term. For example, physical capital is a determinant of economic growth but the latter is also likely to ensure easier access to capital for investment in fast-growing provinces. Similarly, fast-growing provinces can potentially create conditions conducive to population growth, causing two-way causality between economic growth and population growth. Two-way causality is also likely to be the case with respect to human capital as income growth provides better incentives as well as greater opportunities for investment in human capital (Bils and Klenow, 2000). Finally, the lagged real GDP per capita in equation 2 is also endogenous because it is correlated with the error term.

These sources of reverse causality and endogeneity can be addressed through a general method of moments (GMM), which corrects for both simultaneity/reverse causality and endogeneity problems (Madariaga and Poncet, 2007). Therefore, we adopt a GMM estimator (Arellano and Bond, 1991; Arellano and Bover, 1995; Blundell and Bond, 1998), which estimates a system of two equations with instrumented endogenous variables: - one in levels and the other in first differences. The instruments consist of differenced explanatory variables and lagged values of differenced explanatory variables, respectively. The number and validity of instruments along with the absence of second order autocorrelation in residuals warrant attention whilst using system GMM. As a rule of thumb, we keep the number of instruments below the number of provinces lest many instruments fail to purge endogeneity (Roodman, 2006). We use Hansen and Arellano Bond (AB) tests for the validity of instruments and the absence of second order-correlation, respectively. As it is more efficient than one step, we opt for two step variant of GMM with Windmeijer (2005) finite sample correction to address the downward bias in small samples. Finally, we conduct Lagrange Multiplier (LM) and robust LM tests to verify whether a spatial-lag (model 2) or spatial-error model 3) specification is more appropriate.

VI. RESULTS

Before reporting our empirical results, we inspect the existence of spatial auto-correlation in GDP per capita of the provinces visually. To this end, we use Moran’s scatter plot for the first and fourth periods in our sample (Figure 3A and 3B, respectively). The plot is obtained by plotting the natural log of GDP per capita for each province against that of its neighbours, using the weight matrix based on the threshold of 163 km. As the variables are standardised, the units in the graph are equal to standard deviations. Moran’s I values at the top indicates the degree of spatial autocorrelation, which



The Moran's I values of 0.2873 and 0.2817 along with p values for GDP per capita of Vietnamese provinces simply the existence of flow to medium positive spatial autocorrelation. The null hypothesis that there is no autocorrelation is rejected at 1% significance for both periods. Visual inspection of Figure 3A and 3B also reveals the existence of positive autocorrelation. The majority of corresponding spatially lagged values of GDP per capita to those of provinces fall into *high-high* (upper right) and *low-low* (lower left) quadrants, implying positive spatial auto-correlation.

We present estimation results in Table 3. At the bottom of the table, we present diagnostic tests and information associated with the estimations. We test whether the spatial lag or the spatial error model is more appropriate using the Lagrange Multiplier (LM) and the robust LM tests proposed by Anselin (1988). According to the robust LM test, the hypothesis of no spatial error model is not rejected at 10% while the hypothesis of no spatially lagged variable is clearly rejected at 1%. Therefore, we consider only the spatial lag model in our estimations. Taken the absence of second order correlation confirmed by Arellano and Bond (AB) test together with the Hansen test result, we conclude that the lagged variables are valid instruments.

Table 3: Baseline results (with cut-off distance of 163km, minimum of 2 neighbouring province)

| | Pooled OLS | | Between effects | | ML | | System GMM | | |
|----------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|
| | (1) | (2) | (3) | (4) | (5) | (6) | (7) | (8) | (9) |
| Lagged GDP per capita | 0.996*** (0.008) | 0.991*** (0.009) | 1.012*** (0.013) | 1.008*** (0.014) | 0.992*** (0.014) | 0.990*** (0.145) | 1.003*** (0.017) | 0.967*** (0.023) | 0.970*** (0.018) |
| Physical capital investment | 0.032** (0.014) | 0.034** (0.014) | 0.047** (0.018) | 0.050*** (0.018) | 0.036*** (0.014) | 0.024 (0.015) | 0.115*** (0.043) | 0.128** (0.062) | 0.088*** (0.07) |
| Human capital | 0.033 (0.028) | 0.038 (0.031) | 0.054 (0.038) | 0.060 (0.039) | 0.103*** (0.032) | 0.065** (0.032) | 0.097* (0.056) | 0.130* (0.081) | 0.080* (0.049) |
| Population growth+g+δ | -0.019* (0.011) | -0.020* (0.011) | -0.020 (0.034) | -0.022 (0.034) | -0.008 (0.017) | -0.004 (0.017) | -0.030* (0.018) | -0.038** (0.019) | -0.028** (0.015) |
| Spatially lagged GDP per capita | | 0.020 (0.021) | | 0.017 (0.022) | 0.067*** (0.020) | 0.027 (0.023) | | 0.147* (0.079) | 0.070** (0.035) |
| Constant | 0.225** (0.106) | -0.011 (0.272) | 0.131 (0.300) | -0.078 (0.402) | -0.555** (0.249) | | 0.308 (0.313) | -1.338 (0.925) | -0.335 (0.438) |
| R-squared | 0.98 | 0.98 | 0.99 | 0.99 | 0.97 | 0.97 | | | |
| Time Dummies | Yes | Yes | Yes | Yes | No | Yes | Yes | Yes | Yes |
| F test for all $i=0^a$ (p-value) | 0.14 | 0.15 | | | | | | | |

| | | | | | | | | | |
|---|---------|-----------------|--------|-------|------|------|-------|-------|-------|
| AB test for AR(2) ^b (p-value) | | | | | | | 0.208 | 0.680 | 0.332 |
| Hansen test ^c (p-value) | | | | | | | 0.514 | 0.734 | 0.651 |
| Number of Instruments | | | | | | | 39 | 42 | 42 |
| Implied convergence rate % (λ) ^d | 0.13 | 0.30 | -0.40 | -0.27 | 0.27 | 0.34 | -0.10 | 1.12 | 1.02 |
| Spatial Error LM/Robust LM | 5.1** | (0.03)/2.6 | (0.11) | | | | | | |
| Spatial Lag LM/Robust LM | 11.1*** | (0.00) / 8.6*** | (0.00) | | | | | | |

Notes: Stata is used to conduct the estimations. Standard errors are in parentheses. ***, **, * indicate significance at the 10%, 5%, 1% level. We limit the maximal lag length to 2. Both the LM and Robust LM tests follow a chi-squared distribution with one degree of freedom and p-values are presented in parentheses.

^a The null hypothesis that all province related fixed effects are zero.

^b The null hypothesis is that there is no second-order autocorrelation in the errors of the first-differenced equation.

^c The null hypothesis is that there is no correlation between over-identifying instruments and the errors.

^d $\lambda = -\ln(\beta_0)/s$

In columns 1 – 7 of Table 3, we report results from different estimators for comparison. We do not report fixed-effect estimation results to save space and because the F-Test for the absence of province-specific fixed effects does not reject the null hypothesis that all province-specific fixed effects are zero. Estimated coefficient on the lagged per capita GDP (β_0) indicates convergence among provinces' per-capita GDP if it is less than 1 but divergence if it is greater than 1.

Combined with robust LM tests that favour the spatial-lag specification and the usual tests justify the use of system GMM. They indicate that failure to account for pecuniary externalities is highly likely to introduce omitted variable bias. Also, they indicate that failure to take account of endogeneity is likely to produce inconsistent parameter estimates. Results from the preferred specification (GMM with spatial lag) are presented in column 8 and 9 of Table 3. Results in column 8 indicate the existence of spatial dependence between income growth across Vietnamese provinces as the coefficient on the spatially-lagged income is positive and significant. Furthermore, we check whether our results are sensitive to exclusion of outliers. We winsorize the dependent variable (RealGDPpercap) at the 99th percentile (79 million of VND) and exclude three values exceeding the threshold. We report the results in column 9 in Table 3.¹ After we exclude three outliers, we observe small decreases in the coefficients on physical capital investment, human capital and a very small increase in the coefficient on lagged GDP per capita while the coefficient on spatially-lagged GDP per capita halved. After removing the outliers, we obtain the preferred results in column 9.

The positive and significant coefficient on the spatially-lagged GDP per capita implies that a province benefits from income growth in neighbouring provinces. In other words, income per capita in a given

¹ In order to double-check, we use Cook's distance (1982) to detect outliers. Cook's distance measures the effect of excluding an observation. It has been suggested that Cook's distance values greater than one should be investigated. None of Cook's distance values obtained from the regressions in Table 3 are greater than one, but those that stand out relatively to the rest of the values suggested the same outcome as winsorizing, e.g. excluding three outliers.

province is positively associated with income in surrounding provinces. Lagged GDP per capita is significant at the 1% level across all columns in Table 3. The coefficient on lagged GDP per capita is greater than one in columns 3, 4 and 7 and indicates divergence; whereas it is less than one in columns 1, 2, 5, 6, 8 and 9 and indicates convergence. The speed of convergence in column 9 after we control for spatial interdependence in income and remove outliers suggests that only about 1.02% of the gap between the initial equilibrium and the new equilibrium is eliminated per year.

As the Solow model predicts, physical investment is positively associated with higher GDP per capita growth. The coefficient for physical investment is significant at the 1% level in all the columns in Table 3. However, after the endogeneity issue is treated by system GMM, the coefficient on physical investment increased from a band 0.02 - 0.05 band to 0.09 in column 9. This finding suggests that higher levels of physical investment are associated with higher levels of income in the provinces. The result is similar for human capital as human capital has a positive impact on economic growth. In line with predictions of the augmented Solow model, population growth and depreciation rate tend to decrease per-capita income growth as the coefficient is negative and statistically significant at the 5% level in column 9.

We check the robustness of our baseline results in column 9 of Table 3 to using higher thresholds in constructing the distance matrix. Initially, we increase the threshold to 200 km (with a minimum 3 neighbouring provinces) and then to 300 km (with a minimum of 7 neighbouring provinces). The results in Table 4 are in line with the baseline results in that they confirm the presence of convergence and that of spatial dependence due to pecuniary externalities. When the distance cut-off is higher, the extent of spatial dependence is slightly greater while the rate of convergence is smaller.

Table 4. Robustness checks with different cut-off distance

| | System GMM (excluding outliers) | |
|---|---------------------------------|---------------------|
| | Distance: 200 km | Distance: 300 km |
| Lagged GDP per capita | 0.977***(0.017) | 0.978*** (0.016) |
| Physical capital investment | 0.098***(0.025) | 0.102*** (0.026) |
| Human capital | 0.087** (0.043) | 0.087* (0.045) |
| Population growth+g+ δ | -0.033** (0.015) | -0.033** (0.016) |
| Spatially laggedGDP per capita | 0.072** (0.033) | 0.077** (0.040) |
| Constant | -0.472 (0.468) | -0.547 (0.543) |
| Time Dummies | Yes | Yes |
| AB test for AB(2) ^a (p-value) | 0.397 | 0.400 |
| Hansen test ^b (p-value) | 0.708 | 0.698 |
| Numberof Instruments | 47 | 47 |
| Implied convergence rate % (λ) ^c | 0.78 | 0.74 |

Notes: Stata is used to conduct the estimations. Standard errors are in parentheses. ***, **, * indicate significance at the 10%, 5%, 1% level.

^a The null hypothesis is that there is no second-order autocorrelation in the errors of the first- differenced equation.

^b The null hypothesis is that there is no correlation between over-identifying instruments and the errors.

^c $\lambda = -\ln(\beta_0)/s$

VII. CONCLUSIONS

Our analysis suggests that failure to control for spatial dependence amounts to omitted variable bias and implies lack of convergence even though the latter exists. Taking account of endogeneity and spatial dependence, we find that economic growth in a province is positively associated with economic growth in surrounding provinces; and that the speed of convergences ranges from 0.74 to 1.02 per annum, depending on maximum distance between neighbouring provinces.

However, we also demonstrate that the strength of spatial dependence and the rate of convergence decrease as the distance between provinces increases. Specifically, we report that spatial dependence between provincial per-capita income growth increases from 0.070 to 0.077 as the distance between provinces increases from 163 km to 300 km. Similarly, the rate of convergence decreases from 1.02% to 0.74% over the same distance range. Beyond these main findings, we also report that the effects of human and physical capital on growth is positive and in line with findings in the wider literature. Therefore, we argue for inclusion of spatial dependence in regional/provincial growth estimations on theoretical grounds to take account of spatial externalities and on empirical grounds to avoid the risk of omitted variable bias.

Our findings have important policy implications in that they point out the risk of divergence between poor provinces surrounded by poor provinces in the north and medium or strong performers surrounded by strong performer in the middle or south of the country. Hence, there is a case for active regional policy that involves higher levels of investment in human and physical capital in Northern provinces in order to help them catch-up. These policy options can be combined with infrastructure and transport investment that strengthens the links between the poor provinces with more dynamic markets in the rest of Vietnam.

The limitation of studies estimating the impact of spatial spill-overs, including this study, is the inexistence of a method that identifies a unique weight matrix reflecting the connectivity between locations. Such a limitation makes it difficult to compare studies on regional economic growth across countries. The other limitation is related to data issues. Due to changes in administrative borders of provinces, our data set included only 60 provinces.

Future studies should incorporate institutional determinants into growth models at province level such as corruption, rule of law and red tape once data on these determinants are available for sufficiently long time periods to obtain reliable estimates.

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ASPATIALREGRESSIONAPPROACHTOFDIINVietnam: PROVINCE-LEVEL EVIDENCE

BULENT ESIYOK*

Foreign direct investment (FDI) flows into Vietnam have increased significantly in recent years and are distributed unequally between provinces. This paper aims to investigate the locational determinants of FDI in 62 Vietnamese provinces and whether spatial dependence is a significant factor that both researchers and policy-makers should take into account. We report that province-specific per-capita income, secondary education enrolment, labor costs, openness to trade, and domestic investment affect FDI directly within the province itself and have indirect effects on FDI in neighboring provinces. The direct and indirect effects coexist with spill-over effects and spatial dependence between provinces. Our findings indicate that FDI in Vietnam reflects a combination of complex vertical and export platform motivations on the part of foreign investors; and an agglomeration dynamics that may perpetuate the existing regional disparities in the distribution of FDI capital between provinces.

Keywords: Foreign direct investment, spatial dependence, agglomeration, Vietnam. JEL Classification: C31, F23, R12

INTRODUCTION

Locational determinants of foreign direct investment (FDI), have been investigated extensively, but empirical work on determinants of FDI in sub-national units is limited to few studies that concentrate mainly on China. In addition, most of the empirical work overlooks spatial interdependence between host markets — even though foreign investors' location decisions involve a choice between competing host units that are related to each other through physical distance among other factors. This is particularly the case when one investigates the distribution of FDI between sub-national units that are subject to a common set of macroeconomic and trade policies. Therefore, investigating the patterns of

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interdependence and whether the latter is conducive to agglomeration or competition effects are important for correct inference and evidence-based policy and practice.

As Blonigen et al. (2007) indicate, spatial econometrics provides useful techniques that investigate spatial interdependence between countries or sub-national regions. In this paper, we use a spatial lag model that allows for: (i) estimating the degree of spatial dependence between FDI capital registered in Vietnamese provinces; and (ii) distinguishing between the direct, indirect and feedback effects that province-specific factors such as per-capita gross domestic product (GDP), labor cost, openness to trade and education, governance quality, etc. have on FDI within the province itself and its neighbors. Application of spatial regression analysis to FDI in Vietnamese provinces can enhance the evidence base and provide better support for evidence-based policy for several reasons. First, during the period

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under investigation (2006–2009), Vietnamese provinces have attracted high levels of FDI flows that have enabled Vietnam to register the second-highest FDI/GDP ratio after Singapore. Furthermore, provincial authorities in Vietnam have been competing to attract foreign investors, using fiscal incentives and disseminating province-level data on governance quality, education, labor training facilities, infrastructure, etc. These developments raise policy-related questions as to whether FDI in Vietnamese provinces have been subject to competition or agglomeration dynamics and with what implications for regional convergence/divergence.

Spatial dependence analysis is also called for because it allows for addressing theoretical/ empirical questions concerning the type of foreign investors (i.e., whether the latter consist of horizontal, vertical, or complex vertical multinational enterprises (MNEs)) and the extent to which FDI is geared to supply the domestic or export markets. Finally, spatial regression is also necessary to address inference problems that arise when spatial dependence exists in the data generating process. In the presence of spatial dependence, ordinary least-squares (OLS) estimates are biased because the assumption of cross-sectional independence is violated and the exclusion of the spatial dependence causes model mis-specification bias. To address these issues, we begin with a review of the relevant literature in Section 2, where we draw attention to the relative absence of spatial analysis in empirical studies on the Pacific region in general and Vietnam in particular. This is followed by contextual information on FDI in Vietnam in Section 3, which summarizes the distribution of FDI between provinces and the share of ‘foreign-invested sector’ in total export earnings over the last decade. Section 4 describes the data and introduces the spatial regression methodology. In Section 5, we present the empirical findings, which consist of a set of estimates for spatial dependence and direct and indirect effects, based on different specifications of the number of neighboring provinces and/or the distance between provinces. Section 6 summarizes the main findings and distills some policy implications.

2. LITERATURE REVIEW

the case. First, FDI decisions by MNEs may be motivated by horizontal, vertical, or complex-vertical specialization motives that, in turn, induce MNEs to consider the characteristics of both host- and third-countries. Baltagi et al. (2007) and Blonigen et al. (2007) provide a useful typology of MNEs’ specialization motives and how the latter can be ascertained from the sign of the spatial dependence between a host country/region and third countries. If MNEs are motivated by horizontal investment considerations aimed at circumventing trade restrictions or high transportation costs, spatial dependence should not be observed because horizontal FDI decisions depend on the difference between the benefits of investment location’s proximity to the destination market and the cost of installing a new plant in that location. In the case of pure vertical FDI, however, MNEs evaluate all potential destination countries/regions to find the lowest-cost provider of the operations it wishes to relocate. Therefore, vertical FDI in one location usually occurs at the expense of other locations in its neighborhood. This type of spatial interdependence is captured by a negative coefficient on the spatial dependence variable.

However, pure horizontal or vertical motives are rarely the norm, with majority of the FDI flows reflecting complex vertical specialization considerations. In such cases, we expect a positive spatial dependence between host countries/regions and third countries/ regions. This is because complex vertical specialization involves segmentation of the production activities, each of which may be located in a separate geographic unit. In this case, FDI in one region may be correlated positively with investment in neighboring regions either because of existing suppliers in the latter or due to

agglomeration effects that may be caused by ‘natural resources’ such as mines or infrastructure facilities such as ports (Blonigen et al., 2007).

The earliest attempt at estimating the determinants of FDI by taking account of spatial interdependence is the study of Head et al. (1995), which examines the role of agglomeration effects in determining the location of Japanese FDI in the US. They use a conditional-logit model and report that agglomeration effects between bordering states are significant. Head and Mayer (2004), on the other hand, examine the distribution of Japanese FDI in the European Union, taking account of distance-weighted or trade-frictions-weighted GDP in adjacent regions. They report that more developed regions attract higher levels of FDI and that this effect is robust to inclusion of agglomeration measures as in Head et al. (1995). Although innovative, these studies utilize discrete choice models and as such they do not use the existing data on FDI levels efficiently (Blonigen et al., 2007, p. 1305).

In between, Coughlin and Segev (2000) use a spatial error model to estimate the determinants of US FDI across Chinese provinces. They conclude that a shock to FDI in one province has positive effects on FDI in nearby provinces. Furthermore, they report that market size, labor productivity, coastal location, wages, and illiteracy rates are statistically significant, while transportation cost is not a significant determinant of FDI across Chinese provinces. Coughlin and Segev (2000) represent the first departure from the discrete choice models developed by Head et al. (1995) and Head and Mayer (2004). It also motivated two seminal contributions by Baltagi et al. (2007) and Blonigen et al. (2007), both of whom examine the impact of spatial dependence on outbound US FDI. Baltagi et al. (2007) develop a model of FDI activity that allows for a variety of MNE motivations and spatial interactions. They report significant evidence of spatial interactions, but they cannot conclude whether export-platform or complex vertical FDI motivation is the dominant one. On the other hand, Blonigen et al. (2007) find that spatial interdependence has a significant effect on the distribution of FDI between neighboring countries and that the estimated parameters for the traditional determinants of FDI (i.e., for the host-country characteristics) are robust to inclusion of spatial interdependence terms. Nevertheless, Blonigen et al. (2007) also report that the existence of spatial interactions does not necessarily allow for robust conclusions about export-platform or complex-vertical motivations for FDI. This is because the estimated spatial interdependence may be sensitive to sample selection.

Mainly due to data constraints, the volume of work on sub-national distribution of FDI in developing countries is small and the number of studies utilizing spatial analysis is even smaller. For example Na and Lightfoot (2006), and Du et al. (2008), Cole et al. (2009) investigate the locational determinants of FDI across Chinese provinces; but without taking account of spatial dependence between regions. Using a panel of 30 provinces and 6 years from 1998–2003, Cole et al. (2009) report that provincial GDP per capita, government efficiency, anti-corruption effort, good road transportation networks, and surplus of unskilled labor are significant determinants of FDI across provinces. On the other hand, Na and Lightfoot (2006) use cross-section data for 30 regions in 2002 and conclude that market size, labor quality, labor costs, and the level of infrastructure are important determinants of FDI. Du et al. (2008) confirm the significance of economic institutions, wages, and infrastructure; while they further add special economic zones, coastal cities to their analysis of locational determinants of US multinationals in China. Finally, Karim and Fleming (2012) find that FDI inflows in manufacturing sector across 13 states and 1 federal territory in Malaysia are responsive to market demand, labor productivity, and socio-economic development.

In the case of Vietnam, Pham (2002) uses averaged data over the period 1988–1998 and provides OLS estimates of the FDI determinants in 53 provinces. The author finds that per-capita income, labor quality, and phone lines per capita are related to FDI flows. Another empirical work is Malesky (2007), who uses cross-section data with different measures of FDI, including new FDI projects licensed, implemented FDI as a proportion of registered FDI, and additional capital for existing projects. The findings indicate that FDI is not related to GDP per capita, labor quality, and tax incentives; but different measures of FDI are found to be related positively to different measures of institutional/governance quality. Using the provincial competitiveness index (PCI) and its constituent components, Malesky (2007) reports that the investment attraction capacity of the provinces is positively related to the transparency of regulatory information and private sector development services they provide. However, the level of implemented FDI is mostly influenced by the security of property rights.

Using a panel data for 60 provinces over the period 2000–2005, Vu et al. (2007) investigate the relationship between FDI and tax incentives offered by provincial governments independent of the national government. The effect of tax incentives on FDI is rejected by their study but investment climate measured by PCI, infrastructure, proximity to major markets, and education are found to be statistically significant. Furthermore, while per-capita GDP is found to have no effect on implemented FDI, the effect of wage level is reported as positive. Finally, Nguyen (2006) and Pham (2008) report that per-capita income, education, domestic investment, exports, skills, and labor cost are related to province-level FDI.

However, none of the studies above account for spatial dependence between Vietnamese provinces. For other countries, we have already noted Coughlin and Segev (2000), who use a spatial error model to analyze the determinants of FDI in 29 Chinese provinces. The authors conclude that an FDI shock in one province has positive effects on FDI in nearby provinces. With respect to Russia, Ledyeva (2009) finds weak evidence of competition between provinces for FDI and reports that that market size, the presence of big cities and sea ports, oil and gas resources, distance to the European market, political and legislation risks and FDI in neighboring regions are important determinants of FDI in Russia. In the context of the Spanish regions, Villaverde and Maza (2011) report absence of spatial dependence in the dependent variable (FDI) but presence of significant effects from spatially lagged independent variables. Finally, Gamboa (2013) shows complementarity between FDI in a host state and neighboring states in Mexico. Market size, wages and education are among other variables that explain variation in FDI between Mexican states. Table 1 below presents empirical findings on FDI with respect to spatial dependence between sub-national regions.

The review above indicates that the number of FDI studies that utilize spatial analysis at the country, regional, or provincial levels is small. Furthermore, a spatial analysis of the FDI in Vietnamese regions is yet to emerge. Therefore, we aim to contribute to the emerging literature in three areas. First, we provide a range of empirical estimates for conventional FDI determinants and spatial dependence, using spatial regression models with different specifications for weight matrices based on different numbers of neighboring provinces and different cut-off values for distance between provinces. In doing this, we follow LeSage and Pace (2009) and Elhorst et al. (2010a) to test for the weight matrix specification that best fits the data. Secondly, we provide estimates of not only direct but also indirect effects of the spatial interdependence on FDI. The direct effect refers to the extent to which FDI in a host province is affected by the province-specific explanatory variables. The indirect effect, on the other hand, measures the extent to which a given change in explanatory variables for the host province affects FDI in other provinces. Third,

Table 1. Summary of Empirical Findings on FDI with Respect to Spatial Dependence Between Sub-National Regions

| Studies | Sub-National Regions | Sign of Spatial Lag | Motive for FDI |
|----------------------------|----------------------|---------------------|------------------|
| Ledyeva (2009) | Russian regions | (-) | Vertical |
| Villaverde and Maza (2012) | Spanish regions | (insignificant) | Export platform |
| Gamboa (2013) | Mexican states | (b) | Complex vertical |

we evaluate the sign and magnitude of the spatial interdependence coefficient to establish whether agglomeration or competition effects dominate in the distribution of FDI between Vietnamese provinces; and whether FDI capital in Vietnamese provinces is motivated by complex vertical integration and export platform motivations of the MNEs.

3. FDI IN VIETNAMESE PROVINCES

Liberalization of FDI policies in Vietnam dates back to the first FDI Law, which was introduced in 1987 and amended several times in 1992, 1996, and 2000 with a view to provide a better investment climate for foreign investors. These policies to promote FDI succeeded in attracting Japanese FDI inflows, albeit at low levels (Urata and Kawai, 2000). In a further effort to liberalize FDI policies, the Unified Law of Investment replacing previous laws and regulations was accepted in 2006. Equal treatment of foreign and domestic investors was the major innovation in the Unified Law, which was introduced to comply with the requirements of the World Trade Organization (WTO) membership. Liberalization of FDI policies coupled with WTO membership in 2007 boosted FDI inflows in Vietnam.

Table 2 below presents the sectoral composition of registered FDI in 2009. According to Table 2, manufacturing is the most attractive sector for foreign investors in Vietnam with a share of 51.05% of registered FDI. Second to manufacturing is the real estate activities

Table 2. Sectoral Composition of Registered FDI in 2009

| Sectors | Sector Share in Total Registered FDI (%) |
|--|--|
| Agriculture, forestry and fishing | 1.75 |
| Mining and quarrying | 1.68 |
| Manufacturing | 51.05 |
| Electricity, gas, steam and air conditioning supply | 1.10 |
| Water supply, sewerage, waste management and remediation activities | 0.03 |
| Construction | 5.59 |
| Wholesale and retail trade; Repair of motor vehicles and motorcycles | 0.68 |
| Transportation and storage | 1.32 |
| Accommodation and food service activities | 6.34 |
| Information and communication | 2.70 |
| Financial, banking and insurance activities | 0.72 |
| Real estate activities | 23.59 |
| Professional, scientific and technical activities | 0.36 |
| Administrative and support service activities | 0.10 |
| Education and training | 0.15 |
| Human health and social work activities | 0.51 |
| Arts, entertainment and recreation | 1.96 |
| Other activities | 0.36 |

Table 3. Top-ten Vietnamese Provinces with Registered FDI in 2009 (Millions of US\$)

| Region | Province | Registered FDI | Share in Total FDI (%) |
|-----------------------------------|------------|----------------|------------------------|
| South East | HCMC | 30981.6 | 18 |
| South East | BRVT | 25700.2 | 15 |
| Red River | Ha Noi | 22306.9 | 13 |
| South East | Dong Nai | 17838.1 | 10 |
| South East | Binh Duong | 13924.6 | 8 |
| North Central and Central Coastal | Ninh Thuan | 10055.9 | 6 |
| North Central and Central Coastal | Ha Tinh | 8068.5 | 5 |
| North Central and Central Coastal | Phu Yen | 8060.8 | 5 |
| North Central and Central Coastal | Thanh Hoa | 7040.3 | 4 |
| North Central and Central Coastal | Quang Nam | 5190.5 | 3 |
| Total | | 149167 | 85 |

Source: Own calculation based on data from the General Statistics Office (GSO) of Vietnam.

sector, receiving nearly a quarter of registered FDI. Compared with manufacturing and real estate activities, the other sectors attract relatively less FDI. Dominance of the manufacturing sector is also felt in exports of Vietnam. Manufactured products generated nearly 60% of total export earnings in 2009.¹ Relatively high share of manufacturing in both FDI and export earnings imply that foreign investors might be motivated to locate production in Vietnam in order to ship goods either to country of origin or third countries from Vietnam.

FDI inflows into Vietnamese provinces are concentrated mainly in North-Central, Central-Coastal, South-Eastern, and the Red River regions. As Table 3 indicates, 10 provinces from these regions hold 85% of cumulative FDI in 2009. Of these 10 provinces, Ho Chi Minh City (HCMC), Ba Ria-Vung Tau (BRVT), Dong Nai, and Binh Duong of South-Eastern regions stand out with 51% share in total FDI. The top three provinces in terms of FDI inflows in Table 3 are also the richest provinces in Vietnam according to per capita GDP figures for 2009.

The map of Vietnam below provides an overview of cumulative FDI inflows in 2009. White areas indicate the provinces with 10 lowest FDI inflows, while brown areas show the provinces with highest FDI inflows. Provinces with low FDI inflows are located together. For instance, Ha Giang, Cao Bang, and Bac Kan in the North and Dak Nong, Dak Lak, and Gia Lai in the South-West are neighbors. By the same token, there is a correlation in space among provinces with high FDI inflows. Four provinces with highest FDI inflows in the South-East are clustered and they are surrounded by provinces with high FDI inflows as well.

Finally, the existing evidence indicates that FDI investment decisions are highly likely to be informed by ‘export platform’ considerations in addition to horizontal, vertical or complex vertical specialization considerations of the foreign investors. The share of the ‘foreign-invested sector’ in export earnings has been historically high — at about 30% until the end of the 1990s. The share has increased to 54% over the decade from 2000–2010 (General Statistics Office of Vietnam). This high level of export orientation requires careful examination of the spatial dependence between Vietnamese provinces. The latter are not ‘alternative export markets’ for foreign investors. Rather, they are just parts of a single jurisdiction and as such they can be considered only as alternative locations or platforms for MNE exports to the rest of the world. Given this property and the high level of export-orientation, the distribution of FDI between Viet-

¹ The share of earnings of manufactured goods calculation is based on data by Exports of goods by standard international trade classification (SITC) provided by the General Statistics Office in Vietnam.

name regions may be subject to agglomeration rather than competition effects; and the province-specific factors may have direct and indirect effects with similar rather than opposite signs.

In Section 4 below, we model spatial interaction between provinces using distance-weighted or neighboring-province-weighted matrices, with different cut-off values for distance and different numbers of neighboring provinces. We report estimation results for spatial interaction with one nearest neighbor, three nearest neighbors, 186 and 350 km. The cut-off distance of 186 km ensures that a province has at least 3 nearest neighbor (with an average of 12 neighbors), whereas the cut-off distance of 350 km ensures that a province has at least 7 nearest neighbors (with an average of 19 neighbors).

4. METHODOLOGY AND DATA

The existing literature tends to focus on a range of locational factors that affect FDI inflows at the national or sub-national levels. Our choice of FDI determinants is informed by the literature reviewed above and province-level data availability for Vietnamese provinces. Our dataset covers 62 out of 63 provinces from six regions of Vietnam for the period 2006–2009.² This leads to a balanced panel dataset of 248 observations in total with respect to data on 62 provinces over a four year period.

As a dependent variable, we use the natural logarithm of the per-capita registered FDI capital ($\ln\text{FDI}$) in provinces, measured in Vietnamese Dong (VND). Original data for FDI were in current US\$, which we converted to (VND) using exchange rate (market rate). Our FDI measure is scaled by the population of each province with a view to reduce the risk of heteroscedasticity related to scale (Baum, 2006).

In line with the empirical literature on locational determinants of FDI (Coughlin and Segev, 2000; Pham, 2002; Malesky, 2007; Cole et al. 2008; Pham, 2008), we use the natural logarithm of per-capita GDP ($\ln\text{PCGDP}$) in each province as a measure of market potential. We expect higher levels of per-capita GDP to lead to higher levels of registered FDI. The natural logarithm of provincial domestic investment scaled by provincial population ($\ln\text{DI}$) is used to check whether domestic investment function is a substitute or complement to FDI. Openness to international trade ($\ln\text{OP}$) is defined as the natural logarithm of the percentage share of provincial exports and imports in provincial GDP.

Original values of exports and imports in current US\$ were first converted to VND then divided by GDP. We expect openness to have a positive effect on provincial registered FDI capital because relatively more open provinces are more likely to offer the right mix of infrastructure and skills required by MNEs. Labor costs are an important component of production costs, for which we control by using a real wage proxy. Labor cost ($\ln\text{LC}$) is the natural logarithm of compensation per employee per month; and it is expected to have a negative effect on registered FDI capital in each province.

As far as human capital is concerned, we use the natural logarithm of the lower secondary school enrolment per 1000 inhabitants ($\ln\text{LS}$) in each province. We expect FDI within each province to be related positively to lower secondary-school enrolment between the ages of 11 and 15 years. This is because lower-secondary education is a good indicator of literacy and a precursor of the vocational technical education that would follow. Finally, we include the PCI to measure the impact of governance quality on FDI.¹ Higher values of PCI indicate better governance, which we assume to have a positive impact on registered FDI.² All monetary values were deflated to 2005 VND.

¹ PCI measures the perceived quality of economic governance institutions and business environment at the province level and consists of nine sub-indexes: entry costs; land access and security of tenure; transparency and access to information; time costs of business start-ups; proactivity or local administration; informal charges; quality of business support services; labor training services; and legal institutions.

² For robustness check, we used enrolment in upper secondary school as a proxy for human capital and corruption as a proxy for governance quality. The results remain same and can be provided upon request.

Data for FDI, GDP per capita, domestic investment, exports, imports and lower school secondary enrolment are provided by General Statistics Office of Vietnam (GSO). We collected labor cost data from the principle indicators of enterprises by regions and provinces published by GSO. We retrieved PCI data from its online source. Data sources and summary statistics for all the variables in level are provided in Tables A.3 and A.4 in the Appendices, respectively.

The empirical model is specified below, with subscripts i and t denoting province and time, respectively.

$$\ln FDI_{it} = \beta_1 \ln PCGDP_{it} + \beta_2 \ln DI_{it} + \beta_3 \ln LC_{it} + \beta_4 \ln OP_{it} + \beta_5 \ln LS_{it} + \beta_6 PCI_{it} + \varepsilon_{it} \quad (1)$$

Equation (1) overlooks the potential for spatial dependence either in the dependent variable ($\ln FDI$) or through the error term (ε). To check whether spatial dependence exists, we use the lagrange multiplier (LM) test proposed by Anselin (1988). The null hypothesis in the LM tests posits the absence of spatial dependence, the rejection of which indicates the existence of spatial dependence that may be due to ‘spatially-lagged’ dependent variable or spatially-autocorrelated errors. Hence correct specification of the model in (1) must take account of both types of spatial dependence — as indicated in Eqs. (2) and (3) below.

$$\ln FDI_{it} = \alpha + \beta_1 \ln PCGDP_{it} + \beta_2 \ln DI_{it} + \beta_3 \ln LC_{it} + \beta_4 \ln OP_{it} + \beta_5 \ln LS_{it} \quad (2)$$

$$+ \beta_6 PCI_{it} + \rho W \ln FDI_{jt} + \psi_{it}$$

$$\psi_{it} = \lambda W \psi_{jt} + \varepsilon_{it} \quad (3)$$

$$-1 \leq \rho \leq 1 \quad \text{and} \quad -1 \leq \lambda \leq 1 \quad (4)$$

Two main differences are evident here. First, the model is augmented with a new term that captures the spatial dependence in the dependent variable ($\rho W \ln FDI_{jt}$). Here, ρ is the ‘spatial lag’ and W is a weight matrix based on distance between provinces. Spatial dependence in the dependent variable is known as the spatial lag problem and is captured by the spatial autoregressive coefficient ρ . The latter measures the extent to which FDI in neighboring spatial units has an exogenous effect on FDI in a host unit, after controlling for the effect of other exogenous variables. Therefore, ignoring this type of spatial dependence is tantamount to model misspecification, which leads to biased estimates and invalid statistical inference.

Secondly, the error term (ε_{it}), as defined in (3), consists of two terms: the idiosyncratic error term (ε_{it}) and a spatially-weighted autoregressive component ($\lambda W \psi_{jt}$). This specification captures the spatial dependence between the error terms, which is usually known as the ‘spatial error’ problem. This problem arises when a shock to FDI in neighboring provinces affect the level of FDI in a host province through the error term. In such cases, OLS estimates are unbiased but the inference based on OLS estimation is invalid because the standard errors of the estimates do not take account of spatial autocorrelation.

As indicated above, the LM tests allow for establishing if one or both types of spatial dependence exist in the data and hence whether OLS estimation should be rejected in favor of estimators that take account of spatial interdependence. The LM test for spatial lag tests the hypothesis whether $\rho = 0$ in Eq. (2) and LM test for spatial error tests if $\lambda = 0$ in Eq. (3). Note that the spatial interaction coefficients (ρ and λ) must satisfy the condition in

(4) — i.e., they must range between -1 and 1.

Spatial interaction is modeled as a weight matrix (W) based on distance (d) between Vietnamese provinces. The level of spatial dependence is modeled to diminish at a quadratic rate as distance increases. Hence, heavier weights are attached to nearer neighbors than distant ones. Given the poor transportation infrastructure and s-shape of Vietnam, it is plausible to think that interaction between nearer neighbors

would be much stronger than distant ones. The advantage of using physical distance is due to its exogeneity with respect to FDI (Anselin and Bera, 1998). Empirical studies use different specifications for distances, including the nearest neighbor, contiguous provinces, distance-based matrices, and distance-based matrices with a critical cut-off value. In the absence of clear guidance for the choice of cut-off distance, empirical studies make use of the log-likelihood and R-squared values to compare estimation results based on different weight matrices (Abreu et al., 2004; Seldadyo et al., 2010). In this study, we use four different specifications for the distance-based weight matrix: the nearest neighbor (W1); the nearest three neighbors (W3), all neighbors within a radius of 186 km from the capital of the host province (W186) which ensures that we have at least 3 neighbors for the host province; all neighbors within a radius of 350 km from the capital of the host province (W350), which ensures that we have at least 7 neighbors for the host province.

We take capital cities of provinces as reference points in calculating distance between provinces. As provinces get larger, distances to neighbors increase. In addition, provinces in the middle of the country such as Quang Binh and Ha Tinh are more distant from their neighbors than provinces in the north and south are. At this point, choice of a cut-off distance value becomes critical. Because a small cut-off value considerably reduces the number of neighbors with which large provinces and provinces located in the middle of the country interact. Bearing this in mind, we choose a cut-off value of 186 km in order to allow each province to interact at least with three neighbors. By the same token, we increase cut-off value from 186 km to 350 km to allow each province to interact at least with 7 neighbors. We use these different specifications in order to verify if spatial dependence vary with distance and whether there is a critical distance beyond which indirect and feedback effects due to spatial dependence cease to be important.

Quite often, the spatial lag model is preferred to the spatial error model. This is because the former allows for obtaining a rich set of estimates for the effects of a given explanatory variable — including direct, indirect, and feedback effects. In addition, the spatial lag model also allows for establishing whether spatial dependence is reflected as agglomeration or competition effects in the distribution of FDI between spatial units (Blonigen et al., 2007). However, the choice between the two must be based on the LM test (Anselin, 1988) — as indicated above.

If the test indicates estimation with spatial lag, LeSage and Pace (2009) propose a calculation method that decomposes the total effect into direct and indirect effects. The direct effect refers to change in the province-specific FDI capital in province i caused by a one-unit change in the explanatory variable(s) for that province. The indirect effect, which is also known as spatial spill-over effect, measures the change in province-specific FDI capital in province j (where $j \neq i$) caused by unit change in the explanatory variables of province i . Finally, the feedback effect is calculated as the difference between the direct effect and the point estimate (Seldadyo et al., 2010); where the point estimate is the estimate of β in model (2).

5. EMPIRICAL RESULTS

Table 4 below presents our findings on the determinants of registered FDI capital in Vietnamese provinces from 2006–2009. Panel (1) reports the OLS estimation results without spatially-lagged dependent variable. Panel (2) presents the results of the maximum likelihood (ML) estimations, which include the spatially lagged dependent variable ($W\ln FDI$) as explanatory variable. The ML estimation results and the LM tests in Panel (2) are based on different specifications for neighboring provinces. The specifications for weight matrix include one nearest neighbor (W1), three nearest neighbors (W3), a distance cut-off value of 186 km (W186) that ensures the weight matrix includes at least three neighbors; and a distance cut-off value of 350 km (W350).¹

¹ We have also used two other matrices based on two nearest neighbors and distance cut off at 500 km. The results remain unchanged and can be supplied upon request.

Table 4. Determinants of FDI with Different Weight Matrices for Spatial Dependence

| | Panel (1) | | Panel (2) | | | |
|---------|--|-----------------------|----------------------|----------------------|----------------------|----------------------|
| | OLS | | (W1) | (W3) | (W186) | (W350) |
| lnPCGDP | Constant | -17.637*** (-2.58) | -15.982** (-2.42) | -14.161** (-2.13) | -17.081** (-2.54) | -17.323** (-2.56) |
| | Point estimate | 1.364*** (3.95) | 1.141*** (3.40) | 1.178*** (2.99) | 1.233*** (3.62) | 1.265*** (3.71) |
| | Direct effect in province <i>i</i> | | 1.134*** | 1.195*** | 1.230*** | 1.269*** |
| | Indirect effect in provinces <i>j</i> & <i>i</i> | | 0.156** | 0.253** | 0.233 | 0.294 |
| lnDI | Point estimate | 1.122*** (4.79) | 1.244*** (5.48) | 1.114*** (4.91) | 1.160*** (5.05) | 1.140*** (4.97) |
| | Direct effect in province <i>i</i> | | 1.260*** | 1.121*** | 1.158*** | 1.139*** |
| | Indirect effect in provinces <i>j</i> & <i>i</i> | | 0.177** | 0.242** | 0.227 | 0.274 |
| | Point estimate | -1.359*** (-2.73) | -1.413*** (-2.95) | -1.462*** (-3.03) | -1.367*** (-2.81) | -1.393*** (-2.86) |
| lnLC | Direct effect in province <i>i</i> | | -1.428*** | -1.482*** | -1.347*** | -1.406*** |
| | Indirect effect in provinces <i>j</i> & <i>i</i> | | -0.200* | -0.319* | -0.260 | -0.330 |
| | Point estimate | 0.599*** (5.21) | 0.554*** (4.93) | 0.559*** (4.97) | 0.561*** (4.92) | 0.561*** (4.92) |
| | Direct effect in province <i>i</i> | | 0.554*** | 0.562*** | 0.560*** | 0.564*** |
| lnOP | Indirect effect in provinces <i>j</i> & <i>i</i> | | 0.076** | 0.119** | 0.107 | 0.131 |

Table 4. (Continued)

| | Panel (1) | | Panel (2) | | | |
|---|-----------|--|------------------------------------|----------|----------|----------|
| | OLS | | ML Estimation with Weight Matrices | | | |
| | | | (W1) | (W3) | (W186) | (W350) |
| PCI | | | | | | |
| Point estimate | 0.034** | | 0.031** | 0.029** | 0.031** | 0.031** |
| <i>t</i> value | (2.20) | | (2.09) | (1.92) | (2.05) | (2.06) |
| Direct effect in province <i>i</i> | | | 0.031** | 0.029** | 0.033** | 0.032** |
| Indirect effect in provinces $j \neq i$ | | | 0.004 | 0.006 | 0.039 | 0.007 |
| lnLS | | | | | | |
| Point estimate | 2.157*** | | 2.002*** | 1.866*** | 1.914*** | 1.917*** |
| <i>t</i> value | (3.51) | | (3.50) | (3.24) | (3.301) | (3.30) |
| Direct effect in province <i>i</i> | | | 1.991*** | 1.871*** | 1.927*** | 1.897*** |
| Indirect effect in provinces $j \neq i$ | | | 0.276** | 0.400* | 0.372 | 0.445 |
| (Spatial dependence) | | | 0.116*** | 0.179*** | 0.158* | 0.183* |
| <i>t</i> value | | | (2.60) | (2.70) | (1.90) | (1.86) |
| Observations | 248 | | 248 | 248 | 248 | 248 |
| LM No Spatial Lag | | | 8.19*** | 5.35** | 2.85* | 2.30 |
| Robust LM No spatial Lag | | | 21.72*** | 14.10*** | 15.89*** | 15.59*** |
| LM No Spatial Error | | | 0.01 | 0.09 | 0.35 | 0.37 |
| <i>R</i> ² | 0.456 | | 0.480 | 0.475 | 0.465 | 0.465 |
| Log Likelihood | -465.536 | | -461.601 | -462.500 | -463.988 | -464.153 |

Note: *t* values are in parenthesis. ***, **, * denotes 0.01, 0.05, 0.10 significance level respectively.

At the bottom of Table 4, we report the results of the LM tests for spatial dependence and for deciding whether the latter should be modeled as spatial error or spatial lag. In all specifications of the distance-based weight matrix, the LM tests failed to reject the null hypothesis of no spatial dependence in the error term. In contrast, the LM tests for absence of spatial dependence in the dependent variable are rejected under three specifications of the weight matrix: W1, W3, and W186. The null hypothesis of no spatial lag cannot be rejected when the weight matrix is based on a distance cut off of 350 km. In such cases, Anselin et al. (1996) proposes a robust LM test to establish whether spatial lag estimation is still preferable to OLS estimation when the LM test is inconclusive. The robust LM test rejects the hypothesis of no spatial lag when the weight matrix is specified at a distance cut-off of 350 km too. Hence, all results reported in Panel (2) of Table 4 are based on ML estimation of the spatial lag model specified in equation (2) above.

The coefficient of the spatial lag (i.e., the coefficient of $W\ln FDI$) is positive and significant under all specifications of the weight matrix. In fact, the level of spatial dependence tends to increase from 0.116 to 0.183 as the distance between province i and its neighbors or the number of neighboring provinces increases. Technically, this finding indicates that the OLS estimates in panel 1 would be biased due to omission of the spatial lag term from the model. The positive coefficient also confirms the positive spatial autocorrelation in $\ln FDI$ results obtained from the Moran (1950) I test, which are reported in Table A.2 of the Appendix for each year and each weight matrix specification.¹

More importantly, however, our findings point out the existence of an agglomeration dynamics in the distribution of FDI capital across Vietnamese provinces. The presence of FDI activities in neighboring provinces appears to have a positive effect on FDI in a given province and this effect is in addition to the partial effects of the locational factors specific to the province itself. In fact, this spatial dependence explains why cumulative FDI is clustered in the North, the Middle and South of the country, with each cluster being centered around a core of provinces with the highest levels of FDI concentration (see map in Figure 1 above). The spatial dependence and the agglomeration effects it depicts are partly due to geographical characteristics such as natural ports. Indeed, the provinces with the highest levels of concentration are located near major ports, which include Cam Pha, Quang Ninh, and Vat Cach in the North; Da Nang in the Middle and Saigon, Nha Trang and Sa Dec in the South.

The spatial lag estimation allows not only for detecting the existence or absence of agglomeration effects as indicated above but also for establishing the extent to which spatial dependence is reinforced through the locational characteristics of each province. In other words, it allows for opening up the ‘black box’ through which the agglomeration effects are unfolding. The agglomeration effects may be driven by physical geography factors such as ports or infrastructure facilities such as airports or highways. However, they may also be due to economic/demographic factors that foreign investors also take into account.

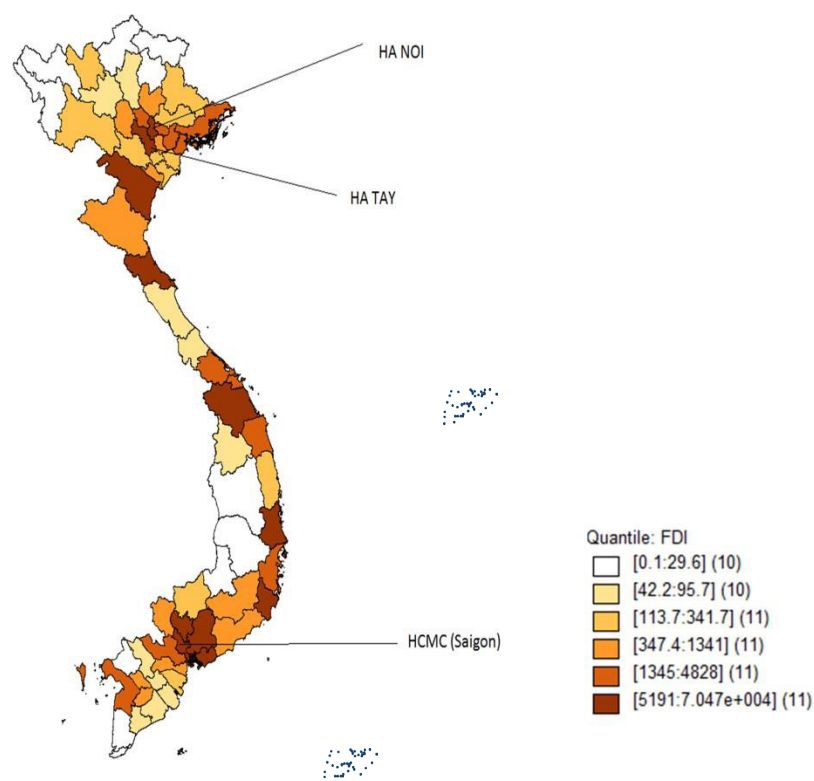
The results in Table 4 enable us to establish the extent to which spatial dependence is reinforced or ameliorated through economic/demographic factors. This can be established by examining the indirect-effect estimates reported in Table 4.² Our results indicate that the province-specific per-capita GDP, domestic investment, openness to trade and lower-secondary enrolment ratio all have positive indirect effects on FDI capital in neighboring provinces. Province-specific labor costs, on the other hand, have negative effects. The

¹ Moran's I statistic tests whether provinces, which are located closer together are more likely to have similar registered FDI levels than those which are further apart. The null hypothesis for this tests states that there is zero spatial autocorrelation in the variable $\ln FDI$.

² The estimation of direct and indirect effect is based on procedures proposed by LeSage and Pace (2009).

indirect effects have the same sign as direct effects. Furthermore, they are significant when the weight matrix is based on the nearest one neighbor or nearest three neighbors; but they become insignificant as the distance increases. Hence, we can conclude that the province-specific economic/demographic factors affect the level of FDI in the province itself and its immediate neighbors in the same direction.

This finding indicates that stronger market potential, openness to trade or higher levels of secondary education in one province attract FDI not only into the province itself but also



Note: Ha Noi and Ha Tay merged in 2007. Therefore, the cumulative FDI for Ha Noi in 2009 is equally allocated to both provinces in this figure.

Figure 1. Provincial Distribution of Cumulative FDI in Vietnam in 2009 (million of US\$)

into its neighboring provinces. This is because FDI decisions are likely to have been influenced not only by the economic/demographic potential of a given province itself but also by that of its immediate neighbors — which can serve either as markets for finished products/services or as additional source of labor or skills. Such market complementarities or externalities are more likely to be the case when the unit of analysis is a sub-national province (as it is the case here) rather than a different jurisdiction because the mobility of goods and services between sub-national units is usually higher than the level of mobility between different jurisdictions.

Our findings also enable us to derive some conclusions about MNE motivations for FDI in Vietnam. As indicated in Sections 2 and 3 above, MNE engagement in FDI may be due to complex vertical integration and/or export platform motives. According to the typology identified by Baltagi et al. (2007) and Blonigen et al. (2007), FDI is driven by complex vertical integration motives when the sign of the spatial

lag is positive and significant. Also, FDI is driven by export platform motives when the sign of the indirect effects is positive and significant. Our findings indicate that FDI in Vietnam is driven by complex vertical integration and export platform motives. In both cases, the existence of FDI activity in one province/region is not at the expense of neighboring regions/provinces because foreign investors aim to supply not only the local but also the international market. This is compatible with the descriptive evidence on the composition of Vietnamese exports – which indicates that more than 50% of Vietnam's total export earnings have been generated by the foreign-invested sectors since 2000.

Furthermore, our findings enable us to compare and contrast different types of estimates within a unified framework. For example, when compared to ML estimates, OLS estimates tend to over-estimate the effects of provincial per-capita GDP ($\ln\text{PCGDP}$), openness to trade ($\ln\text{OP}$) and lower-secondary school pupils ($\ln\text{LS}$); but they underestimate the effects of domestic investment ($\ln\text{DI}$) and labor cost ($\ln\text{LC}$). The over- or under-estimation is due to model misspecification bias caused by absence of spatial lag variable in the OLS specification. Although point estimates obtained from the ML estimation are reliable for inference, they may also under- or over-estimate the true effect of each explanatory variable. As noted by Elhorst (2010a), the true marginal effects (i.e., the partial derivatives of model 2) are the direct-effect estimates.⁸ Hence, inference about the effects of locational factors should be based on direct-effect rather than point estimates; and the difference between the point and direct-effect estimates is equal to the feedback effect (Seldadyo et al., 2010). The latter occurs as a result of second- and higher-order spill-over effects from neighboring provinces following the initial change in the province-specific determinant of FDI.

Having summarized the range of estimates that can be obtained from spatial regression analysis, we can now summarize the findings related to true marginal effects — i.e., to direct-effect and indirect-effect estimates. The direct-effect estimates indicate that higher levels of province-specific per-capita GDP ($\ln\text{PCGDP}$), per-capita domestic investment ($\ln\text{DI}$), trade openness ($\ln\text{OP}$), perceived governance quality (PCI) and lower-secondary enrolment ($\ln\text{LS}$) lead to higher levels of registered FDI capital ($\ln\text{FDI}$). The estimate is negative only in the case of labor costs. These findings are in line with OLS estimates reported by Na and Lightfoot (2006) and Cole et al. (2009) with respect to FDI across Chinese regions; and with those reported by Pham (2002, 2008) and Nguyen (2006), Vu et al. (2007), and Malesky (2007) with respect to Vietnamese provinces.

With respect to market size, our findings are similar to those of Ledyeva (2009), Coughlin and Segev (2000) and Gamboa (2013), who investigate determinants of FDI in Russian regions, Chinese provinces and Mexican states, respectively. In addition, labour cost is reported to have a negative effect on FDI in Chinese provinces and Mexican states, as we have found in the case of Vietnamese provinces. As for the nature of spatial dependence, we find a positive spatial dependence in FDI between provinces in Vietnam in contrast to Russian regions. The magnitude of positive spatial dependence we present here is smaller than the one for Mexican states reported by Gamboa (2013). These findings suggest that the nature and strength of spatial dependence in FDI, if exists, may vary across countries at subnational regions, reflecting different motives for FDI and degrees of spatial dependence between geographic units.

Nevertheless, our findings enhance the evidence in three directions. First, we demonstrate that estimates reported by the existing literature may have the correct sign but they may also be subject to model misspecification bias, which is due to exclusion of spatial dependence from estimated models. Secondly, we demonstrate that unit-specific locational factors have both direct effects on FDI within the province itself and indirect effects on FDI in neighboring provinces. The indirect effects are smaller in magnitude but have the same sign as the direct effects.

The third contribution relates to uncovering an agglomeration dynamic in the distribution of FDI across Vietnamese provinces. Our findings indicate that the agglomeration effects unfold through spatial dependence between provinces and via indirect effects of the locational economic and demographic factors. Given that the direct and indirect effects have the same sign, agglomeration effects through both channels reinforce each other within provincial clusters that consist of two or four provinces — i.e., when the weight matrix is based on one nearest and three nearest neighbors. When the number of neighboring regions exceeds four, the agglomeration effect captured by the spatial dependence continues to exist, but it is not reinforced by market complementarities captured by the indirect effects of locational characteristics such as market size, openness to trade, education, wages, and economic governance quality.

6. CONCLUSIONS

In this paper, we have investigated the locational factors that affect FDI inflows into sub-national units in Vietnam, taking into account both economic/institutional factors and the interactions of the latter with geography. Using a dataset on registered FDI capital in 62 Vietnamese provinces from 2006–2009 and drawing on recent developments in spatial regression methodology, we have discovered a number of empirical patterns that enhance the existing evidence base and may inform policy and practice.

First, we have demonstrated that OLS estimates for the effects of locational determinants of FDI inflows would be biased if the latter are subject to spatial dependence, measured as geographical proximity of the host provinces. The bias is equal to the difference between the point estimates from OLS estimation and the direct-effect estimates from the maximum likelihood estimation with spatial dependence. The difference is about 10% and reflects either an upward bias (as it is the case for the effects of per-capita GDP and education on FDI flows) or a downward bias as it is the case for the effect of domestic investment on FDI flows. The implication for future research is that it is necessary to test for the presence of spatial dependence in FDI flows and the case for such tests is stronger when geographical units correspond to provinces or regions within the same country.

Second, the signs and significance of the bias-corrected direct-effect estimates we have found are in line with existing findings with or without control for spatial dependence. Hence, we have confidence in the inference quality of our findings that take account of spatial dependence. Our bias-corrected findings indicate that province-level per-capita GDP, domestic investment, openness to trade, governance quality and education have positive effects on FDI inflows into provinces; whereas labor costs have a negative effect. These bias-corrected estimates remain robust to different specifications of geographical proximity, ranging from three neighbors to 350 km that envelope at least 7 neighboring provinces.

Third, we have added to the existing evidence base by comparing the direct- and indirect-effect estimates for the locational factors that affect FDI inflows. We have found that the direct- and indirect-effect estimates for each locational factor have the same sign, but the indirect-effect estimates are always smaller than (about 12%–20% of) the direct-effect estimates. Given that the signs of the direct- and indirect-effect estimates are the same, our findings indicate that province-specific factors have spill-over effects on FDI in neighboring provinces. Stated differently, neighboring provinces are able to attract higher levels of FDI when the levels of per-capita GDP, domestic investment, openness to trade, secondary-school enrollment and governance quality in one of the provinces increases. However, the spill-over effect disappears as the distance between the province and its neighbors increases.

Fourth, we have also added to the existing evidence base by estimating the level of spatial dependence in the distribution of registered FDI capital across Vietnamese provinces. The effect of spatial dependence is positive and remains robust to change in the specification of the weight matrix from one nearest neighbor and 3 nearest neighbors to distance cut-off values of 186 and 350 km. This finding indicates that the distribution of registered FDI between Vietnamese provinces is subject to agglomeration dynamics. Indeed, a 10% increase in distance-weighted value of the FDI in neighboring provinces tends to increase the FDI in a province by 1.2%–1.8%. This agglomeration effect explains the concentration of FDI within three clusters in the North, the Middle and South of the Country.

However, we have also established that the spatial-dependence effect tends to increase as the distance between a given province and its neighbors increases. Indeed, the spatial lag coefficient increases from 0.116 for one nearest neighbors to 0.183 when the distance is set at 350 km between one province and its furthest neighbor. This finding indicates that the agglomeration effect is not limited to the nearest neighbors of an FDI-intensive province. If anything, the agglomeration effect is spread over a larger geographical space; and neighbors at the periphery are more likely to benefit from FDI inflows into an FDI-intensive province.

Three policy implications follow from our findings. First, FDI inflows into Vietnamese provinces are highly sensitive to labor costs. Nevertheless, we do not recommend wage moderation as a province-level policy aimed at attracting FDI. As indicated in section 3 above, provincial clusters with the highest levels of FDI are those with the highest levels of per-capita GDP too. Hence, provinces within such clusters would be better-placed to afford wage moderation compared to provinces within clusters of low per-capita GDP and FDI concentration levels. Therefore, wage moderation as a means of attracting FDI is likely to have the adverse consequence of perpetuating inter-province disparity in terms of both FDI concentration and per-capita GDP levels.

The second policy implication that follows from our findings relates to the role of education. We found that the rate of secondary school enrolment has the largest direct effect on FDI inflows. Approximately, a 1% increase in the rate of secondary education enrolment is associated with 2% increase in registered FDI. In addition, our findings indicate secondary school enrolment has high levels of spill-over effects on FDI in neighboring provinces and the existing literature indicates that the personal returns on education are positive in Vietnam (see, for example, (Gallup, 2002; Liu, 2006; Pham and Reilly, 2007)). Therefore, there is evidential case for increasing investment in education as a means of both attracting FDI into provinces and reducing income disparities between provinces.

The third policy implications of our findings relate to governance quality, as measured by the provincial competitiveness index (PCI). As indicated above, PCI measures the province-level perceptions of the quality of economic governance institutions and business environment. It consists of nine sub-indexes: entry costs; land access and security of tenure; transparency and access to information; time costs of business start-ups; proactivity or local administration; informal charges; quality of business support services; labor training services; and legal institutions. Our findings indicate that the direct effect of PCI is positive but small (usually, around 0.03). In addition, the PCI in one province has no spill-over effects on FDI inflows into neighboring provinces. This finding indicates that inter-province competition based on PCI is the least effective strategy compared to other policy options that involve increasing education levels, domestic investment or openness to trade.

Appendix A

Table A.1. List of Provinces in the Sample

| Regions | Provinces |
|--|---|
| Central Highlands | Dak Lak, Lam Dong, Dak Nong, Gia Lai, Kon Tum |
| Mekong River Delta | An Giang, Hau Giang, Thai Binh, Vinh Long, Soc Trang, Ca Mau, Long An, Can Tho, Kien Giang, Tra Vinh, Ben Tre, Dong Thap, Tien Giang |
| North Central and Central Coastal area | TT-Hue, Khanh Hoa, Quang Binh, Quang Nam, Nghe An, Ninh Thuan, Da Nang, Binh Dinh, Phu Yen, Quang Ngai, Ha Tinh, Quang Tri, Thanh Hoa, Binh Thuan |
| Northern midlands and mountain areas | Lai Chau, Thai Nguyen, Dien Bien, Lang Son, Cao Bang, Bac Kan, Ha Giang, Lao Cai, Yen Bai, Son La, Hoa Binh, Tuyen Quang, Phu Tho, Bac Giang |
| Red River | Hung Yen, Quang Ninh, Ha Nam, Nam Dinh, Hai Duong, Ninh Binh, Hai Phong, Bac Ninh, Ha Noi, Vinh Phuc |
| South East | Dong Nai, Binh Duong, Binh Phuoc, BSVT, Tay Ninh, HCMC |

Table A.2. Moran's I Test for Spatial Autocorrelation lnFDI

| Moran's I Test | W1 | W3 | W186 | W350 |
|----------------|-----------------|-----------------|-----------------|-----------------|
| lnFDI 2006 | 0.426 (0.00) | 0.290 (0.00) | 0.181 (0.00) | 0.141 (0.00) |
| lnFDI 2007 | 0.449 (0.00) | 0.317 (0.00) | 0.203 (0.00) | 0.161 (0.00) |
| lnFDI 2008 | 0.419 (0.02) | 0.312 (0.00) | 0.204 (0.00) | 0.163 (0.00) |
| lnFDI 2009 | 0.438 (0.00) | 0.325 (0.00) | 0.221 (0.00) | 0.178 (0.00) |

Notes: Two-sided and under normality, *p*-values are in parenthesis.

Table A.3. Data Sources

| Data | Unit of Measurement | Source |
|-----------------------------|--------------------------------|---|
| Foreign direct investment | US\$ | Provided by General Statistics Office of Vietnam (GSO) |
| Exchange rate (Market rate) | US Dollars per Vietnamese Dong | International Monetary Fund, International Financial Statistics Annual Series |
| Population | People | Provided by GSO |
| GDP | Vietnamese Dong | Provided by GSO |

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FISCAL SPACE FOR SUSTAINABLE ECONOMIC DEVELOPMENT IN VIETNAM: FROM THE POINT OF PUBLIC EXPENDITURE ON SCIENCE AND TECHNOLOGY IN AGRICULTURE

Hao Pham Van*

ABSTRACT: *Fiscal space is commonly defined as the budgetary room that allows a government to provide resources for public purposes without undermining fiscal sustainability. The concept of fiscal space was used extensively in the health, education sectors in the context of the Millennium Development Goals. In particular, the study defined view and research oriented public expenditure for science and technology in agriculture is suitable for the development of fiscal space. This is the content which will be discussed in this article.*

Keywords: *Fiscal space, public spending, Science and Technology in Agriculture of Vietnam.*

1. INTRODUCTION

Fiscal space is a term that can be defined as room in a government's budget that allows it to provide resources for a desired purpose without jeopardizing the sustainability of its financial position or the stability of the economy. The idea is that fiscal space must exist or be created if extra resources are to be made available for worthwhile government spending. A government can create fiscal space by raising taxes, securing outside grants, cutting lower priority expenditure, borrowing resources (from citizens or foreign lenders), or borrowing from the banking system (and thereby expanding the money supply). But it must do this without compromising macroeconomic stability and fiscal sustainability-making sure that it has the capacity in the short term and the longer term to finance its desired expenditure programs as well as to service its debt.

How is potential fiscal space determined? The IMF looks at both the scope for greater public saving through expenditure rationalization and tax reform, and the extra resources that can be mobilized from borrowing and grants. It also appraises underlying factors that affect the outcome of government policies.

- *Reprioritizing expenditure.* Curbing unproductive spending should be an important objective. Besides, productive spending needs to be protected: not spending enough on a sector can have damaging social effects and prove to be a false economy.

- *Boosting efficiency.* Other aims should be to streamline the implementation of programs, reduce corruption, and improve governance. Donors can help by paring conditionality, eliminating aid-tying, reducing administrative overheads, better coordinating spending in a sector, and reducing the administrative overload imposed on the limited number of recipient country program managers.

- *Raising revenue.* For countries with low ratios of government revenue to GDP, broadening the tax base and improving tax administration are likely to be important objectives. For low-income countries, a tax ratio of 15 percent of GDP should be seen as a minimum objective.

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- *Increasing borrowing.* Given that domestic and foreign borrowing must be serviced and repaid, policymakers need to evaluate whether the social return from the uses to which the borrowing is put justifies the cost. Governments may choose to borrow without taking specific account of the direct returns, but then must do so when assessing the overall sustainability of a program. Such assessments typically weigh an economy's prospective growth rate, potential for exports and remittances, prospective interest rate environment, revenue elasticities, composition of existing debt (in terms of interest rates, maturity, and currency of borrowing), and terms of new debt being considered.

- *Monetary expansion.* A government's borrowing from the banking system should be driven by monetary policy objectives—namely, the creation of sufficient liquidity to support an economy's real growth, with no more than low inflation. Even if a government were explicitly to rely on money creation to facilitate somewhat higher government expenditure, there are clear limits, given the potential inflationary impact.

- *Securing more external grants.* For many developing countries, this is increasingly feasible given the global commitment to help countries reach the Millennium Development Goals (MDGs). Grants can clearly provide more fiscal space than borrowing, where debt sustainability considerations have to be taken into account even when loans are highly concessional. But only a sustained and predictable flow of grants can create the potential for a scaling up of expenditure that can be maintained and reduce the uncertainty as to whether a grant is simply of a one-time nature.

- *Pursuing sound macroeconomic policies.* Countries that manage policies well are likely to have greater potential for creating extra fiscal space. Governments need to clarify with donors the likely availability of foreign assistance over the medium to long term and structure their expenditure programs accordingly.

In summary, this study is primarily concerned with analyzing the reprioritizing expenditure and boosting efficiency in public expenditure for science and technology in agriculture from 2013 - 2017 to expand the fiscal space in Vietnam.

2. RESULTS AND DISCUSSION

Reprioritizing and using the public expenditure on science and technology in agriculture is spreading out and have not prioritized developing science and technology along with exploiting potential advantages of developing agricultural production in each economic region or specific area.

Table 1. Central budget expenditure structure on science and technology in agriculture in Vietnam (From 2013 to 2017)

Unit: billion Vietnamese dong

| Year | Total expenditure | | Expenditure on developing investment | | Current expenditure | |
|-------------|-------------------|---|--------------------------------------|----------------|---------------------|----------------|
| | Total | Increased percentage over last year (%) | Amount of money | Proportion (%) | Amount of money | Proportion (%) |
| 2013 | 852,606 | 2,34 | 31,746 | 3,72 | 820,860 | 96,27 |
| 2014 | 772,060 | - 9,60 | 39,985 | 5,18 | 732,075 | 94,82 |
| 2015 | 798,090 | 3,37 | 46,076 | 5,78 | 752,014 | 94,22 |
| 2016 | 854,634 | 7,08 | 67,083 | 7,85 | 787,551 | 92,15 |
| 2017 | 854,246 | -0,01 | 36,485 | 4,27 | 817,761 | 95,73 |

Source: Ministry of Agriculture and Rural Development

Table 2. Local budget expenditure structure on science and technology in agriculture in Vietnam
(From 2013 to 2017)

Unit: billion Vietnamese dong

| Year | Total expenditure | | Expenditure on developing investment | | Current expenditure | |
|------|-------------------|---|--------------------------------------|----------------|---------------------|----------------|
| | Total | Increased percentage over last year (%) | Amount of money | Proportion (%) | Amount of money | Proportion (%) |
| 2013 | 2.349 | 6,10 | 1.485 | 78,54 | 864 | 21,46 |
| 2014 | 2.335 | -0,60 | 1.395 | 59,74 | 813 | 40,26 |
| 2015 | 2.413 | 3,34 | 1.434 | 59,43 | 979 | 40,57 |
| 2016 | 2.535 | 5,05 | 1.517 | 59,84 | 1.018 | 40,16 |
| 2017 | 2.615 | 3,15 | 1.513 | 57,85 | 1.102 | 42,15 |

Source: Ministry of Agriculture and Rural Development

The structure of public expenditure for developing, investing and maintaining scientific and technological activities in agriculture is not appropriate at both central and local levels. Public expenditure for infrastructure investment at central level is quite low. At present, infrastructure of most agricultural research institutes is limited, facilities or researching are too outdated to meet the requirements for research.

Public expenditure from state budget for high-tech agricultural programs, projects is low (at 0.9% in 2016 and 1.4% in 2017 in the total expenditure for science and technology in agriculture annually). Innovative agricultural production models such as: large-scale fields, high-tech agricultural areas, agricultural production and supplied chains and so on are in the early stage of establishing and developing. This is also the negative reason for prioritizing the projects for investing.

Investing public expenditure for scientific and technological research in harvesting, preliminary processing, processing and preserving key agricultural products has not been focused properly and has not contributed to build reputable supplied chains of agricultural product in both domestic and international markets.

There are mechanisms and policies to promote the public-private partnership (PPP) unites scientific technological research and demand arising in practical producing and encourages enterprises to invest in science and technology in agriculture, but they are not really effective.

3. RECOMMENDATIONS

- *Public expenditure still plays a key role and creates an attractive environment for other financial resources to invest in developing science and technology in agriculture along with spend money supporting the “National innovative start-up” program*

The current economic and social situations in rural agricultural areas have not developed, so the State still plays the key role in providing investment capital for developing science and technology in this sector. The main role here is described in two aspects:

First of all, the state budget is providing large amount of the investing capital for researching to develop science and technology in agriculture.

Secondly, investments from the state budget in developing potential basic scientific and technological products will encourage the private sector to invest to be transferred and applies these products in the practical agricultural production.

Nowadays, the “National innovative start-up” program is established and developing in Vietnam. Apart from the policy of supportive investing by the state budget, the participation in investing of other public financial funds and the private sector in both domestic and foreign areas is being promoted strongly to support the development of this program.

- *Reprioritizing the public expenditure to the main points to ensure the implementation of strategic objectives to develop agricultura science and technology, and in particular, focusing on developing high technology for production*

In the limited funding conditions, but the expenditure demand is high, so the issue of balancing, allocating and using effectively the approved budget expenditure for both developing, investing purposes and scientific, technological purposes is a problem that need specific solutions in each period of time.

In the expediture for devolping and investing, it is necessary to prioritize for new projects or renovating the facilities in the key scientific and technological research institutes in agriculture sector. Besides, the public expenditure for constructing infrastructure in the high-tech agricultural areas should also received adequate attention.

About the expenditure in science and technology for implementing research missions, applying new scientific and technological achievements in production, it needs to focus on the major programs, projects along with the identified purposes of developing science and technology in specific period. The public expenditure should focus more on the research projects for applying high-tech products in agricultural production according to the overall plan and applied hi-tech agricultural areas to 2020, orientation to 2030 that approved by the Government.

- *Balancing appropriately expenditure at both central level and local level for investing in science and technology in agriculture*

Researching and applying new scientific, technological products in production are implemented at both central and local level by different activities. The central budget should focus on investing in establishing the key research institutes and implementing the national and ministerial scientific and techonological programs. The local budget should support for implementing the national programs, projects at its area and invest in the local scientific and technological projects.

- *Managing public expenditure for science and technology in agriculture should be effectively based on the specific results of the research activities and applying scientific and technological products in practical production*

This point of view ensures that the public expenditure meets the real demand of developing science and technology in practice, and also is the basis for selecting and applying appropriate public expenditure management method in each period. At the moment and in the future, the public expenditure management method such as block grant (wholly block grant, partly block grant) or ordering by contract should be applied commonly along with implementing the autonomy mechanism in public scientific and technological units in Vietnam.

- *Enhancing the socialization in implementing scientific and technological missions, creating conditions for private organizations, enterprises and other economic sectors to invest capital in researching, perfecting technology and transferring modern technology, purchasing advanced technology in domestic or abroad to support agricultural production*

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GLOBALIZATION – THE BASIS AND AN ENGINE OF ECONOMIC DEVELOPMENT

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ABSTRACT: *Globalization is an objective tendency in which the interconnectedness among nations is increased. The appearance of globalization can be considered as the key element of economic development as it widely impacts on many economic aspects. This paper was carried out to examine the good effects of globalization on economic development in general. By assessing the good effects of globalization on creating good conditions for attracting Foreign Direct Investment flows, helping countries in updating Advanced Technologies, creating higher quality labor sources, and boosting international trade all over the world; This paper is aiming at affirming the important role that globalization plays on boosting the world economic development; thenceforth figuring out the answer for the question: 'Is Globalization the basis and an engine of economic development?'*

Keywords: *Economic development; globalization; interconnectedness*

Economic development is essentially represented through the rise in the production level in an economy along with the advancement of technology, improvement in living standards and so on. Many economists agree that there is a strong connection between economic development and globalization; or to be more specific, globalization is considered as the basis as well as the engine of economic development. To verify this relation, it is necessary to assess how and in which aspects globalization does affect the economic development.

Globalization is essentially a growth of economic activities that transcend national and regional borders. When it comes to the rise of globalization, we cannot disclaim that it has thousands years of history. While the total of worldwide import and export did not exceed 10% of global production before 1800, things started to change from around 1820 when the first wave of globalization occurred as the consequence of technological advances and political liberalism. At the beginning of the First World War, the decline of liberalism along with the rise of nationalism led to the end of the first globalization wave due to the collapse of international trade. However, after the Second World War, foreign trade started growing again, and its growth was much faster than ever before. In the last few centuries, international trade has grown remarkably. To give a concrete proof, today 60% of goods and services produced in the world are traded across countries border; in addition, total exports and imports across nations is greater than 50% of global production (Ospina, E.O., 2017). The figure below provides additional information about the value of Global export over the last two centuries (1800-2014).

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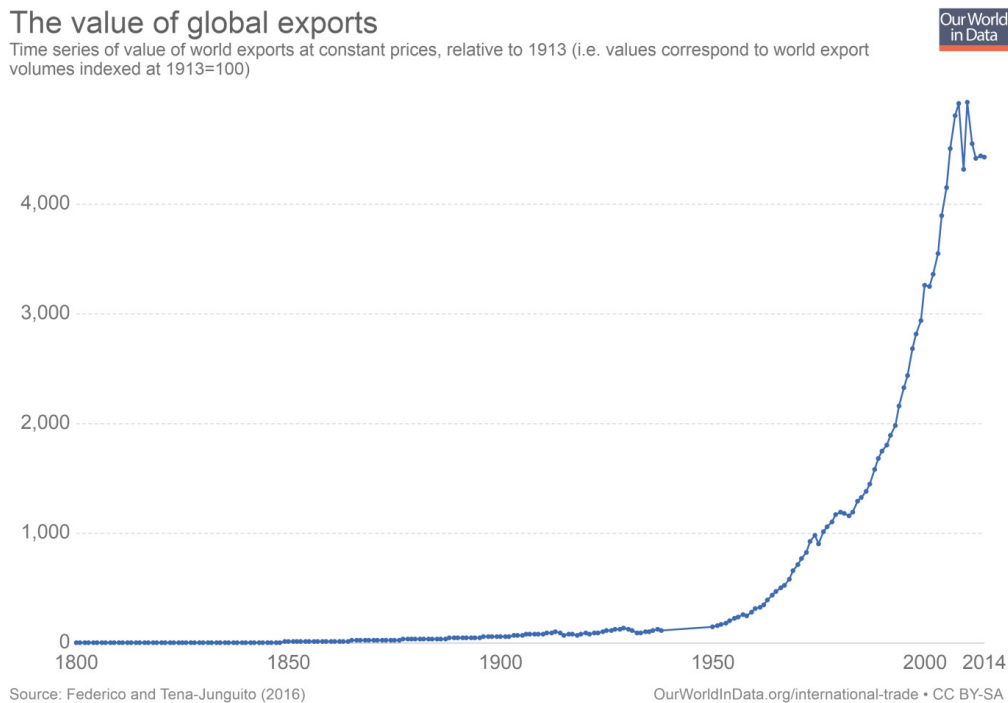


Figure 1 - Sum of World exports and imports as a share of world GDP

(Ourworldindata,2017)

As can be seen from the figure above, there is a significant rise in the value of global exports under the effect of globalization. This can be explained by the fact that the reduction in the commercial and tariff barriers among nations has fostered the development of international trade and foreign investment, which lead to the growth in import and export activities all over the world.

It can be said that the process of globalization has benefited countries all over the world, especially in the economic development aspect. In terms of economic development, there are many elements that can be used to assess; however, in this paper scale, we are going to examine some of key elements such as Foreign Direct Investment, Technological innovation, Labor source, Foreign trade.

- ***Foreign Direct Investment (FDI)***

According to Laurencin, H. et al (2004), “Foreign Direct Investment is investment involving in a long-term relationship and lasting interest in and control by a resident entity in one economy in an enterprise resident in another economy”. In the ‘A vicious cycle’ theory, the famous economist Samuelson & Nordhaus (1985) argued that in less-developed countries, low incomes cause low saving, low saving inhibits capital, and lack of capital slows down productivity. Breaking this vicious cycle is difficult. Therefore, it is necessary for nations which want to achieve the optimum economic growth and development to have “a push” from the outside. In this case, FDI can be the perfect factor to push the economic production capability up. Kuepper, J. (2018) also claimed that FDI plays a vital role in boosting technology transfer, industrial restructuring, and the global companies growth; thence, affects the economic development in a positive way. Globalization progress has made it easier for the FDI flows to come to developing countries, which virtually need it, and help them boost their economic development much faster.

• **Technological innovation**

Globalization provides favorable conditions for developing countries up to date advanced technologies from the developed nations. Advanced technology is an integral factor of the economic development progress. It helps to intensify production capability of the economy; boost the economic development, the formation, and economic structure movement progress; enhance the competitive advantage for goods and services; furthermore, advanced technology also plays an important role in protecting environment. Le, H.H. (2016) stated that Advanced Technology applied in communication, transportation, production also makes it easier for the movement progress of capital, commodity, labor, and also technology transferring across nations' borders. Further examining the effect of advanced technology on communication and transport aspects, we can see that practicing technology on communication and transportation has reduced much greater unnecessary cost than ever before. Consequently, the economic productivity is improved. The figure below shows how, at the global level, costs across these three variables collapsed from 1930 to 2005.

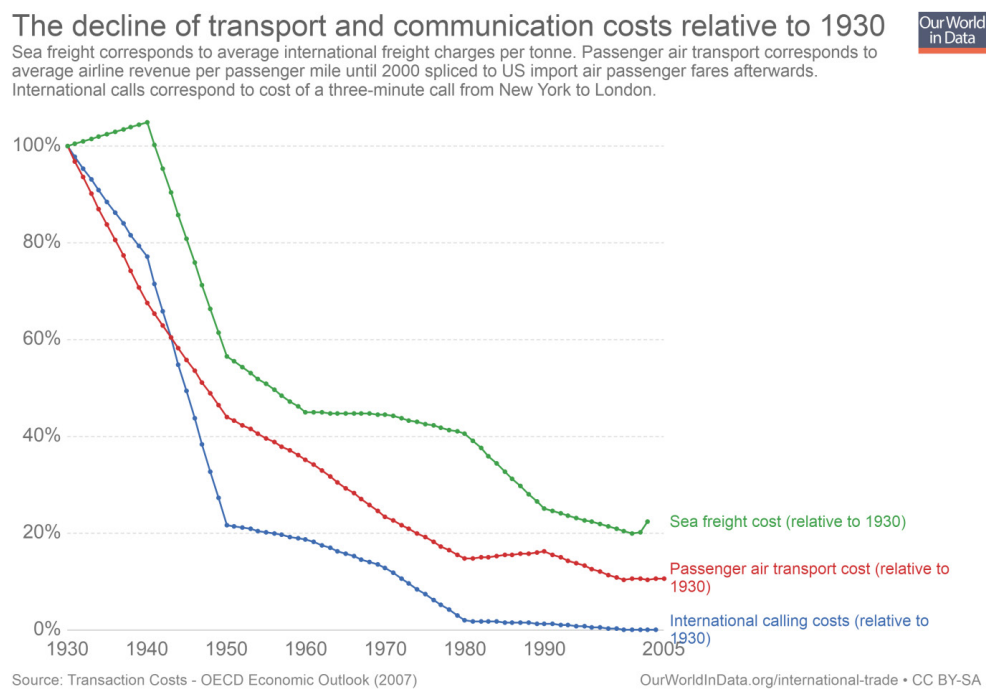


Figure 2 – The decline of transport and communication costs relative to 1930 (Ourworldindata, 2017)

• **Labor source**

There is no denying that Globalization leads to the higher demand on high quality labor force as the fact that a great number of companies nowadays tend to utilize high-tech machineries in order to increase productivity. Due to their own requirement, companies tend to focus on training employees instead of paying attention only to assets investment and technological improvement as in the previous time. There is a fact that the higher quality the labor force is, the higher productivity the company and the national economy can achieve; and the higher quality the labors are, the greater income they can have. One person's consumption depends on his/her income. In other words, people tend to spend more as their incomes are greater. This means that the higher the income, the more benefits an economy can achieve. Ospina, E.O.

(2017) also claimed that globalization has also been a key driver of unprecedented economic growth and as a result, people now live in a world with much less poverty, and more job opportunities.

Another element that represents the relationship between globalization and labor source is workers' remittances. Workers' remittances in other words is kind of payment for the exporting labor services from one country to another. Workers remittances flows might be from both developed countries and developing countries. According to the United Nation's statistic carried out in 2004, remittances increased significantly in the 1990s, reaching more than \$60 billion in 2001. The importance of workers' remittances to developing countries as a source of foreign exchange income is undeniable. India, Mexico and the Philippines are three nations which receive the largest amounts of workers' remittances (more than \$5 billion each in 2001) among the developing countries. On the other hand, in relation to GDP, workers' remittances flows are even more important for smaller economies such as El Salvador, Jamaica, Jordan, Nicaragua and Yemen. In the 1990s, remittances increased particularly fast in India, Jordan, the Philippines, Sudan and a number of countries in Latin America and the Caribbean. Indeed, some developing countries have come to depend on this type of financial inflow, which in some cases constitutes the single most important source of foreign exchange income (Laurencin, H. et al, 2004).

- ***Foreign trade***

As a result of globalization, foreign trade has been expanded all over the world. Since then, multinational companies such as Coca-Cola, Unilever, Adidas,... have been formed and grown stronger by leaps; people can easily find one nation's specialities are sold in many other countries instead of being limited in that nation scale only; besides, business contracts were signed between parties from different nations. Let's take an example from the consumer goods industry. According to the report of Federal Reserve Bank of San Francisco in 2010, approximately 35.6% of all clothing and shoes sold in the United State were manufactured in China while there is only 3.4% of those were made domestically.

The appearance of globalization also creates intense competition between domestic companies and foreign companies. In order to make domestic businesses viable, they are required to improve their own competence as well as specify the right strategy for them to beat their opponents. This competing progress makes businesses become stronger, and that also creates the engine for the economic development progress in each nation.

People living in today's world have also experienced another benefit from the international trade expansion such as the more available of healthcare products and drugs for treatment deadly infections. As being stated by Ospina (2017), 'the expansion of foreign trade has meant that vaccines and antibiotics produced in a handful of countries have been widely used all over the world to eradicate diseases and treat deadly infections. Since 1900, life expectancy has increased in every country in the world, and global average life expectancy has more than doubled'.

To conclude, although there are some problems arise from the appearance of globalization such as income inequality, and the interdependence among countries, it is undeniable that the advantages that globalization progress has brought to the economic world are much more considerable than its threats. Without globalization, the world economic in general and each country's economic in particular can never develop as great as today. Therefore, globalization is exactly the basis and an engine of economic development.

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FDI ATTRACTION AND USING FDI TO ECONOMIC DEVELOPMENT SUSTAINABILITY

Vu Duy Vinh* - Do Dinh Thu** - Tran Thi Thu Nga***

ABSTRACT: Vietnam has achieved a many of significant achievements and step-by-step integrated into region and the world after a long period of attracting and using foreign direct investment (FDI). FDI currently plays an important role and becomes one of the driving forces to domestic economic growth. In addition to the success that has had a positive impact on the economy and sustainable development, it is essential to recognize that there are many constraints to address in order that activities of attracting and using more FDI can contribute more on sustainable economic development in Vietnam. The paper focuses on analyzing the situation of attracting and using FDI in Vietnam with sustainable development and proposes solutions to improve the efficiency of attracting and using FDI in the coming years to contribute to sustainable economic development in Vietnam.

Keywords: FDI attraction, using FDI, foreign direct investment, sustainable economic development, Vietnam

1. THEORETICAL BACKGROUND

1.1. Foreign direct investment

Foreign direct investment means foreign investors transfer resources (money, tangible assets, intangible assets, technology ...) to the countries received investment in order to directly carry out production activities to maximize profits.

Forms of FDI regulated by the Law on Investment, generally have the following formulas: Business Cooperation Contract (BCC), Joint Venture Enterprise, 100% Foreign Owned Enterprise, Contract in the form of Public Private Partnership (PPP), acquisitions and mergers (M&A).

Countries receiving FDI are very interested in the efficiency of FDI attraction and the efficiency of FDI utilization.

1.2. Sustainable economic development

Sustainable economic development is a modern concept for identifying goals and good elements for an economy through sustainable growth. Accordingly, development is not only understood as increasing per capita incomes but also be linked to sustainable development, focusing on three factors: economy, society and environment. In order to maintain a high growth rate in the long run, increasing incomes should be associated with increasing quality of life or welfare and poverty reduction. Thus, it is not necessary to grow at a high speed but reasonable and sustainable level.

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Countries in the process of attracting and using FDI focuses not only on contributing to economic growth but also on the impacts of FDI on environmental pollution or other social issues such as jobs, income of employees; poverty reduction; strikes of workers...

2. SITUATION OF ATTRACTING AND USING FDI IN VIETNAM IN RECENT YEARS

2.1. FDI attraction in Vietnam in recent years

Since Vietnam promulgated the Law on Foreign Investment in 1987, the activities of attracting and using FDI in Vietnam has been growing strongly, which contributes significantly to economic growth and solves social issues in Vietnam. However, this activity also makes economic development not really sustainable.

In three years from 1988 to 1990, the FDI law was implemented in Vietnam, resulting in low FDI attraction (214 projects with a total newly registered capital of US \$ 1.6 billion).

The impact of FDI on the socio-economic situation of the country was not clear enough.

In the period of 1991-1995, FDI increased (1,409 projects with total newly registered capital of 17.38 billion US dollars) and had a positive impact on the socio-economic situation of the country . The period 1991-1995 was considered a “boom” period in Vietnam (perhaps the first “wave of FDI” in Vietnam). This was the period in which the investment and business environment in Vietnam started attracting investors thanks to low investment costs compared to some countries in the region; available labor force with low cost and new markets; therefore, FDI grew rapidly and had a spillover effect to other economic sectors and actively contributed to the achievement of socio-economic targets of the country. In 1995, it attracted \$ 6.6 billion of registered capital, increased 5.5 times as in 1991 (\$ 1.2 billion). In 1996, it attracted \$ 8.8 billion of registered capital, an increase of 45% over the previous year.

In three years from 1997 to 1999, there were 961 licensed projects with a total registered capital of over 13 billion US dollar; however, the registered capital of the following year was lower than that of the previous year (in 1998, registered capital was only 81.8% compared to that in 1997, and in 1999, it was only 46.8% compared to 1998), mainly small and medium sized projects.

Between 2000 and 2003, FDI inflows into Vietnam began to show signs of slow recovery. Newly registered capital in 2000 was 2.7 million US dollar, increased 21% compared to 1999; in 2001, it was 18.2% higher than that of 2000; in 2002, the registered capital decreased and was only 91.6% compared to 2001, in 2003 (reached 3.1 billion USD) increased 6% compared to 2002. And it tended to increase rapidly from 2004 (reaching 4.5 billion US dollar), increased 45.1% over the previous year; increased by 50.8% in 2005; increased by 75.4% in 2006 and in 2007 reached a record \$ 20.3 billion in the past 20 years, increased 69% over 2006, double to 1996, the highest in the pre-crisis period [1].

The FDI inflows from EU to Vietnam recovered in 2005 with total capital of \$ 1.7 billion. Although investment from Europe began to decline due to the economic recession in 2008, FDI registered capital to Vietnam still increased by \$ 2.6 billion before falling sharply in 2009 and rising again in 2010 which was also the highest to that time (\$ 2.6 billion) [1]. From 2011 to 2015, FDI inflows into Vietnam tended to slow down due to global economic difficulties.

Table 1. FDI registered capital, from 1988 to 2017 Unit: Million US dollar

| Period/year | Registered capital | Disbursed capital |
|------------------|--------------------|-------------------|
| Period 1988-1990 | 1,604 | - |
| Period 1991-1995 | 17,388 | 7,155 |
| Period 1996-2000 | 25,510 | 13,514 |
| Period 2001-2005 | 20,806 | 13,843 |
| Period 2006-2010 | 148,075 | 44,635 |
| 2011 | 15,619 | 11,000 |
| 2012 | 16,348 | 10,047 |
| 2013 | 22,352 | 11,500 |
| 2014 | 21,922 | 12,500 |
| 2015 | 22,760 | 14,500 |
| 2016 | 22,191 | 15,800 |
| 2017 | 35,900 | 17,500 |
| Period 2011-2017 | 157,092 | 92,847 |
| Total | 370,475 | 171,994 |

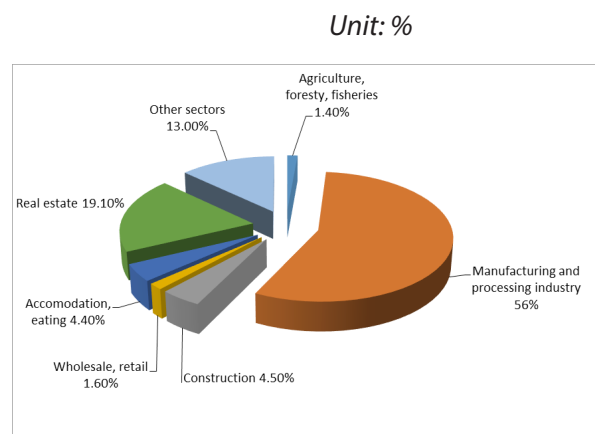
Source: Economy 2017-2018 Vietnam and the World

In 2016, it was assessed that Vietnam succeeded in attracting foreign direct investment thanks to improvements in business investment environment. For the first time, FDI disbursement hit a record \$ 15.8 billion, increased by 9% over the same period last year; FDI capital also rocketed compared to that in the same quarter of 2015. According to the Foreign Investment Agency (FIA) - Ministry of Planning and Investment (MPI), 2,556 new projects were granted investment certificates with a registered capital of US \$ 15.18 billion (equivalent to 97.5% compared to 2015) in 2016 [2].

According to FIA – MPI, FDI capital in Vietnam reached \$ 35.9 billion dollar, increased by 44.4% over the same period of 2016 and reached the peak over the last 10 years. Along with that, FDI disbursed capital reached 17.5 billion US dollar, the highest increase ever. In the first six months of 2018, FDI inflows continue to increase 5.7% over the same period in 2017 [3], [4].

In investment sectors, FDI in manufacturing and processing industry accounts for 56%, followed by real estate with 19.1%; construction 4.5%; accommodation, eating 4.4%; wholesale and retail sales accounted for 1.6%; agriculture, forestry, fisheries 1.4% and other sectors 13%.

Figure 1: The structure of FDI sectors in 2016



Source: General Statistics Office

Thus, it is suitable that the FDI capital mainly focuses on processing and manufacturing industry in conditions of accelerating industrialization - modernization of Vietnamese economy.

Among the largest FDI investors in Vietnam, the majority of investors come from countries with high living standards, large capital, and advanced technology such as Japan, Korea, USA, Singapore, Taiwan, and Netherlands.

Table 2: Partners with registered capital more than 3 million US dollar valid up to 2017

Unit: Million USD

| Number | Partners | Registered capital |
|--------|------------------------|--------------------|
| 1 | Korea | 54,527 |
| 2 | Japan | 50,180 |
| 3 | Singapore | 42,027 |
| 4 | Taiwan | 32,212 |
| 5 | British Virgin Islands | 20,482 |
| 6 | HongKong | 17,744 |
| 7 | Malaysia | 12,089 |
| 8 | China | 11,937 |
| 9 | America | 10,779 |
| 10 | Thailand | 8,099 |
| 11 | Holland | 7,912 |
| 12 | Xamoa | 6,700 |
| 13 | Kaymen Islands | 5,323 |
| 14 | Canada | 5,128 |
| 15 | England | 3,961 |
| 16 | France | 3,454 |

Source: Economy 2017-2018 Vietnam and the World

Localities attracting the most FDI are in the favorable areas such as Ho Chi Minh City, Ba Ria – Vung Tau, Hanoi, Dong Nai, Binh Duong, Haiphong, Da nang, etc [3].

From 2018 and in the coming years, Vietnam will definitely be an attractive destination for investors around the world, thanks to many positive factors such as opportunities in international economic integration, governmental efforts in improving the business environment in Vietnam.

2.2. Situation of using FDI in Vietnam

2.2.1. Achievements

** FDI is the driving force for economic growth*

If domestic capital plays an important role and is a decisive source, FDI capital is a crucial supplement for the initial steps that create a “leap” for development. SOEs - the largest use of national resources - are in the process of restructuring which is not efficient, they are no longer the main growth driving; meanwhile, the private sector is super-small, medium and small which has grown rapidly in terms of quantities and formed a number of large corporations but has not yet become a strong growth engine. Based on the statistics above, the foreign investment sector has become a stable growth engine for the Vietnamese

economy, contributing more and more to the output value of industry, services, exports and import, state budget and gross domestic product (GDP). The dynamics of economic growth and total FDI inflows in Viet Nam are basically the same. The FDI sector also contributes significantly to the increasing budget revenue: in the period of 1994 - 2000, it was USD 1.8 billion, increasing USD 14.2 billion US dollar in the period of 2001 - 2010 and 23.7 billion US dollar in the period of 2011 - 2015. Thanks to the attraction of FDI into Vietnam, Vietnam's economy has , been grown fast in recent years, for example, in 2012, the economic growth rate was 5.25%; in 2015 it reached 6.68% and 6.81% in 2017 [1].

** FDI contributes to improving technique and technology*

Vietnam has a low starting point in science and technology and is in the process of transferring economy by importing technology from developed countries to access and use the advanced technology to serve for the industrialization and modernization of the country. Thanks to the process of using foreign technologies transferred, domestic investors have the opportunity to research and develop technology through learning how to design, how to manufacture and acquire source technologies which are adjusted to the local conditions and turned into their own technologies. Technological improvement activities of FDI enterprises create many relations to provide technology services from domestic research and application institutions. As a result, the local research and development (R&D) capacity has been indirectly strengthened

The production technology level in nationwide has been improved much compared to the previous period thanks to FDI. Some industries have adopted advanced technology including post and telecommunications, oil and gas, construction, roads and bridges, etc. Simultaneously, many domestic enterprises have renovated or upgraded the equipment to meet the increasing competition requirements of the economy. That Vietnam has attracted many new and advanced technologies helps to produce many new products which previously were not available in the country. This contributes significantly to increase the production capacity and competitiveness of Vietnamese goods. Thanks to that, the structure of economy has shifted in the direction of industrialization and modernization. Many domestic resources such as labor, land and resources are exploited and used efficiently.

** FDI contributes to reducing trade deficit and improving the trade balance of Vietnam*

The transfer of abroad technology through FDI has limited the maximum level of imports of many kinds of goods in the fields of oil and gas, production of new construction materials, consumer electronics, vehicles, etc. The process of receiving advanced management experience in the world and training the workforce to be highly qualified and able to use modern technology is also carried out alongside with the transfer of technology.

In recent years, the trade balance of Vietnam has reached trade surplus after tens of years of trade deficit, for example, export surplus was USD 2.368 million and USD 2.680 million in 2014 and 2016 respectively; the export surplus was up to \$ 2.700 million in 2017 and in the first 6 months of 2018 reached \$ 2.570 million. This result is attributable to the FDI sector as domestic firms import largely while FDI enterprises mainly export causing the trade balance of the country export surplus [3].

** FDI contributes much to State Budget*

The rapid growth of FDI enterprises means the increasing contribution to State Budget from FDI sector. According to the V1000-1000 ranking of the largest taxpayers in Vietnam in recent years, the number of FDI enterprises accounts the most among these largest taxpayers. Although SOEs contribute the most to State Budget, this rate tends to decrease. In 2014, among 1000 enterprises of largest taxpayers

in Vietnam, SOEs contributed 65% tax but reduced to 45% in 2015. Meanwhile, the tax contribution rate of FDI enterprises increase steadily, reached 37% in 2015 [2]. Typical large tax contributors from FDI enterprises are HONDA Vietnam, SAMSUNG ELECTRONICS Vietnam, VIETSOVPETRO, etc.

** FDI reduces unemployment rate and increase employee's wages*

One crucial benefit of FDI is job creation. In 2013, the number of jobs created by FDI is 3.2 million, as many as 8 times as in 2000; in 2016, FDI sector brought jobs to 3.7 million employees, which releases pressure from job creation for the economy. There are 1.6 million new people participated labor market annually, in which there are hundreds of thousand skillful workers, engineers and managerial staffs [1]. Personal incomes in FDI sector is also higher than the average income in other sectors, especially highly skilled staff. The FDI sector is regarded as a pioneer in on-site training and outsourcing to improve the technical level of workers, technicians, and managers. Thus, some of them are now qualified to replace foreign experts.

2.2.2. Limitations

Firstly, the connection between FDI enterprises and domestic ones is relatively weak, which doesn't support much for the development of the domestic enterprise sector. The spillover effect of FDI on businesses and the economy is limited, especially the localization process of FDI enterprises is rather low. For instance, Canon Vietnam has 70 components suppliers but only 10 Vietnamese companies; the localization rate of Honda Vietnam is 40% which is mainly supplied by FDI enterprises operating in Vietnam. Currently, FDI focuses on assembly line with low localization rate; supporting industry doesn't meet the requirements, which leads to low added value in Vietnam.

Secondly, in the past years, price transferring of FDI enterprises has been a hot topic in the management of business activities in FDI sector, causing big losses for the State budget. The phenomenon of "falsified loss, real interest" is still popular; many companies even announced losses for many years but still reinvested and expanded production. Profit margin (for profitable companies) on turnover is negligible. The contribution rate to the State budget from FDI sector (excluding non-refined oil) is low (only 9-10% of total national budget revenue), while total project value and total investment budget is quite high (23.3% of total social investment in 2012). FDI enterprises that carried out price transferring activities have used many resources such as land, labor and natural resources; nevertheless, that those enterprises haven't not fulfilled any tax obligation causes public objection.

Thirdly, although some efforts have been made to attract a number of high-tech enterprises, Vietnam in general has not yet met the objective of upgrading technology and transferring technology through FDI enterprises. Obsolete technology and equipment have been discharged by 20%. Most of the transferred technologies are introduced by the foreign companies, not by our own domestic companies, or by our domestic research. Although technology transferred is new to our country, it is likely to be the downturn of a technological lifecycle for investment countries; hence, the technology certainly will be out-of-dated. It is obvious why technology transferred in Vietnam in the past year hasn't fully met requirements in current period. Technology transfer mainly takes place horizontally - between enterprises and enterprises, there are few changes in knowledge and technology capacity. In many cases, foreign investors take advantage loopholes of law and weakness in State management to import backward machinery and equipment which pollute the environment, falsify by increasing import value and value of technology transfer. The learning and acquisition of new technology as well as management experience of Vietnamese staff in the process

of cooperation with foreign partners has not achieved significant results. Especially, the acquisition and exploitation of technological applications is almost exclusively within the scope of FDI projects, the R & D investment is very limited. Many projects committed only when being evaluated the dossiers for Investment certificate, but not implemented as commitment when they deployed. This is easily explained for the weakness of Vietnam in selecting technology.

Fourthly, the policy of decentralization or “assignment” of licensing and management of FDI investment in localities is promulgated in the condition of lacking regional linkage. The weak capacity in appraisal and investment planning has led to rampant licensing and destruction of branch and territorial planning, reducing the efficiency of attracting and using FDI projects. While doing business in Vietnam, many FDI enterprises have concentrated on exploiting natural resources (especially non-renewable resources such as mining minerals), causing devastating natural environment. Many FDI enterprises take advantage of the lax management of State agencies to use backward technologies causing serious environmental pollution. The Formosa case is just the latest example, with unseen consequences. Needless to say, it is necessary to strictly control gas pollution, noise pollution, dust pollution, etc., even destroying biodiversity.

Fifthly, although FDI enterprises create more jobs, conflict between employers and employees becomes more and more serious. A number of FDI companies exploit their workers, treat workers fairly badly, even violate human dignity of workers. Therefore, bad reaction from employees increases through strikes in industrial zones, especially where many FDI enterprises are located. In 2013, there were 350 strikes, in 2016 the number of strikes decreased to 286, but in 2017 it increased to 314 strikes [7]. There were even 20,000 labourers participated in a few strikes. Notably, FDI enterprises has accounted for a high proportion of the total number of strikes. In 2010, about 75% of the strikes came from FDI enterprises, and in 2017 this figure increased to 82%. These strikes often occurred in Taiwan or Chinese enterprises [6].

Sixthly, the operation of FDI projects has eliminated many traditional jobs of local people and brought more social pressure to many localities involved; moreover, FDI enterprises often attract laborers by exploiting labor force with low cost, even using labor testing mechanism to continuously replace labor. Many enterprises have very high rates of female workers, but low labor costs and can cause some occupational diseases.

3. SOLUTIONS TO ATTRACTING AND USING FDI SUSTAINABLY

The first, in order to avoid Vietnam becoming the world’s “technology dumping ground”, FDI enterprises should eliminate the adoption of obsolete technologies causing environmental pollution, wasteful use of resources and productivity reduction. State, R&D centers need to do good jobs in applying and deploying technology and transforming technology adapted to each industry when needed; establish new industries, take a leapfrog, increase competitive advantage .

The second, the State should pay attention to policies and measures to strengthen collaboration between FDI and domestic enterprises and increase the localization rate of FDI enterprises. From that, it is necessary to find ways to promote the role and spillover effects of multinational corporations investing in Vietnam in order to promote growth. Vietnam can refer to the forms of collaboration and spillover effects of FDI enterprises - multinational corporations - domestic enterprises. First, it is the reversed link to the supplier through outsourcing as multinational corporations need a lot of high quality input materials. Then, use the downstream link with the customer in which the most important one is connection to the distribution network. The multinational corporations are the customers, which opens up large market to small and

medium enterprises. Multinational conglomerates that hire distribution systems of well-known brands often make big investment in marketing systems such as car dealerships, fuel stations, and chain stores. Therefore, SMEs have the opportunity to provide support services. In addition, it is associated with competitors, as participating in multinational corporations requires higher standards, increases competitiveness, and motivates innovation and technology.

The third, the State needs to improve the legal framework. In the short term, Vietnam should improve the legal status of anti-price transfer and proceed to promulgate the Law on anti-transfer; narrow tax incentives by limiting social policies in tax incentives and by transferring the investigation right to the tax authorities from the General Department to the provincial and municipal tax authorities; perfect the information system and database on individual and corporate taxpayers so as to closely monitor changes in turnover and profits of enterprises

The fourth, enhance the force and effect of co-operation between the agencies and department with the Committee of district, province in managing, supervising, and checking FDI projects. From that, it can prevent situations in which projects are approved but not implemented yet; block and punish violations in project execution process, obedience of legal law on labor, environment, tax and financial obligations, and ensure social security in project site. In order to meet the needs of the new situation, especially in the context of increasing integration into the world economy, policymakers are required to conduct research and evaluate FDI objectively in order to have appropriate policies and promote connection between domestic and foreign enterprises

The fifth solution is to enhance investment promotion activities, renew methods and raise the quality of investment promotion. Foreign investors often lack information about the market, products, mechanisms and policies of the State. Therefore, proper investment promotion will reduce costs for investors, while helping Vietnam to find suitable investors. Investment promotion activities should be associated to the national socio-economic development objectives and tasks; the quantity and quality of FDI flows must be increased; useful information should be provided for the investors. It is necessary to link investment promotion activities with trade promotion activities and tourism in order to increase the efficiency of the use of investment promotion expenses.

The sixth solution is to develop human resource. The National Human Resource Development Plan for 2011-2020 with a vision to 2030 should be effectively synchronized to provide better and better quality labor force for the economy. It is also essential to formulate mechanisms and policies to attract talents and high-qualified human resources; build and consolidate the social learning model and develop the model of community learning; training associated with the needs of enterprises. Besides, workers need to be supported through preferential policies; encourage enterprises to build houses, apartments for lease in industrial parks and economic zones; ensure living conditions for workers. In addition, training skills also need to be carried out simultaneously with teaching foreign languages and raising labor safety awareness, especially in the context of international integration.

The seventh, Trade Union should be established in new FDI enterprises and be consolidated and enhanced its roles to protect the labors' right in existing FDI enterprises. The superior union with the local authorities should take measures to fight with the business owners to prevent the maltreatment of workers, and at the same time to guide workers to organize the strike in accordance with the law and gain higher efficiency.

CONCLUSION

For more than 30 years of attracting and using FDI, Vietnam has focused more on FDI growth on a broad scale and achieved a certain number of results. In the coming time, when the advantages of cheap labor and natural resources are not great and the requirements of international economic integration are increasing, Vietnam must shift its direction and attract FDI to a more sustainable orientation, not just care about the quantity and the short term benefits as the previous time.

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VIRTUAL CURRENCY ACCOUNTING - IDENTIFICATION AND RECOGNITION PRINCIPLES

Ly Lan Yen*

ABSTRACT: *“Virtual” money is a product of technology, although not widely recognized by the law as “traditional money” (money, paper, coins). But on the virtual market this kind of money is very heavily traded not only between individuals but also between enterprises. However, at present there are no legal regulations for “virtual currency” as well as “virtual currency” accounting, there have been no studies specifically addressing this issue, including countries that except digital money.. Therefore, information on “virtual money” in accounting units have not been officially recognized in the financial report, even if shown are hidden under another quota, there for the risk is risen ... Based on a number of traditional researching methods such as researching documents from books, journals ... The article has synthesized and analyzed the situation of “virtual currency” emerging in the market, combined with the basic principles in accounting so as to give individual views on the principles of accounting recognition and presentation of information on the financial statements of transactions related to “virtual currency” to help the transparency of information on the Financial statements be improve.*

Keywords: *virtual currency, digital currencies, pre-technology, virtual property, digital money*

1. SET THE PROBLEM

Along with the development of science and technology, technology products as well as payment instruments developed to meet the needs of users, technology money (virtual currency) is also a product developed from science and technology, the rapid development of these currencies and its underground trading has greatly affected the socio-economic development, although many countries have been banned due to the development, too fast transactions lead to censorship as well as difficult control.

In addition, this is a progress of science and technology development and the development of the Internet should be superiority and it is chosen by many investors and businesses, so it is difficult to remove a technology “virtual currency” that requires better management and supervision by the law to improve the transparency of financial reporting and sound financial management.

2. “VIRTUAL CURRENCY”, CHARACTERISTICS, DEVELOPMENT AND LEGALITY OF “VIRTUAL CURRENCY”

From Wikipedia “Money is any item or verifiable record that is generally accepted as payment for goods and services and repayment of debts in a particular country or socio-economic context. The main functions of money are distinguished as: a medium of exchange, a unit of account, a store of value and sometimes, a standard of deferred payment. Any item or verifiable record that fulfills these functions can be considered as money”

As defined by the European Central Bank (ECB -2012: “a virtual currency is a type of unregulated, digital money, which is issued and usually controlled by its developers, and used and accepted among the members of a specific virtual community”.

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Virtual currency, or virtual money, is a type of unregulated, digital money, which is issued and usually controlled by its developers and used and accepted among the members of a specific virtual community. (Defined virtual currency in its guidance published in 2013). In 2014, the European Central Bank defined virtual currency as “a digital representation of value that is neither issued by a central bank or a public authority, nor necessarily attached to a fiat currency, but is accepted by natural or legal persons as a means of payment and can be transferred, stored or traded electronically”. By contrast, a digital currency that is issued by a central bank is defined as “central bank digital currency”.

Compare the “virtual currency” with traditional money

| <i>Characteristics</i> | Traditional money (paper money, coins) | Digital money – “virtual money” |
|---------------------------------|--|---|
| <i>Issuers</i> | State-owned banks, commercial banks with state supervision | Non-state organizations and individuals, without state supervision |
| <i>Legal</i> | Guaranteed by the state | Not Guaranteed by the state |
| <i>Material</i> | Paper, metal, have different denominations | By digital technology, each coin is encoded by a sequence of numbers, only one face value |
| | Easy to fake | Not easy to fake |
| | May be damaged | can not be damaged |
| <i>Face value</i> | There are many different denominations ranging from small to large | Each “virtual currency” has a unique number with unique face value. |
| <i>Transaction method</i> | Trading on the free market Transactions may be canceled | Transactions using special keys The transaction can not be canceled |
| <i>Investment Opportunities</i> | Obstructing the investment market | Unobstructed for the investment market |
| <i>Transaction information</i> | Do not disclose transactions to the community use | Often public in the community, especially popular currencies such as bitcoin |
| <i>Management</i> | Under the management of the state | Not subject to internal or external management, no single control center. |
| <i>Attitude, User intent</i> | There is a general economic purpose for the community | No Community economic purpose |

There are typically two ways creating virtual currencies:

In many virtual currency schemes, the fastest way is to purchase it using “real” money at a conversion rate that has been previously established (For the time being, no virtual currency exchange system for transferring and exchanging money between the different virtual communities.). The virtual currency itself usually has no commodity-backed value (There may be exceptions, for instance, e-gold (<http://www.e-gold.com/>) is a virtual currency scheme, which was founded in 1996 and is operated by Gold & Silver Reserve Inc. trading as e-gold Ltd. virtual currency 100% backed by physical gold (or silver, platinum and Palladium)). Secondly, users can often increase their stocks by engaging in specific activities, for instance by responding to a promotion or advertisement or by completing an online survey.

There are many different virtual currency schemes and it is not easy to classify them. One possibility is to focus on their interactions with real money and the real economy. This occurs through two channels: a) the monetary flow via currency exchanges; and b) the real flow in the sense of the possibility to purchase real goods and services. Taking this as a basis, three types can be distinguished:

According to the analysis of the European Central Bank, “virtual currency” is divided into three categories as follows:

| <i>Characteristics</i> | <i>Type 1: Closed virtual currency schemes</i> | <i>Type 2: Virtual currency schemes with unidirectional flow</i> | <i>Type 3: Virtual currency schemes with bidirectional flow</i> |
|---|---|--|---|
| <i>Exchange</i> (Real economy money - Virtual money) | Users usually pay a subscription fee and then earn virtual money based on their online performance. | 1/ The virtual currency can be purchased directly using real currency at a specific exchange rate, but it cannot be exchanged back to the original currency. 2/ The conversion conditions are established by the scheme owner | Users can <i>buy</i> and <i>sell</i> virtual money according to the exchange rates with their currency. |
| <i>Transactions</i> | The virtual currency can only be spent by purchasing virtual goods and services offered within the virtual community and, at least in theory, it cannot be traded outside the virtual community | <i>Type 2</i> schemes allow the currency to be used to purchase virtual goods and services, but some may also allow their currencies to be used to purchase real goods and services. | These schemes allow for the purchase of both virtual and real goods and services. |
| <i>Relationship to real economy</i> | - No link to the real economy - Sometimes in-game only schemes | - Some may Transactions link to the real economy | - The virtual currency is similar to any other convertible currency with regard to its interoperability with the real world |
| <i>Example</i> | - World of Warcraft (WoW) Gold | - Facebook credits, Nintendo Points | - Linden Dollars (L\$), Bitcoin... |

Source: ECB.

Thus, “virtual money” is also the electronic money and the offspring of the technology currency. However, nowadays, countries still use electronic money (monitored by the bank) as a legal currency because it is guaranteed to be in the traditional currency value. The “virtual currency” is not home. Water management is also not guaranteed from traditional coins. But in the virtual market, the market value of “virtual money” is very large. Information about this currency is a series of continuous operations in a block, the next block will use the information of the previous block as the premise to ensure the continuity of the chain. The “virtual currency” is created not subject to internal or external management, no single control center and no physical impact.

Legitimacy in trading of “virtual currency” in countries around the world.

According to statistics on the international website CoinMarketCap.Com, there are currently over 1,500 different types of virtual currency in circulation, with the total market capitalization of virtual currencies traded between June to 201 billion to \$ 300 billion, which Bitcoin accounted for more than 40% of total market capitalization. Legitimacy statistics of Bitcoin around the world, as regards the legality of Bitcoin copper in transactions in some countries around the world shows.

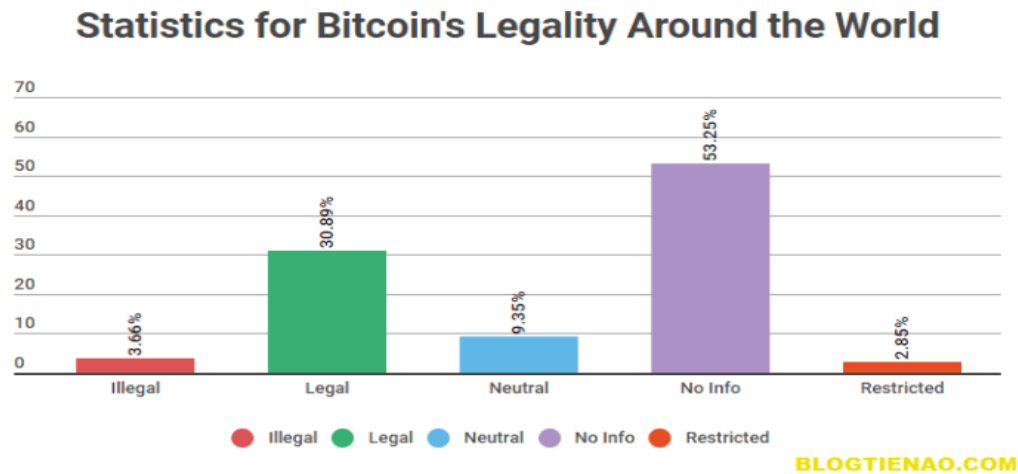


Fig. 1. Chart of the legality of Bitcoin money in the world

The number of countries that considers bitcoin be legal accounted for 30.89%, the number of countries restricted in trade is 2.85%, the number of countries with no information is 53.25%, the number of neutral countries (neither banned nor support) is 9.53%, the number of countries considered illegal copper is 3.66% illegal.

According to data from Coin.dance, Bitcoin is not restricted to 107 out of 251 countries or territories. “Unrestricted” means that the use of Bitcoin is considered by the government to be legal or that the government of that country does not have a clear restriction on the use of codecs in general. At the end of 2017, the “virtual currency” trading in Vietnam will be complicated, attracting many interested individuals and participating in buying and selling virtual currency transactions. Bitcoin. Most of the “virtual currency” deals are bought and sold on the “virtual currency” trading floor outside Vietnam, from Bitcoin/ other codecs (Ethereum, Litecoin, etc.). Trading in hands or from “dig” (exploit) “virtual money” based on specialized computer systems, high configuration import.

On 21/08/2017, the Prime Minister issued Decision No. 1255 / QD-TTg approving the project “Completing the legal framework for managing and dealing with virtual assets, “Virtual money” (Project 1255), which assigned the Ministry of Justice as the focal point for reviewing and assessing the situation of “virtual currency” and proposing the development of legal documents on management “Virtual money”, virtual property. The completion time is in 2018. On the April 11, 2018, the Prime Minister issued Directive No. 10 / CT- TTg on enhancing the management of Bitcoin-related activities and other similar “virtual currencies”, which have assigned specific tasks to relevant ministries, branches, the State Bank (SBV), the provincial People’s Committee. It is the central bank’s responsibility to prevent and control transactions and virtual currency activities, minimize the negative impacts and impacts of virtual money on the people and society. In addition, the SBV reviewed the current legal framework and assessed the overall situation of electronic money in Vietnam. On the basis of synthesizing and assessing the actual situation in the country and referring to practical experience and international practices, the SBV has already elaborated a report on reviewing, proposing amendments, supplements and promulgation of legal documents. The new law on electronic money, which clarifies the concept, nature and form of expression of electronic money, the object of management as well as proposing appropriate solutions to help manage the operation, supply and distribution. , using electronic money in Vietnam (submitted to the Prime Minister in August 2015).

“Virtual currency” despite many economic experts warned and proposed solutions that prohibit the use of “virtual currency” in some countries because they do not have a strict legal framework. As this feature of virtual currency is superior to the traditional currency and has many advantages in the use of transactions between countries in the world. Therefore, the virtual currency transactions in each country must be processed and recorded according to a unified general principle, especially the presentation of information on virtual currency on the financial statements. Currently many countries including Vietnam have researched and proposed to issue and manage “virtual currency” in the future but there are still limitations so “virtual currency” is not in currency, not is likely to challenge the replacement of the national currency:

Firstly, the ability to accept “virtual currency” as a secure, effective exchange medium at the present time is very low (due to lack of security value). The “virtual currency” transactions are mainly purchases, sold for the purpose of investment, speculation and not for the purpose of using as a means of exchange and payment of goods and services. Internationally, “virtual currency” (Bitcoin and some other prominent codecs) has been accepted only in the dark web and in a small number of supply units. The service as an image promoter is the key

Secondly, another limitation of Bitcoin in particular and other “virtual currencies” is that there is a very high level of volatility, unlike the regular stabilization of national currencies. The strong fluctuation of Bitcoin makes it impossible to act as a valuable storage tool. Finally, Bitcoin and codecs also failed to function as a unit of account when very few companies, organizations made the processing, accounting, presentation of information in the Financial statements are converted from Bitcoin or pre-coded currencies.

With the above attributes, Bitcoin and coding currencies carry the essence of a kind of financial instrument / asset, not yet able to assume the role and function of a true means of payment. In addition, although the countries have not unified view, how to treat, the management mechanism for virtual currency has no country or region in the world recognized Bitcoin or a virtual currency another is the legal currency guaranteed by the Government, the Central Bank and protected by the legal system. Although some countries have had the intention of releasing digital money, they have not been successful. The central banks in the world are still learning, closely monitoring the technology involved virtual money. On the other hand, keeping a prudent approach to application, deployment. So far, some tests in the payment system of a country such as Canada, Japan, Singapore ... about a digital currency for large interbank transactions between the central bank and the Commercial banks have yet to prove effective, convincing results, as the basis for the issuance of such a currency. However, it will not stop there that “virtual currency” will have outstanding features if there is a strict legal framework for each country, besides there will be regulations on accounting “virtual currency” Appropriate and strict expression of the true nature of the transaction “virtual currency”.

3. GET TO KNOW ABOUT ACCOUNTING OBJECT AND THE PRINCIPLE OF RECORDING “VIRTUAL CURRENCY”

In fact, there are no international standards and guidance for accounting “virtual currency”. On the other hand, because of the characteristics, legal status and specific characteristics of “virtual currency”, the identification of “virtual currency” object is more controversial ...

In the opinion of PWC auditors:

- Virtual currency” is not a traditional money accountant because it is not issued by the government and guaranteed
- Virtual money accounts are not considered as cash equivalents by professionals as they do not meet the concept of cash equivalents and are not stable and change frequently.

- Virtual currency is considered as a financial instrument: This view is considered by professionals to be: Virtual money holders may not have the right to receive cash or other assets from “money virtual”, and therefore does not meet the concept of financial instruments.

- According to IAS concept 02 “virtual money” accounts are almost identical to inventories, but holdings for sale such as goods or products ... can not take place frequently and in a normal business operation. For PWC the “virtual currency” option is inventory not convincing.

- “Virtual money” accounting as intangible asset: according to the concept and standard of recognition, “virtual currency” is not physical, not money and not financial assets. The value can be verified because it can be sold, exchanged and transferred from one person to another. Although the intangible asset must determine the useful life, the “virtual currency” can not determine the useful time to allocate costs and also can not be considered as a special kind of property.

In my view and the unanimous views of international experts, the author makes his own views and sets forth the tests and bases in the accounting system in accordance with international accounting standards. Receipt of “virtual money” in the transaction can be recorded and reflected as follows:

Accounting on the point of view “virtual currency” is the currency

In fact, many currencies of many countries are also limited to international payments like “virtual currency” (only in the country of issue). Therefore, it can not take the reason “virtual money” is not money due to limited conversion capabilities. From the point of view of “virtual currency”, there is a great fluctuation that hinders the recognition of “virtual money” as money, which has been compared by Boon Seng Tan and Kin Yew Low (2017)¹. The US dollar against Bitcoin and the Russian Ruble has resulted in the volatility of the Bitcoin and the Ruble and the USD is roughly equivalent. That suggests that the recognition of Bitcoin currency as money is not groundless.



Fig. 2. Plot of daily percentage fluctuation of USD/Bitcoin and USD/rouble from 9 Sept 2014 to 27 Mar 2015 (quote source: Boon Seng Tan and Kin Yew Low (2017))

¹ <https://onlinelibrary.wiley.com/doi/full/10.1111/auar.12167>

As such, with “virtual currency” transactions and cases, “virtual money” will be recognized and reflected in the Financial Statements as traditional currencies because of the transactions arisen when exchanging for goods with “virtual currency” as a payment intermediary. When recognizing the “virtual currency” conversion to a currency, the difference is also recorded as foreign currency exchange differences through the operation of “virtual currency” Digital currency exchange (DICE) is governed by IAS 21. Through this center, businesses can buy and sell virtual currency for easy payment without owning virtual currency like an investment or an inventory item ... (In Vietnam, some businesses also consider virtual currency as currency by collecting service fees, etc.).

Accountants on the point of view that “virtual money” is a financial asset

The “virtual currency” has fluctuated in prices on the market, thus created a tendency to like speculation (waiting for the price increase). Therefore, the “virtual currency” is considered as a tool to invest, like other types of financial instruments. For these transactions, accounting recognition is made in accordance with IFRS 9 - Financial Instruments. Although “virtual currency” is a channel for investment, IFRS 9 “Financial Assets” must be created from a contract that creates a receiving right or another “financial asset” for its holder. In fact, in Germany, the country has considered “virtual currency” accounts from the point of view of financial assets, which this country implies when placing this item in the “virtual currency” (essentially for tax purposes).

The Banking and the credit is allowed to be used a customer amount and may take the that amount for usage loan to other customer. But for the virtual transaction center, they are not allowed to access or meddle for the field for loan... The “virtual currency” in the private wallet is stored related to the transfer of ownership rather than the creation of financial instruments. This view, however, does not satisfy the concept of IFRS 9 in DICE or commercial companies. The online storage of DICE clients is similar to the storage of personal safes in Bank.

Accounting on the point of view “virtual money” is the inventory

At “virtual currency” operators, and at the transaction offices when the “virtual currency” is not sold will be stored for sale ... for “virtual currency” in these cases (Hold for sale in the period normal business operations, in the process of producing products for sale) conceptually, Characteristics very similar inventory and will be recorded in accordance with regulations from IAS 2. In this case, it is not difficult to recognize the original price of “virtual currency” for sale at transaction centers. However, for virtual currency trading establishments, the initial recognition value will be difficult. more precisely, (this case need to collect all costs when “virtual currency” is formed, the method of calculation as for other conventional products).

Accounting “virtual money” on the viewpoint of tax

Because tax guidance in some countries should confuse recognition and accounting of virtual currency transactions, some countries accept “virtual money” in revenue-generating transactions and the benefit to the seller. For example, the Internal Revenue Service (IRS) has levied a tax notice for transactions involving “virtual money” (2014-21) and treat “virtual currency” as an asset for US federal tax purposes “with the term” virtual currency “not considered monetary for tax purposes. Accounting for the value of “virtual currency” in the equity investment in units applied under IAS 16. Assets, plant and equipment or IAS 38 - Intangible assets. However, according to the definition and standard of recognition, it is not eligible to call it an asset or an intangible asset. Although it still recognizes “virtual currency” in transactions as traditional currency likely to convert, the tax still determines “virtual money” is considered property when determining

tax obligations. Bitcoin operations do not result in the production of finished goods, merchandise or services (resulting in inventory) to be applied in accordance with IAS 16. Once the tax liability has been determined, the “virtual currency” is not treated as money and therefore the transaction losses are not treated as losses in transactions involving foreign currency. Transactions related to “virtual currency” are recorded at fair value of “virtual currency” in local currency. Thus, the views on accounting “virtual money” in the world are mixed opinions and heterogeneous. However, such disputes also stem from specific conceptual provisions, recognizing “virtual money” to reflect without regard to the intrinsic nature of each transaction, at the time of recognition on the books. and financial statements.

For some countries, not allowed by law to use and trade “virtual currency”, “virtual money” implicitly is not acceptable to the law of the country so they often hide “publicly” on financial report. The virtual value will only be reflected on the Internal Financial Report to conceal the law. Of course, those transactions depend on the nature of the transactions business to record in their bookkeeping system, their financial statements and transactions between non-accepting countries “virtual money” or countries that accept “virtual money”, will also be recorded differently. The value of “virtual currency” is reflected in a certain “other” indicators on the public financial statements, so information users will be unpredictable of the risks of the business of underground trading on “ virtual currency “, transparency of information on financial statements is not guaranteed.

CONCLUDE

According to current and future trends, at some point, the “virtual currency” will become a widely recognized currency when countries develop a strict legal framework to avoid risks for users. The introduction of accounting regulations requires the accountant not only to know the accounting standards but also to understand the economic and legal nature of “virtual currency” transactions in his units. For a new phenomenon such as digital money (Bitcoin ...). This article will hopefully provide some helpful insights but not a guided and authoritative guide. Depending on the nature of the accounting transactions, it is possible to record and reflect the appropriate indicators in the financial statements to provide information to the user, avoiding misleading information. However, to get the right look, there should be an explanation from the accounting authorities about the accounting recognition standards related to “virtual currency” transactions in the market.

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BẢO HỘ THƯƠNG MẠI TRONG BỐI CẢNH TOÀN CẦU HOÁ- GÓC NHÌN TỪ NGÀNH CÔNG NGHIỆP Ô TÔ

Nguyen Thi Thao Anh*

TÓM TẮT: Trong bối cảnh hội nhập Kinh tế Quốc tế, các công cụ bảo hộ thương mại truyền thống bị gỡ bỏ: Hạn ngạch hạn chế do tham nhũng, thuế quan giảm do các hiệp định song phương và đa phương, Trợ cấp bị hạn chế do gánh nặng ngân sách thì các hàng rào kỹ thuật được coi là biện pháp hữu hiệu để hạn chế nhập khẩu từ đó cắt giảm thâm hụt cán cân thương mại.

Hàng rào kỹ thuật là các tiêu chuẩn về mặt kỹ thuật như đặc tính vật lý, hóa học, sinh học,... mà một quốc gia đặt ra cho các sản phẩm nhập khẩu. Rào cản kỹ thuật là một loại rào cản phi thuế quan. Rào cản này liên quan tới việc áp dụng các biện pháp kỹ thuật như tiêu chuẩn chất lượng hàng hóa, các biện pháp nhằm đảm bảo quá trình sản xuất hàng hóa phải an toàn, vệ sinh, bảo vệ môi trường, các vấn đề liên quan tới ghi nhãn, vận chuyển, bảo quản hàng hóa...

Trong khuôn khổ nghiên cứu của bài viết này, tác giả tập trung nghiên cứu việc sử dụng hàng rào kỹ thuật trong ngành công nghiệp ô tô tại Việt Nam và những tác động của nó

Bảo hộ; bối cảnh; toàn cầu hoá

1. BỐI CẢNH LỊCH SỬ

Sản xuất và lắp ráp ô tô được coi là ngành công nghiệp then chốt giúp Việt Nam thực hiện con đường công nghiệp hoá, hiện đại hoá. Có quan niệm cho rằng: mỗi một quốc gia phát triển phải có đủ một lá cờ; một bài hát quốc ca; một hãng hàng không và một công ty xe hơi. Với một quốc gia hơn 90 triệu dân, cơ cấu dân số trẻ, đất nước đang bước vào thời kỳ ô tô hoá thì việc phát triển công nghiệp ô tô ở Việt Nam có một ý nghĩa hết sức quan trọng. Mặc dù nhận được ưu đãi đặc biệt từ chính phủ với công cụ bảo hộ thuế quan (đánh thuế nhập khẩu ô tô cao) trong suốt 30 năm qua nhưng ngành công nghiệp ô tô Việt Nam mới chỉ dừng lại ở lắp ráp: tỷ lệ nội địa hoá thấp; công nghiệp phụ trợ không phát triển; quy mô và sản lượng thị trường chưa cao;... Trong khi đó, việc bảo hộ thương mại dựa vào thuế quan không mất dần lợi thế do các hiệp định song phương và đa phương.

Theo nội dung Hiệp định Thương mại hàng hóa ASEAN (ATIGA), thuế nhập khẩu ô tô vào Việt Nam giảm xuống 30% vào năm 2017 và còn 0% vào 01/01/2018. Trước tình hình đó, chính phủ Việt Nam đã ban hành nghị định 116/2017/NĐ-CP quy định điều kiện sản xuất, lắp ráp, nhập khẩu và kinh doanh dịch vụ bảo hành, bảo dưỡng ô tô và thông tư 03/2018/TT- BGTVT Quy định về kiểm tra chất lượng an toàn kỹ thuật và bảo vệ môi trường đối với ô tô nhập khẩu thuộc đối tượng của nghị định 116/2017/NĐ-CP.

2. NỘI DUNG CỦA NGHỊ ĐỊNH 116 VÀ THÔNG TƯ 03

Theo nghị định 116 và thông tư 03, các doanh nghiệp nhập khẩu ô tô vào Việt Nam phải thực hiện đầy đủ các điều kiện kinh doanh mà nổi bật là: (i) Doanh nghiệp nhập khẩu ô tô phải có giấy chứng nhận chất lượng kiểu loại ô tô nhập khẩu được cấp bởi cơ quan, tổ chức có thẩm quyền nước ngoài; bản chính Phiếu

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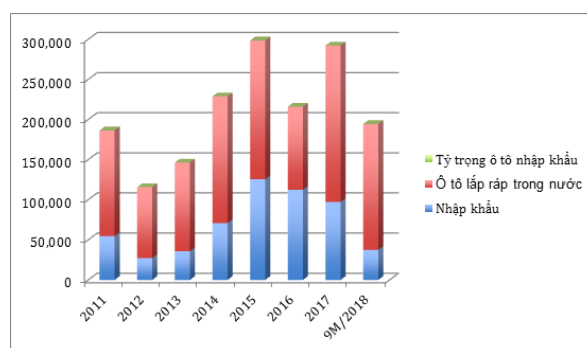
kiểm tra chất lượng xuất xưởng của doanh nghiệp sản xuất, lắp ráp ô tô nước ngoài cấp cho từng ô tô; tài liệu về kết quả đánh giá điều kiện đảm bảo chất lượng của doanh nghiệp sản xuất, lắp ráp ô tô nước ngoài đối với nhà máy sản xuất ra kiểu loại ô tô nhập khẩu còn hiệu lực được cấp bởi cơ quan, tổ chức có thẩm quyền nước ngoài; (ii) cơ quan kiểm tra sẽ lấy ngẫu nhiên 1 hoặc 2 xe mẫu đại diện cho từng kiểu loại ô tô trong lô xe nhập khẩu đã được kiểm tra để doanh nghiệp nhập khẩu tự đưa xe đến các cơ sở thử nghiệm và được cấp giấy chứng nhận chất lượng an toàn kỹ thuật và bảo vệ môi trường đối với từng xe trong toàn bộ xe nhập khẩu; (iii) Doanh nghiệp nhập khẩu ô tô phải cung cấp thêm bản sao giấy chứng nhận kiểu loại của lớp, gương chiếu hậu, đèn chiếu sáng phía trước, kính được cấp bởi cơ quan, tổ chức có thẩm quyền.

3. TÁC ĐỘNG CỦA CHÍNH SÁCH

Trước khi nghị định 116 và thông tư 03 ra đời, ngành công nghiệp ô tô Việt Nam đứng trước khó khăn chưa từng có: doanh số ô tô sản xuất và lắp ráp trong nước sụt giảm mạnh; các liên doanh chuyển dịch việc lắp ráp trong nước sang nhập khẩu ở nước ngoài; doanh nghiệp sản xuất và lắp ráp xe nội địa thận trọng đầu tư và có xu hướng đa dạng hoá ngành nghề do lo sợ triển vọng phát triển ô tô trong nước.

Biểu đồ 1: Số lượng ô tô nhập khẩu và ô tô lắp ráp trong nước tại Việt Nam

Đơn vị tính: chiếc

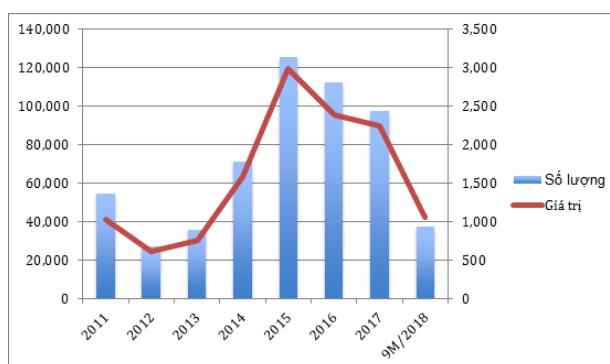


Nguồn: Tổng hợp của tác giả

Có thể thấy từ cuối năm 2017 sau khi ban hành nghị định 116, sản lượng ô tô lắp ráp trong nước biến động mạnh, năm 2017 tăng 88% so với năm 2016, tương tự nửa đầu năm 2018 sản lượng xe lắp ráp trong nước đạt 87,400 chiếc tăng 20% so với cùng kỳ năm trước.

Biểu đồ 2: Kim ngạch nhập khẩu ô tô của Việt Nam

(Đơn vị tính: Số lượng: chiếc Giá trị: Triệu USD)



Nguồn: Tổng hợp của tác giả

Số liệu thống kê cho thấy, trong giai đoạn 2011-2017 nhu cầu nhập khẩu và tiêu thụ ô tô nguyên chiếc các loại của Việt Nam ngày càng tăng cao và đạt đỉnh điểm trong các năm 2015 và năm 2016 với bình quân gần 120 nghìn chiếc/năm. Sự coi trọng về mức thuế nhập khẩu (chỉ còn 35-20%) khiến cho nhu cầu mua xe tăng mạnh.

Tuy nhiên, năm 2017 giảm, nhập khẩu của cả nước đạt hơn 97 nghìn chiếc, giảm 13,6% so với một năm trước đó. Trong đó, hoạt động nhập khẩu xe giảm mạnh không chỉ bởi nhu cầu mua xe giảm từ phía người dân mà doanh nghiệp cũng có động thái cầm chừng cùng chờ ưu đãi thuế.

Bước sang nửa đầu năm 2018, mặc dù thuế suất nhập khẩu ô tô dưới 9 chỗ ngồi có xuất xứ từ các nước ASEAN được điều chỉnh về 0% từ ngày 01/01/2018 nhưng do tác động của Nghị định 116/2017/NĐ-CP nên lượng ô tô nguyên chiếc các loại nhập khẩu về Việt Nam trong 9 tháng đầu năm năm 2018 giảm mạnh so với cùng thời gian năm 2017.

Từ những tác động thực tiễn mà nghị định 116 và thông tư 03 mang lại, chúng ta có thể phân tích những ảnh hưởng tích cực và tiêu cực như sau:

Tác động tích cực của nghị định 116 và thông tư 03

Thứ nhất, nghị định 116 và thông tư 03 thúc đẩy doanh nghiệp đầu tư dài hạn phát triển ngành ô tô trong nước, cân đối nguồn cung xe ô tô sản xuất lắp ráp và nhập khẩu. Như số liệu tại biểu đồ 1 và 2 cho thấy, sau 9 tháng năm 2018, trong khi doanh số xe lắp ráp tăng 11% so với cùng kỳ 2017 thì xe nhập khẩu giảm tới 34%. Bên cạnh đó, năm 2017 sản lượng xe chung gần đạt mức đỉnh điểm của năm 2015 (gần 300,00 chiếc) trong đó xe lắp ráp luôn chiếm ưu thế cao.

Thứ hai, nghị định 116 và thông tư 03 giúp hạn chế những gian lận thương mại khi các đại lý tư nhân về nhập khẩu xe luôn có giá bán thấp hơn so với các đại lý chính hãng. Nguyên nhân là do các đại lý chính hãng phải đáp ứng rất nhiều tiêu chí, một trong số đó là cơ sở bảo hành đảm bảo cùng nhân viên kỹ thuật đào tạo theo quy chuẩn, những chi phí đó buộc phải cộng vào giá bán. Vì vậy, việc hướng người tiêu dùng sử dụng nguồn hàng chính hãng để đảm bảo quyền lợi người tiêu dùng cũng như tránh những thất thu về thuế cũng như gian lận.

Thứ ba, nghị định 116 và thông tư 03 bảo vệ tốt người tiêu dùng trên khía cạnh thông tin và chất lượng ô tô. Do yêu cầu của nghị định 116 là các công ty muốn có giấy phép kinh doanh nhập khẩu xe mới sẽ phải cung cấp cho các cơ quan chức năng hàng loạt văn bản chứng nhận chất lượng, an toàn môi trường; thương hiệu phải có đường thử đủ chuẩn hay yêu cầu thử nghiệm theo từng lô xe nhập khẩu chưa qua sử dụng,... Trong bối cảnh cạnh tranh, điều này giúp người tiêu dùng trong nước sử dụng được nguồn xe chất lượng và chính hãng.

Những tác động tiêu cực của nghị định 116 và thông tư 03

Đối với kinh tế vĩ mô, việc áp dụng nghị định 116 đã làm giảm lượng xe nhập khẩu và tăng lượng xe lắp ráp trong nước, tuy nhiên mức tăng của xe lắp ráp không thể bù mức giảm của xe nhập khẩu, khiến toàn thị trường doanh số giảm 2% so với cùng kỳ, tức số lượng người Việt mua được ô tô ít hơn năm ngoái, trái với trông đợi bùng nổ vì thuế về 0%. Thực tế, nghị định 116 làm hạn chế xe nhập khẩu thì lại góp phần gia tăng sản lượng nhập khẩu động cơ, linh kiện dùng để lắp ráp ô tô. Rõ ràng nghị định 116 chỉ là biện pháp vá vúi tạm thời chứ không góp phần nâng cao tỷ lệ nội địa hoá cũng như cải thiện khả năng sản xuất thực sự của các doanh nghiệp sản xuất ô tô trong nước.

Đối với doanh nghiệp nhập khẩu xe ô tô, nghị định 116 đã gây hạn chế cho các đại lý nhập khẩu vừa và nhỏ khi không có nguồn vốn lớn để đảm bảo các tiêu chuẩn từ phía nhà sản xuất. Bên cạnh đó, việc nhập khẩu khó khăn dẫn đến việc kinh doanh trở nên cầm chừng, phá sản.

Ngoài ra, đối với các đơn vị nhập khẩu ô tô chính hãng, chính giấy chứng nhận chất lượng kiểu loại ô tô nhập khẩu được cấp bởi cơ quan, tổ chức có thẩm quyền ở nước ngoài đã tạo ra rào cản cho các doanh nghiệp nhập khẩu ô tô trong nước. Bởi lẽ ngay cả Cục Đăng kiểm Việt Nam chỉ có thể cấp cho xe nội địa, chứ không cấp cho xe bán ra nước ngoài. Nhiều quốc gia trên thế giới không làm, trong khi Việt Nam lại đặt điều kiện quá cao.

Đối với người *tiêu dùng*, tận dụng lợi thế thuế nhập khẩu từ ASEAN về 0%, người tiêu dùng có thể mua được xe nhập khẩu chất lượng với giá trị chỉ bằng 1/3 so với giá trước kia, tuy nhiên nghị định 116 ra đời đã khiến xe nhập khẩu trở nên khan hiếm khi 6 tháng đầu năm có những đại lý không nhập 1 chiếc xe nào. Điều này làm cho giá bán bị đẩy lên cao hơn rất nhiều so với trước đó do bán được ít xe các đại lý thường tối ưu thu nhập qua tiền hoa hồng

KẾT LUẬN

Thật khó để có một câu trả lời hoàn toàn thoả đáng cho tất cả mọi người khi tiếp tục duy trì cũng như bãi bỏ hoàn toàn nghị định 116. Chính phủ cần xem xét thấu đáo xem kinh doanh và bảo hành ô tô có cần thiết là một ngành nghề kinh doanh có điều kiện hay không? cũng như có nỗ lực thực sự về một chính phủ liêm chính, kiến tạo và tạo ra hình thành một môi trường kinh doanh để tất cả mọi doanh nghiệp đều bình đẳng hay không? Có thể cách ứng xử với nghị định 116 là một phần của câu trả lời.

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VẬN DỤNG KẾ TOÁN TINH GỌN TRONG CÁC DOANH NGHIỆP SẢN XUẤT

Trần Tuấn Anh*, Nguyễn Thanh Tùng**

TÓM TẮT: Kế toán tinh gọn được xem là một công cụ hữu hiệu giúp các nhà quản trị kiểm soát chu trình quản lý và đo lường chi phí. Bài viết tập trung phân tích việc vận dụng kế toán tinh gọn trong các doanh nghiệp sản xuất ở nước ta trên khía cạnh: Nguyên tắc, ứng dụng, công cụ của kế toán tinh gọn và các bước vận dụng kế toán tinh gọn vào doanh nghiệp.

Từ khóa: Kế toán tinh gọn; doanh nghiệp sản xuất; công cụ của kế toán tinh gọn

Abstract: Lean accounting is considered to be an effective tool for administrators to control the management cycle and to measure costs. The paper focuses on the application of lean accounting in manufacturing enterprises in our country in terms of: Principles, applications, tools of lean accounting and steps of applying lean accounting to enterprises.

Keywords: Lean accounting; manufacturing enterprises; tools of lean accounting

I. ĐẶT VẤN ĐỀ

Một thực tế đang diễn ra trong những năm gần đây là các doanh nghiệp sản xuất ở nước ta gặp rất nhiều khó khăn, có những doanh nghiệp ngừng sản xuất, sản xuất cầm chừng thậm chí phá sản. Nguyên nhân chính dẫn đến tình trạng trên là các doanh nghiệp chưa kiểm soát được chi phí tồn kho, chất lượng sản phẩm chưa cao nên khó cạnh tranh được với các doanh nghiệp sản xuất nước ngoài và trong nước (doanh nghiệp FDI). Do đó, để tồn tại và khẳng định vị thế của mình buộc các doanh nghiệp phải sử dụng công cụ để giảm thiểu chi phí tồn kho, tăng năng suất và tính linh hoạt, nâng cao chất lượng sản phẩm, công cụ đó là kế toán tinh gọn.

Kế toán tinh gọn có rất nhiều quan điểm khác nhau:

Theo Maskell (2006) cho rằng, sử dụng công cụ kế toán tinh gọn có thông tin tốt hơn trong việc ra quyết định, có báo cáo kịp thời và đơn giản để mọi người trong công ty đều hiểu rõ, họ hiểu tác động của tài chính thực sự của những thay đổi tinh gọn, họ tập trung hoạt động kinh doanh xung quanh giá trị được tạo ra cho khách hàng và kế toán tinh gọn chủ động thúc đẩy chuyển đổi tinh gọn.

Theo RoSa (2012) cho rằng kế toán tinh gọn là một phương pháp tiếp cận kế toán mới bắt nguồn từ sự quan tâm ngày càng gia tăng của các Công ty trong việc nắm bắt văn hóa tư duy tinh gọn.

Có nhiều quan điểm khác nhau về kế toán tinh gọn, tuy nhiên có thể hiểu Kế toán tinh gọn (Lean accounting – L/A) là mô hình kế toán áp dụng cho những doanh nghiệp ứng dụng quy trình sản xuất tinh gọn. Mô hình này bao gồm những phương pháp như tổ chức và quản lý chi phí theo dòng giá trị, thay đổi kỹ thuật đánh giá hàng tồn kho và đưa thêm một số thông tin phi tài chính vào báo cáo tài chính công ty.

Kế toán tinh gọn thực hiện một quy trình được gọi là quy trình quản lý dòng chảy giá trị.

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** Công ty cổ phần dịch vụ xuất bản giáo dục Hà Nội, Việt Nam

Quản lý dòng chảy giá trị (VSM) là một cách thức khác để đo lường và đánh giá kết quả hoạt động của một doanh nghiệp và yêu cầu phải thay đổi quy trình ra quyết định. Một dòng chảy giá trị sẽ bao gồm tất cả các chức năng và con người để hỗ trợ hoàn toàn từ đầu đến cuối của chính dòng chảy giá trị đó. Người quản lý dòng chảy giá trị có trách nhiệm bao quát toàn bộ và hướng đến lợi nhuận chung của dòng giá trị đó. Vào mỗi tuần, các thành viên trong cùng một nhóm của dòng chảy giá trị sẽ cùng nhau đo lường giá trị đã thu được, bao gồm cả đánh giá quá trình hoạt động, năng lực, khía cạnh tài chính của dòng chảy giá trị.

Mục tiêu của việc quản lý dòng chảy giá trị là để xác định và giảm hoặc loại bỏ các lãng phí trong dòng chảy giá trị tại công ty. Khái niệm lãng phí trong tinh gọn là bất cứ cái gì không làm tăng giá trị sản phẩm, và quản lý dòng chảy giá trị là một công cụ cực kỳ hiệu quả giúp cho cấp quản lý và công ty tập trung vào các nỗ lực liên tục cải tiến trong lộ trình đúng đắn, và cải thiện dòng chảy sản phẩm thông qua quy trình sản xuất bằng cách giảm bớt các cản trở và các sản phẩm dở dang hay chậm tồn trong dây chuyền. Việc cải thiện dòng chảy sẽ làm tăng lợi ích sản xuất.

Qua khảo sát thực tế, các doanh nghiệp sản xuất còn khá xa lạ với thuật ngữ “*kế toán tinh gọn*”. Các doanh nghiệp sản xuất hiện nay chỉ sử dụng kế toán truyền thống mà chưa sử dụng kế toán tinh gọn vào đơn vị mình.

Việc áp dụng kế toán tinh gọn vào doanh nghiệp sản xuất rất hữu ích. Theo Brian H Maskell thì kế toán tinh gọn có các lợi ích sau:

(1) Kế toán tinh gọn giúp gia tăng doanh thu vì nó cung cấp thông tin tốt hơn cho việc ra quyết định. Bằng kinh nghiệm làm việc với nhiều công ty và phân tích số liệu cụ thể, Brian H Maskell cho rằng nếu như công ty sử dụng thông tin chi phí tiêu chuẩn (theo kế toán truyền thống) cho các quyết định liên quan đến những thứ như giá cả, trích dẫn, lợi nhuận, mua/bán, hợp lý hóa sản phẩm, đầu tư vốn và giới thiệu sản phẩm mới, thì công ty sẽ thường đưa ra những quyết định sai. Chi phí tiêu chuẩn thường giải thích sai lầm khi thực hiện các quyết định có liên quan đến các vấn đề này.

(2) Kế toán tinh gọn xác định được rõ ràng các ảnh hưởng tài chính của việc cải tiến tinh gọn. Kế toán tinh gọn thừa nhận rằng tác động chính của việc loại bỏ chất thải là việc tạo ra năng lực sẵn có. Tác động tài chính của cải tiến tinh gọn gần như hoàn toàn phụ thuộc vào những gì công ty có thể làm với khả năng mới có sẵn này. Công ty có thể giảm lao động, tăng doanh thu và phát triển kinh doanh, hoặc sử dụng năng lực theo những cách khác. Nhưng công ty phải có một chiến lược để kiếm tiền từ những thay đổi tinh gọn.

(3) Kế toán tinh gọn tiết kiệm tiền và giảm chi phí. Hầu hết các công ty không có ý tưởng họ phải trả chi phí gì vì kế toán được gắn chặt vào các quy trình của công ty. Là một tổ chức trưởng thành với kế toán tinh gọn, Công ty có thể hệ thống (nhưng thận trọng) loại bỏ một số giao dịch và các báo cáo và các cuộc họp.... Đây là tất cả các chất thải.

(4) Kế toán tinh gọn thúc đẩy việc cải thiện tinh gọn trong dài hạn thông qua các thông tin và đo lường tập trung. Các phép đo hiệu suất tinh gọn là nền tảng của quản lý và kiểm soát trực quan cho các tế bào sản xuất tinh gọn, các dòng giá trị và toàn bộ nhà máy hoặc công ty. Các phép đo hiệu năng này được thiết kế để thúc đẩy hành vi tinh gọn và thúc đẩy sự cải tiến liên tục ở mọi cấp độ của tổ chức.

Do đó, các doanh nghiệp sản xuất cần áp dụng kế toán tinh gọn vào đơn vị mình để nâng cao năng lực cạnh tranh trong giai đoạn toàn cầu hóa như hiện nay.

II. VẬN DỤNG KẾ TOÁN TINH GỌN TRONG CÁC DOANH NGHIỆP SẢN XUẤT

2.1. Nguyên tắc, ứng dụng và công cụ của kế toán tinh gọn

Kế toán tinh gọn, chi phí được tổng hợp theo chuỗi giá trị, các quyết định và báo cáo được đưa ra trên cơ sở bảng điểm, báo cáo đúng lúc và được thể hiện bằng ngôn ngữ đơn giản, dễ hiểu cho tất cả mọi người. Kế toán tinh gọn không sử dụng công cụ kế toán truyền thống như chi phí định mức, phân bổ chi phí dựa trên mức độ hoạt động...

Bảng 1: Nguyên tắc, ứng dụng và công cụ kế toán tinh gọn

| Nguyên tắc | Ứng dụng | Công cụ của mô hình kế toán tinh gọn |
|---|---|--|
| A. Việc ghi nhận và chế độ kế toán của doanh nghiệp tinh gọn và đơn giản | Tiếp tục giảm lãng phí từ quy trình ghi nhận các nghiệp vụ kế toán phát sinh, báo cáo và các phương pháp kế toán truyền thống khác. | <ul style="list-style-type: none"> a. Sơ đồ dòng chảy giá trị (VSM); b. Mô hình KAIZEN (mô hình cải tiến chi phí tinh gọn); c. Mô hình giải quyết vấn đề PDCA (<i>Plan, Do, Check, Act</i>). |
| B. Quy trình kế toán giúp chuyển đổi sang mô hình tinh gọn | 1. Kiểm soát về mặt quản lý và tiếp tục cải tiến | <ul style="list-style-type: none"> a. Sơ đồ liên kết đo lường hoạt động (PMLC), liên kết với các cách đo lường quy trình, dòng chảy giá trị, được của tổ chức về chiến lược doanh nghiệp, chi phí mục tiêu và mức độ cải tiến tinh gọn; b. Xây dựng ban thi hành dòng chảy giá trị để áp dụng và kiểm soát các mô hình hiện tại; c. Sử dụng hợp kết quả cung cấp và báo cáo về kết quả đạt được của dòng chảy giá trị trong từng bộ phận, từng cấp. |
| | 2. Kiểm soát chi phí | <ul style="list-style-type: none"> a. Mô hình chi phí dòng chảy giá trị (VSC); b. Báo cáo thu thập dòng giá trị; |
| | 3. Giá trị của khách hàng và nhà cung cấp, quản lý chi phí | Mô hình chi phí mục tiêu (<i>Target costing</i>). |
| C. Truyền thông về thông tin rõ ràng và kịp thời | 1. Báo cáo tài chính | <ul style="list-style-type: none"> a. Sử dụng báo cáo tài chính ngắn gọn; b. Áp dụng chế độ kế toán dựa trên cơ sở tiền. |
| | 2. Báo cáo về quá trình thực hiện và đo lường thông tin tài chính và ghi tài chính | Báo cáo chính sử dụng thông tin của ban thực hiện dòng chảy giá trị, phòng ban khác, quy trình sản xuất, thiết kế sản phẩm, bán hàng, tiếp thị, quản lý,... |
| | 3. Đưa ra quyết định | Phân tích khả năng tạo lợi nhuận và chi phí sử dụng bằng việc sử dụng chi phí dòng chảy giá trị và hợp kết quả. |
| D. Lập kế hoạch từ khía cạnh kế toán tinh gọn | 1. Lập kế hoạch và dự toán | <ul style="list-style-type: none"> a. Triển khai việc áp dụng mô hình chính sách của HOSHIN b. Mô hình SOFP (Bán hàng, Hoạt động và lập kế toán tài chính) |
| | 2. Ảnh hưởng đến việc cải tiến tinh gọn | <ul style="list-style-type: none"> a. Phân tích khả năng và chi phí của dòng chảy giá trị; b. Sơ đồ dòng chảy giá trị của các khu vực hiện tại và phát sinh trong tương lai; c. Hợp kết quả sẽ thể hiện sự thay đổi và kết quả đạt được trong khả năng có được, hoạt động, tài chính từ việc cải tiến theo mô hình kế toán tinh gọn |
| | 3. Lập kế hoạch về vốn | Bảng phân tích ảnh hưởng của dòng chảy giá trị đến các chi phí được hoặc không được vốn hóa sau này. Thường sử dụng phương pháp tiến cận theo 3P. |
| | 4. Đầu tư vào con người | <ul style="list-style-type: none"> a. Đo lường quá trình thực hiện tham gia của từng thành viên trong tổ chức, mức độ thảo mãn của nhân viên và đào tạo chéo giữa các cá nhân với nhau; b. Chia sẻ lợi nhuận thu được cho mọi người |

| | | |
|---|--|--|
| E. Tăng cường việc kiểm soát hệ thống kế toán nội bộ | 1. Kiểm soát nội bộ dựa trên kiểm soát hoạt động tinh gọn trong hệ thống kế toán | a. Ma trận cắt giảm nghiệp vụ và quy trình; b. Bản đồ quy trình thể hiện cách kiểm toán và những rủi ro có thể gặp phải; |
| | 2. Đánh giá hàng tồn kho | Sử dụng các phương pháp đơn giản nhất để đánh giá hàng tồn kho mà không cần bất kỳ yêu cầu nào khác trong hệ thống kê khai thường xuyên và chi phí sản xuất sản phẩm khi hàng tồn kho ở mức thấp nhất hoặc có thể không đủ để sử dụng. |

(Nguồn: Brian H.Maskell, Bruce L.Baggaley (2006), *Lean Accounting: What's it All About?*)

2.2. Các bước áp dụng mô hình kế toán tinh gọn trong doanh nghiệp

Giáo sư Maskell đã thiết lập nên mô hình chuyển đổi bốn bước. Mô hình này có thể được tóm tắt như sau:

(1) Duy trì hệ thống kế toán hiện hành và các phương pháp kiểm soát hiện tại, nhưng bắt đầu cắt giảm những khoản chi phí rõ ràng và thấy rõ trong phạm vi quá trình sản xuất ;

(2) Cắt giảm các giao dịch cũng như những khoản chi phí không cần thiết trong quá trình xem xét báo cáo sản xuất cũng như cố gắng giảm bớt lượng sản phẩm dở dang;

(3) Gắn kết việc giảm lãng phí với chu kỳ kế toán hiện tại của đơn vị cũng như chu kỳ bán hàng, sản xuất và phân phối để thực hiện một cách tổng thể hơn;

(4) Tiến hành chuyển dần các nghiệp vụ phát sinh với những cách tính chi phí mới theo các bước đã cắt giảm ở trên để có quá trình sản xuất hoàn thiện.

III. KẾT LUẬN

Vận dụng tốt mô hình kế toán tinh gọn sẽ giúp các doanh nghiệp quản lý tốt, cung cấp thông tin một cách chính xác, kịp thời và có thể hiểu được một cách dễ dàng nhất để cải tiến quá trình chuyển đổi và truyền thông giữa các bộ phận trong doanh nghiệp, đồng thời ứng dụng kế toán tinh gọn giúp doanh nghiệp loại bỏ đi những lãng phí từ quy trình kế toán thông thường, vẫn đáp ứng đúng yêu cầu về mặt nguyên tắc kế toán chung, quy định về báo cáo tài chính ra bên ngoài cũng như những quy định báo cáo nội bộ đơn vị. Sử dụng công cụ kế toán tinh gọn là sự phát triển tất yếu của các doanh nghiệp nói chung và các doanh nghiệp sản xuất nói riêng trong điều kiện hội nhập hiện nay.

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TĂNG TRƯỞNG XANH: THỜI CƠ VÀ THÁCH THỨC ĐỐI VỚI CÁC DOANH NGHIỆP VIỆT NAM

Lê Hoàng Anh*

TÓM TẮT: Tăng trưởng xanh hiện nay đang trở thành xu hướng trên thế giới, có thể áp dụng với tất cả các nền kinh tế nói chung và nền kinh tế Việt Nam nói riêng. Mô hình tăng trưởng hiện nay của Việt Nam vẫn chủ yếu dựa trên việc sử dụng nhiều tài nguyên thiên nhiên, gây ảnh hưởng đến môi trường và gia tăng tác động của biến đổi khí hậu vì vậy tăng trưởng xanh đang là một đòi hỏi cấp thiết và việc hướng Việt Nam đi theo tăng trưởng xanh là con đường phù hợp nhất để phát triển bền vững, trong đó không thể thiếu sự đóng góp của các doanh nghiệp Việt Nam. Bởi vì doanh nghiệp đóng vai trò tích cực trong việc lựa chọn tăng trưởng xanh và hiện thực hóa mục tiêu phát triển bền vững của quốc gia. Một quốc gia mạnh thì phải có những doanh nghiệp mạnh. Do vậy, trên cơ sở các nghiên cứu đã có và kiến thức thực tế, nghiên cứu này sẽ đi phân tích tăng trưởng xanh ở Việt Nam cũng như thời cơ và thách thức của tăng trưởng xanh đối với các doanh nghiệp Việt Nam. Đồng thời nghiên cứu cũng đưa ra một số gợi ý giải pháp để tận dụng được những thời cơ và hạn chế những thách thức của tăng trưởng xanh đối với doanh nghiệp Việt Nam.

Từ khóa: Tăng trưởng xanh, phát triển bền vững, doanh nghiệp Việt Nam, môi trường, tài nguyên thiên nhiên, khí nhà kính

ABSTRACT: Apparently, green growth is becoming a trend in the world, which is applicable to all economies in general and the Vietnamese economy in particular. In fact, Vietnam's current growth pattern is mainly based on the use of many natural resources, which causes significant impact on environment and increase influence on climate change. Therefore, green growth is an imperative demand and the task of setting and directing Vietnam to follow green growth is the most suitable path for sustainable development, in which the contribution of Vietnamese enterprises is indispensable since businesses play an active role in choosing green growth and bringing national sustainable development goals into reality. Undoubtedly, a strong country must have strong enterprises. As a result, based on available researches and practical knowledge, this study will analyze green growth in Vietnam as well as opportunities and challenges of green growth towards Vietnamese enterprises. Simultaneously, the research also provides some suggestions for solutions to take advantage of opportunities and limit the challenges of green growth towards Vietnamese enterprises.

Keywords: : green growth, sustainable development , Vietnamese enterprises, environment, natural resources, greenhouse gas

1. KHÁI NIỆM TĂNG TRƯỞNG XANH

Tăng trưởng xanh được coi là con đường phù hợp nhất để phát triển bền vững mà nhiều nước trên thế giới hiện nay đang theo đuổi. Vậy tăng trưởng xanh là gì?

Hiện nay, chưa có một khái niệm thống nhất nào về tăng trưởng xanh trong các cuộc họp, cuộc bàn luận chính sách và trong công chúng.

Ủy ban kinh tế xã hội khu vực Châu Á – Thái Bình Dương của Liên Hợp Quốc (UNESCAP) đã định nghĩa: “Tăng trưởng xanh là chiến lược tìm kiếm sự tối đa hóa trong sản lượng kinh tế và tối thiểu hóa gánh

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nặng sinh thái. Cách tiếp cận mới tìm kiếm sự hài hòa giữa tăng trưởng kinh tế và tính bền vững môi trường bằng việc thúc đẩy những thay đổi cơ bản trong sản xuất và tiêu dùng xã hội”.

Chương trình môi trường của Liên Hợp Quốc (UNEP) đã gộp những xu hướng xanh vào trong Nền kinh tế xanh hoặc Thỏa thuận xanh mới toàn cầu. Tương tự như khái niệm tăng trưởng xanh của UNESCAP, những khái niệm này nhấn mạnh tầm quan trọng của sự thay đổi cơ cấu trong sản xuất và tiêu dùng. “Một nền kinh tế xanh là nền kinh tế trong đó bao gồm những mối liên hệ sống còn giữa kinh tế, xã hội và môi trường, và trong đó sự chuyển dịch quá trình sản xuất, cơ cấu sản xuất và tiêu dùng, vừa góp phần làm giảm rác thải, ô nhiễm, sử dụng tài nguyên, nguyên liệu, năng lượng trên một đơn vị sản phẩm, vừa tạo ra những cơ hội việc làm, thúc đẩy thương mại bền vững, giảm nghèo, cải thiện công bằng và phân phối thu nhập”. Còn “Tăng trưởng xanh là định hướng mới thúc đẩy kinh tế phát triển theo những mô hình tiêu thụ và sản xuất bền vững, nhằm đảm bảo nguồn vốn tự nhiên tiếp tục cung cấp những nguồn lực và dịch vụ sinh thái mà đời sống của chúng ta phụ thuộc vào, cho thế hệ này cũng như cho những thế hệ mai sau”.

Theo Tổ chức Sáng kiến tăng trưởng xanh của Liên Hợp Quốc: “Tăng trưởng xanh hay xây dựng nền kinh tế xanh là quá trình tái cơ cấu lại hoạt động kinh tế và cơ sở hạ tầng để thu được kết quả tốt hơn từ các khoản đầu tư cho tài nguyên, nhân lực và tài chính, đồng thời giảm phát thải khí nhà kính, khai thác và sử dụng ít tài nguyên thiên nhiên hơn, tạo ra ít chất thải hơn và giảm sự mất công bằng trong xã hội”.

Theo Tổ chức Hợp tác và Phát triển Kinh tế (OECD): “Tăng trưởng xanh là thúc đẩy tăng trưởng và phát triển kinh tế đồng thời đảm bảo rằng các nguồn tài sản tự nhiên, tiếp tục cung cấp các tài nguyên và dịch vụ môi trường thiết yếu cho cuộc sống của chúng ta. Để thực hiện điều này, tăng trưởng xanh phải là nhân tố xúc tác trong việc đầu tư và đổi mới, là cơ sở cho sự tăng trưởng bền vững và tăng cường tạo ra các cơ hội kinh tế mới”.

Ngân hàng Thế giới World Bank thì cho rằng: “Tăng trưởng xanh là quá trình tăng trưởng sử dụng tài nguyên hiệu quả, sạch hơn và tăng cường khả năng chống chịu mà không làm chậm quá trình này”.

Trong tài liệu: “Thúc đẩy chuyển đổi sang tăng trưởng xanh tại Châu Á – Thái Bình Dương” - Ngân hàng Phát triển Châu Á (ADB), cho rằng “Về tổng thể, tăng trưởng xanh là sự phối hợp hài hòa giữa bảo vệ môi trường và tăng trưởng kinh tế, trong khi giảm nghèo và bảo đảm các kết quả công bằng xét trên khía cạnh phúc lợi của người dân”

Chính phủ Hàn Quốc xác định: “Tăng trưởng xanh là phải đảm bảo tỷ lệ tăng trưởng với một tỷ lệ sử dụng năng lượng và tài nguyên thiên nhiên một cách có hiệu quả, giảm thiểu tác động của biến đổi khí hậu và thiệt hại cho môi trường, duy trì động lực tăng trưởng thông qua nghiên cứu và phát triển công nghệ xanh đảm bảo sự hài hòa giữa phát triển kinh tế và bảo vệ môi trường”.

Theo Viện Nghiên cứu môi trường thuộc trường Đại học Kyoto - Nhật Bản: “Tăng trưởng xanh đồng nghĩa với việc xây dựng một xã hội carbon thấp đảm bảo sự phối hợp chặt chẽ và hài hòa giữa phát triển kinh tế và bảo vệ môi trường. Để thực hiện được nhiệm vụ này cần thiết phải giảm thiểu khí CO₂ trong tất cả các lĩnh vực của nền kinh tế, tăng cường bảo vệ môi trường và nguồn tài nguyên thiên nhiên, gia tăng chất lượng cuộc sống của người dân”.

Trong các văn bản pháp lý của Việt Nam thì: “Tăng trưởng xanh là sự tăng trưởng dựa trên quá trình thay đổi mô hình tăng trưởng, tái cơ cấu nền kinh tế nhằm tận dụng lợi thế so sánh, nâng cao hiệu quả và sức cạnh tranh của nền kinh tế thông qua việc nghiên cứu và áp dụng công nghệ tiên tiến, phát triển hệ thống cơ sở hạ tầng hiện đại để sử dụng hiệu quả tài nguyên thiên nhiên, giảm phát thải khí nhà kính, ứng phó với biến đổi khí hậu, góp phần xóa đói giảm nghèo và tạo động lực thúc đẩy tăng trưởng kinh tế một cách bền vững”.

Như vậy, có thể hiểu rằng tăng trưởng xanh chính là đảm bảo phát triển bền vững cả ba mặt: kinh tế, xã hội và môi trường. (1) Kinh tế bền vững: tăng trưởng ổn định, cả chiều rộng và chiều sâu, tăng cường các ngành công nghiệp sinh thái, đổi mới công nghệ thân thiện với môi trường; (2). Xã hội bền vững: xóa đói giảm nghèo và phát triển công bằng, đảm bảo an ninh xã hội; (3). Môi trường bền vững: phát triển đa dạng sinh học, đảm bảo môi trường xanh, sạch đẹp, giảm phát thải khí nhà kính từ đó làm chậm lại quá trình biến đổi khí hậu. Đồng thời, tăng trưởng xanh cũng phải đảm bảo làm sao vừa đáp ứng phục vụ về mọi mặt nhu cầu cho thế hệ hiện tại nhưng cũng không làm tổn hại đến khả năng đáp ứng nhu cầu của thế hệ tương lai.

Tăng trưởng xanh đóng vai trò rất quan trọng trong phát triển bền vững:

Thứ nhất, tăng trưởng xanh giúp bảo vệ sự đa dạng sinh học. Tăng trưởng xanh giúp giảm những hệ quả tiêu cực do việc khai thác tài nguyên thiên nhiên một cách triệt để, thúc đẩy đầu tư vào lâm nghiệp xanh, nông nghiệp xanh... từ đó giúp chúng ta bảo vệ sự đa dạng sinh học, giúp cho hệ sinh thái của chúng ta được bảo vệ tốt hơn.

Thứ hai, tăng trưởng xanh có thể tạo ra việc làm. Tăng trưởng xanh có khả năng tạo ra việc làm trong các lĩnh vực mới nhiều tiềm năng vừa đem lại hiệu suất lao động cao, lại vừa hiệu quả trong việc cải thiện môi trường sinh thái, bảo vệ môi trường.

Thứ ba, tăng trưởng xanh giúp xóa đói giảm nghèo. Hiện nay, Tổng sản phẩm quốc nội (GDP) vẫn được sử dụng như là cách thức phổ biến nhất để đánh giá một nền kinh tế. Tuy nhiên, sự tăng trưởng đó thường được tạo ra thông qua việc khai thác quá mức tài nguyên thiên nhiên, làm suy giảm đa dạng sinh học và suy thoái các hệ sinh thái và đến một ngày thì chính việc khai thác quá mức này sẽ quay trở lại ảnh hưởng đến các ngành nông nghiệp, chăn nuôi, thủy hải sản – sinh kế làm ăn của đại đa số dân nghèo và họ lại càng rơi vào tình trạng đói nghèo. Vì vậy chính việc tăng trưởng xanh sẽ với việc sử dụng các nguồn năng lượng tái tạo vừa rẻ vừa thân thiện với môi trường, bảo vệ môi trường sống sẽ giúp xã hội phát triển một cách bền vững, từ đó cuộc sống của người dân được đảm bảo.

Tăng trưởng xanh mặc dù chưa được định nghĩa một cách thống nhất và đầy đủ nhưng nó đang trở thành xu hướng trên thế giới, có thể áp dụng với tất cả các nền kinh tế nói chung và nền kinh tế Việt Nam nói riêng, nhằm đối phó với những cuộc khủng hoảng hiện tại và ngăn chặn các nguy cơ xảy ra các khủng hoảng trong tương lai.

2. TĂNG TRƯỞNG XANH Ở VIỆT NAM

Thực tế cho thấy, tăng trưởng xanh đã được xác định là trọng tâm chính sách phát triển quốc gia của nhiều nước trên thế giới trong nỗ lực đạt được sự phát triển bền vững. Hàn Quốc đã dành 80% trong gói kích cầu kinh tế khoảng 38,1 tỷ USD để dùng cho sự chuyển dịch từ nền “kinh tế nâu” sang nền “kinh tế xanh” từ năm 2008. Nhật Bản thì nổi tiếng với việc đang sở hữu tầng công nghệ tốt, hiện đại cho các giải pháp xanh. Để tăng trưởng xanh, Trung Quốc – gã khổng lồ xanh - cũng tiến hành những cuộc cách mạng sạch, cách mạng xanh, cách mạng công nghệ cao... Chỉ riêng trong lĩnh vực tái chế và năng lượng tái tạo, mỗi năm, Trung Quốc đã kiếm được 17 tỷ USD và tạo công ăn việc làm cho 10 triệu người. Trung Quốc cũng là quốc gia xếp thứ nhất trong việc đầu tư vào năng lượng sạch, với 21% trong 162 tỷ USD đầu tư trên toàn thế giới.

Với nhận thức tăng trưởng xanh không chỉ là động lực thúc đẩy và phục hồi kinh tế toàn cầu, mà còn là mô hình và công cụ để thực hiện phát triển bền vững, các quốc gia trên thế giới đang rất cố gắng, tìm mọi giải pháp, nỗ lực để thay đổi nền kinh tế theo hướng xanh, sạch, đẹp và Việt Nam cũng không nằm ngoài xu hướng đó.

Tăng trưởng xanh đang là một đòi hỏi cấp thiết ở nước ta hiện nay, bởi lẽ qua hơn 30 năm đổi mới, mặc dù Việt Nam giữ được tốc độ tăng trưởng kinh tế khá cao (bình quân 6,8%/năm giai đoạn 2001 – 2010

và 5,8%/năm giai đoạn 2011-2015), nhưng tăng trưởng kinh tế chưa gắn với sử dụng hiệu quả nguồn tài nguyên, chưa gắn với bảo vệ tốt môi trường, chưa ứng phó kịp thời với biến đổi khí hậu.

Mô hình tăng trưởng hiện nay của nước ta vẫn chủ yếu dựa trên việc sử dụng nhiều tài nguyên thiên nhiên, gây ảnh hưởng đến môi trường và gia tăng tác động của biến đổi khí hậu. Quá trình công nghiệp hóa và đô thị hóa sẽ càng làm tài nguyên thiên nhiên suy giảm, lượng phát thải CO₂ tăng lên. Theo Báo cáo cập nhật hai năm một lần lần thứ nhất của Việt Nam cho Công ước khung của Liên Hợp Quốc về biến đổi khí hậu, đã đưa ra con số so sánh tổng phát thải khí nhà kính các năm 1994, 2000 và 2010 trong các lĩnh vực: Năng lượng; Các quá trình công nghiệp; Nông nghiệp; Sử dụng đất, thay đổi sử dụng đất và lâm nghiệp (LULUCF); Chất thải như sau:

Bảng 1: So sánh tổng phát thải khí nhà kính các năm 1994, 2000 và 2010

Đơn vị: triệu tấn CO₂ tương đương

| Lĩnh vực | 1994 | 2000 | 2014 |
|---------------------------|-------|-------|-------|
| Năng lượng | 25,6 | 52,8 | 141,1 |
| Các quá trình công nghiệp | 3,8 | 10,0 | 21,2 |
| Nông nghiệp | 52,4 | 65,1 | 88,3 |
| LULUCF | 19,4 | 15,1 | -19,2 |
| Chất thải | 2,6 | 7,9 | 15,4 |
| Tổng | 103,8 | 150,9 | 246,8 |

Nguồn: Báo cáo cập nhật hai năm một lần lần thứ nhất của Việt Nam cho Công ước khung của Liên Hợp Quốc về biến đổi khí hậu

Như vậy chỉ trong vòng 10 năm, tổng lượng phát thải khí nhà kính đã tăng gấp hơn 2 lần, trong đó lĩnh vực năng lượng có lượng phát thải khí nhà kính tăng với tốc độ rất nhanh, từ 25,6 triệu tấn CO₂ năm 1994 lên 141,1 triệu tấn CO₂ năm 2014 (gấp hơn 5 lần). Chính điều này làm cho môi trường của chúng ta ngày càng suy yếu và nó ảnh hưởng trực tiếp đến cuộc sống của mọi người trong xã hội, đẩy nhanh quá trình biến đổi khí hậu trên toàn thế giới. Cũng theo báo cáo này, ước tính, tổng lượng phát thải khí nhà kính vào năm 2020 là 466 triệu tấn CO₂ tương đương và vào năm 2030 tăng lên 760,5 triệu tấn CO₂ tương đương.

Nguyên nhân chủ yếu của sự tăng nhanh đến mức kinh ngạc của khí nhà kính đó là do nền kinh tế Việt Nam thời gian qua chủ yếu phát triển theo mô hình nền “kinh tế nâu”, tăng trưởng chủ yếu dựa vào khai thác tài nguyên sẵn có như: than đá, dầu mỏ, quặng... với hiệu quả sử dụng thấp, phát sinh nhiều chất thải, gây ô nhiễm môi trường, công nghệ sản xuất còn lạc hậu gây thất thoát rất nhiều tài nguyên... Điển hình trong việc khai thác quá nhiều tài nguyên và làm cho tài nguyên bị cạn kiệt đó chính là Việt Nam từng được coi là “mỏ vàng đen” của châu Á, nhưng đến năm 2013 chúng ta đã phải nhập khẩu than năng lượng đầu tiên từ Nga sau 120 năm liên tục xuất khẩu loại than này ra thế giới. Bên cạnh đó những khu vực khai thác than của chúng ta, môi trường xung quanh bị ô nhiễm cực kỳ nghiêm trọng, ảnh hưởng trực tiếp đến hoạt động sống, kinh doanh của người dân. Rõ ràng, Việt Nam cần phải có các biện pháp chuyển đổi mô hình tăng trưởng trong tình hình thế giới có nhiều thay đổi và biến đổi khí hậu ngày càng nghiêm trọng.

Chính vì vậy, Thủ tướng chính phủ đã ban hành Quyết định số 1393/QĐ-TTg ngày 25/9/2012 phê duyệt Chiến lược quốc gia về Tăng trưởng xanh thời kỳ 2011-2010 và tầm nhìn đến năm 2050. Chiến lược tăng trưởng xanh đề ra 3 nhiệm vụ quan trọng là:

(1). Giảm cường độ phát thải khí nhà kính và thúc đẩy sử dụng năng lượng sạch, năng lượng tái tạo. Giai đoạn 2011-2010 giảm cường độ phát thải khí nhà kính 8-10% so với năm 2010; định hướng tới năm 2030 giảm ít nhất mỗi năm từ 1,5-2%, tới năm 2050 giảm mỗi năm 1,5-2%.

(2). Xanh hóa sản xuất. Thực hiện một chiến lược “công nghiệp hóa sạch” thông qua rà soát, điều chỉnh những quy hoạch ngành hiện có, sử dụng tiết kiệm và hiệu quả tài nguyên, khuyến khích phát triển công nghiệp xanh, nông nghiệp xanh với cơ cấu ngành nghề, công nghệ, thiết bị bảo đảm nguyên tắc thân thiện với môi trường, đầu tư phát triển vốn tự nhiên; tích cực ngăn ngừa và xử lý ô nhiễm. Đến năm 2020 giá trị sản phẩm công nghệ cao, công nghệ xanh trong GDP là 42-45%; 80% các cơ sở sản xuất kinh doanh đạt tiêu chuẩn về môi trường, 50% áp dụng công nghệ xanh, đầu tư phát triển các ngành hỗ trợ bảo vệ môi trường và làm giàu vốn tự nhiên phần đầu đạt 3-4% GDP.

(3). Xanh hóa lối sống và thúc đẩy tiêu dùng bền vững. Kết hợp nếp sống đẹp truyền thống với những phương tiện văn minh hiện đại để tạo nên đời sống tiện nghi, chất lượng cao mang đậm bản sắc dân tộc cho xã hội Việt Nam hiện đại. Thực hiện đô thị hóa nhanh, bền vững, duy trì lối sống hòa hợp với thiên nhiên ở nông thôn và tạo lập thói quen tiêu dùng bền vững trong bối cảnh hội nhập với thế giới toàn cầu.

Và để cụ thể hóa chiến lược tăng trưởng xanh, ngày 20/3/2014, Thủ tướng Chính phủ tiếp tục ban hành Quyết định số 403/QĐ-TTg phê duyệt kế hoạch hành động quốc gia về tăng trưởng xanh giai đoạn 2014-2020. Kế hoạch gồm 04 chủ đề chính, 12 nhóm hành động và 66 nhiệm vụ. Các chủ đề chính là: (1). Xây dựng thể chế và kế hoạch tăng trưởng xanh tại địa phương; (2). Giảm cường độ phát thải khí nhà kính và thúc đẩy sử dụng năng lượng sạch, năng lượng tái tạo; (3). Thực hiện xanh hóa sản xuất; (4). Thực hiện xanh hóa lối sống và tiêu dùng bền vững.

Như vậy, với chiến lược tăng trưởng xanh này, Việt Nam đang đi theo xu hướng đúng đắn mà nhiều nước thế giới đang đi theo. Việt Nam đang rất nỗ lực trong việc tìm cách tiếp cận tăng trưởng xanh phù hợp với điều kiện tự nhiên, thực trạng kinh tế, trình độ phát triển cùng các vấn đề xã hội và môi trường của đất nước mình.

3. TĂNG TRƯỞNG XANH ĐỐI VỚI CÁC DOANH NGHIỆP VIỆT NAM

Nếu tăng trưởng xanh là xu thế tất yếu của cả thế giới nói chung và Việt Nam nói riêng, thì doanh nghiệp được coi là chủ thể quan trọng nhất trong xu thế này, bởi vì doanh nghiệp đóng vai trò tích cực trong việc lựa chọn tăng trưởng xanh và hiện thực hóa mục tiêu phát triển bền vững của quốc gia. Một quốc gia mạnh thì phải có những doanh nghiệp mạnh. Vì vậy, để thực hiện được mô hình tăng trưởng xanh không thể thiếu sự đóng góp của các doanh nghiệp.

Tăng trưởng xanh đã và đang đem lại nhiều thời cơ đối với các doanh nghiệp Việt Nam, như:

- Nâng cao hiệu quả kinh doanh. Khi thực hiện những quy định về sản xuất xanh nhằm tiết kiệm năng lượng, điện, nước... từ đó giảm tối đa chi phí, nâng cao hiệu suất hoạt động, hướng đến sản xuất bền vững, đáp ứng yêu cầu của đối tác và phù hợp với yêu cầu chung của quá trình hội nhập phát triển.

- Nâng cao năng lực cạnh tranh. Khi doanh nghiệp thực hiện kinh doanh theo hướng xanh, sạch, đẹp, bảo vệ môi trường và thực hiện trách nhiệm xã hội thì sẽ cải thiện được hình ảnh doanh nghiệp trong mắt cộng đồng, xã hội, tạo dựng được uy tín từ đó nâng cao năng lực cạnh tranh của doanh nghiệp không chỉ trong nước mà cả trên thế giới.

- Giảm rủi ro pháp lý cho doanh nghiệp trong lĩnh vực môi trường. Doanh nghiệp chuyển hướng sang mô hình kinh doanh tăng trưởng xanh sẽ làm giảm mức độ tiêu hao nguyên vật liệu năng lượng, từ đó vừa tiết kiệm được tài nguyên, vật liệu vừa giảm lượng phát thải ra ngoài môi trường, giúp doanh nghiệp giảm thuế tài nguyên, thuế ô nhiễm môi trường và đặc biệt là giúp doanh nghiệp giảm những rủi ro pháp lý trong lĩnh vực môi trường.

- Tạo cơ hội việc làm mới cho các doanh nghiệp. Tăng trưởng xanh sẽ tạo ra hàng loạt việc làm mới có nhiều tiềm năng cho các doanh nghiệp, chẳng hạn như nông nghiệp hữu cơ, năng lượng tái tạo, giao thông

công cộng, cải tạo các khu công nghiệp. Đó là việc làm có năng suất lao động cao, cùng với hiệu quả về cải thiện môi trường sinh thái và ổn định lượng khí thải ra ở mức thấp... Đặc biệt là các doanh nghiệp khởi nghiệp, có nhiều cơ hội sáng tạo ra các sản phẩm mới trong lĩnh vực xanh này.

Tuy nhiên, bên cạnh thời cơ thì hiện nay các doanh nghiệp Việt Nam cũng đang gặp nhiều khó khăn và thách thức trong việc tiếp cận và thực hiện tăng trưởng xanh.

- Nhận thức của doanh nghiệp về tăng trưởng xanh chưa đầy đủ. Mặc dù tăng trưởng xanh đã được Chính phủ cũng như nhiều địa phương quan tâm, nhiều doanh nghiệp ứng dụng nhưng tầm quan trọng vẫn chưa thực sự được đề cao so với việc thúc đẩy tăng trưởng kinh tế. Đối với doanh nghiệp, lợi nhuận là mục tiêu hàng đầu vì vậy những lợi ích, thời cơ của việc thực hiện tăng trưởng xanh như: giảm rủi ro pháp lý cho doanh nghiệp trong lĩnh vực môi trường, hay cải thiện hình ảnh của doanh nghiệp trong mắt cộng đồng, giảm tiêu hao nguyên vật liệu... sẽ không thể nhìn thấy ngay được nên doanh nghiệp thường bỏ qua, nhận thức không đúng về tầm quan trọng của tăng trưởng xanh và chỉ quan tâm đến lợi ích trước mắt là lợi nhuận. Bên cạnh đó, doanh nghiệp cũng không đo lường được tác động của hoạt động sản xuất, kinh doanh đối với môi trường nên vẫn có suy nghĩ rằng hoạt động kinh doanh của mình không gây tổn thất đối với môi trường và không nhận thức đúng đắn về tăng trưởng xanh

- Nguồn vốn tài chính để triển khai thực hiện các hoạt động về tăng trưởng xanh của doanh nghiệp còn hạn hẹp. Theo thống kê thì tổng số doanh nghiệp Việt Nam thực tế đang hoạt động do ngành Thống kê điều tra, cập nhật vào thời điểm 31/12/2017 trên phạm vi cả nước ước tính là 561.064 doanh nghiệp. Trong đó, các doanh nghiệp nhỏ và vừa chiếm tới hơn 90% tổng số doanh nghiệp trên cả nước. Các doanh nghiệp này với vốn ít, nguồn nhân lực nghiên cứu phát triển thiếu về số lượng, yếu về chất lượng, công nghệ của doanh nghiệp về cơ bản vẫn đang ở giai đoạn áp dụng, chưa đủ khả năng tự tiến hành nghiên cứu triển khai hoặc đổi mới công nghệ. Trong khi đó đầu tư tài chính cho công nghệ xanh không hề rẻ. Doanh nghiệp gặp khó khăn về tài chính trong việc đổi mới công nghệ.

- Chất lượng nhân lực còn thấp. Tăng trưởng xanh đòi hỏi cao về các công nghệ cũng như tay nghề, kiến thức, kỹ năng của nguồn nhân lực. Các doanh nghiệp Việt Nam gặp khó khăn trong việc vận hành, điều chỉnh hệ thống máy móc, công nghệ sản xuất từ nước ngoài; nhiều công nghệ mua về chỉ để đáp chiếu vì không có chuyên gia biết cách sử dụng công nghệ đó.

- Các nhà quản lý doanh nghiệp thiếu năng lực thực hiện tăng trưởng xanh: thực hiện tăng trưởng xanh đòi hỏi chi phí lớn, nhân lực giỏi, công nghệ tốt và còn cần một nhà quản lý có năng lực, có tầm nhìn. Nhưng hiện nay các nhà quản lý doanh nghiệp của Việt Nam hầu như chưa được đào tạo bài bản về quản trị, về kỹ năng quản lý nên nhiều khi còn lúng túng trong việc tìm hướng đi cho doanh nghiệp. Ví dụ không biết áp dụng mô hình sản xuất kinh doanh nào để thân thiện với môi trường, hay không biết cách làm thế nào để chuyển đổi mô hình tăng trưởng của doanh nghiệp mình theo hướng “xanh hóa”...

- Ngoài những thách thức từ nội hàm của doanh nghiệp, thì việc thực hiện tăng trưởng xanh của doanh nghiệp còn gặp những thách thức từ bên ngoài như: hệ thống văn bản pháp luật, chính sách chưa đồng bộ, chưa thật phù hợp với xu thế toàn cầu hóa và hướng tới tăng trưởng xanh; các công cụ tài chính chưa linh hoạt nên chưa đáp ứng được yêu cầu của doanh nghiệp...

4. MỘT SỐ GIẢI PHÁP GIÚP DOANH NGHIỆP PHÁT TRIỂN MÔ HÌNH TĂNG TRƯỞNG XANH

Thứ nhất, Nâng cao nhận thức của doanh nghiệp về tầm quan trọng của tăng trưởng xanh bằng cách tuyên truyền, giáo dục cũng như là áp dụng các mô hình thí điểm để doanh nghiệp gia tăng sự hiểu biết về tăng trưởng xanh.

Thứ hai, Nâng cao chất lượng nguồn nhân lực: các doanh nghiệp cần tổ chức các lớp đào tạo, bồi dưỡng thường xuyên để nâng cao chất lượng nguồn nhân lực, bên cạnh đó cần có sự giúp sức từ hệ thống cơ quan nhà nước trong vấn đề thay đổi chất lượng đào tạo nguồn nhân lực cũng như mở những lớp đào tạo, tập huấn cho đội ngũ quản lý về vấn đề quản trị cũng như tăng trưởng xanh

Thứ ba, Thực hiện đánh giá, xếp hạng doanh nghiệp dựa trên các khía cạnh kinh tế, xã hội, môi trường đồng thời công khai vinh danh các doanh nghiệp có sự đóng góp cho hoạt động tăng trưởng xanh, từ đó giúp cộng đồng nắm rõ và nâng cao uy tín của doanh nghiệp, khuyến khích doanh nghiệp đổi mới cải tiến, sáng tạo theo hướng tăng trưởng xanh.

Thứ tư, Xây dựng và phát triển các dịch vụ tài chính – ngân hàng hỗ trợ doanh nghiệp thực hiện tăng trưởng xanh.

Thứ năm, Đối với vấn đề thể chế, chính sách, khuyến nghị với nhà nước là cần đồng bộ hóa các văn bản quy phạm pháp luật liên quan, tránh chồng chéo, gây khó hiểu; ban hành các văn bản hướng dẫn thúc đẩy sự tham gia của doanh nghiệp trong vấn đề tăng trưởng xanh; nâng cao hiệu lực trong việc triển khai các văn bản quy phạm pháp luật có liên quan.

Thứ sáu, Cần tranh thủ sự hỗ trợ về tài chính cũng như kỹ thuật từ cộng đồng quốc tế cho tăng trưởng xanh bởi vì hiện nay ưu tiên của các tổ chức quốc tế của Liên Hợp Quốc và nguồn vốn ODA của các nước phát triển đang có sự chuyển dịch vào lĩnh vực này.

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DOANH NGHIỆP NHÀ NƯỚC TRƯỚC LÀN SÓNG MUA BÁN VÀ SÁP NHẬP TẠI VIỆT NAM: THỜI CƠ VÀ THÁCH THỨC

Hồ Quỳnh Anh*

Tóm tắt: Hoạt động mua bán và sáp nhập (M&A) tại Việt Nam trong những năm gần đây có sự gia tăng mạnh mẽ. Năm 2017 đánh dấu sự phát triển nhảy vọt về số lượng các thương vụ cũng như giá trị giao dịch của thị trường M&A, cùng với sự tham gia của các doanh nghiệp nhà nước trong hoạt động M&A, đặc biệt là thương vụ tỷ đô SABECO. Gia nhập vào sân chơi M&A sẽ trở thành xu hướng tất yếu với các doanh nghiệp nhà nước. Trong bài báo này, tác giả làm rõ những thời cơ và thách thức đối với các doanh nghiệp nhà nước khi tham gia vào thị trường M&A tại Việt Nam. Trên cơ sở sử dụng số liệu điều tra sơ cấp của KPMG và việc nghiên cứu tình huống tại Vinamilk và Sabeco, bài báo cho thấy sự thiếu đồng bộ và hoàn thiện của khung khổ pháp lý về M&A là một rào cản vĩ mô mà mọi doanh nghiệp đều phải đối mặt. Đối với các DNNN, xây dựng chiến lược cổ phần hoá và thoái vốn; lựa chọn nhà đầu tư chiến lược; định giá doanh nghiệp là những thách thức lớn nhất đối với các doanh nghiệp nhà nước khi tham gia M&A.

Từ khoá: M&A, doanh nghiệp nhà nước, cơ hội, thách thức

I. GIỚI THIỆU VẤN ĐỀ NGHIÊN CỨU

Thị trường mua bán, sáp nhập Việt Nam đã có những bước phát triển vượt bậc trong vòng 5 năm trở lại đây, từ một thị trường với quy mô 4 tỷ đô năm 2013 đã tăng lên 8,6 tỷ đô năm 2017 (KPMG, 2018). Việt Nam đã tăng 34 bậc trên bản đồ năng lực cạnh tranh thế giới, từ thứ 91 năm 2013 lên thứ 55 năm 2018 (Số liệu từ diễn đàn kinh tế thế giới). Cùng với đó là sự đổ bộ của làn sóng FDI vào thị trường Việt Nam, từ 8,9 tỷ đô năm 2013 tăng lên đến 14,1 tỷ đô năm 2017, với tốc độ tăng 58%. Những con số trên đây cho thấy Việt Nam đang ngày càng thu hút được sự quan tâm của các nhà đầu tư nước ngoài. Đồng thời, Việt Nam cũng đang được đánh giá là một trong những thị trường M&A hấp dẫn nhất khu vực Đông Nam Á.

Những yếu tố quan trọng dẫn đến sự tăng trưởng của thị trường M&A trong thời gian qua phải kể đến những nỗ lực của chính phủ Việt Nam trong việc tái cấu trúc nền kinh tế, cải cách thể chế và lành mạnh hoá môi trường kinh doanh. Chỉ số năng lực cạnh tranh toàn cầu của Việt Nam cho thấy thể chế, cơ sở hạ tầng, môi trường kinh tế vĩ mô là những chỉ tiêu đã có sự cải thiện liên tục trong vòng 5 năm gần đây. Việc chính phủ tích cực đẩy nhanh chương trình cổ phần hoá và thoái vốn tại các DNNN, đặc biệt từ năm 2015, cho thấy quyết tâm của Việt Nam trong việc thực hiện những cam kết về DNNN tại các FTAs cũng như việc xây dựng và duy trì một sân chơi bình đẳng và hiệu quả cho tất cả các chủ thể của nền kinh tế. Sự xoá bỏ dần những đặc quyền dành cho khối DNNN cũng như đa dạng hoá cơ cấu sở hữu tại các DN này không những tạo động lực cạnh tranh cho các DNNN mà còn cung cấp ra thị trường những tín hiệu tích cực về điều hành vĩ mô của chính phủ Việt Nam. Đây là nhân tố rất quan trọng để duy trì và tăng cường dòng vốn

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đầu tư nước ngoài vào Việt Nam, đem theo nó là thị phần, năng lực quản trị, công nghệ, và sự thay đổi đội ngũ lao động. Cổ phần hoá, thoái vốn nhà nước, bán phần vốn nhà nước tại các DN có vốn đầu tư nhà nước là những tiền đề quan trọng nhằm đưa DNNN đến với hoạt động M&A chuyên nghiệp và tháo gỡ những rào cản hiện tại của khối DN này.

Hoạt động M&A tại Việt Nam trong những năm gần đây đã thu hút được sự chú ý của các nhà nghiên cứu song số lượng công bố còn hạn chế và chỉ tập trung nghiên cứu vào một số khía cạnh nhất định của hoạt động M&A. Có thể kể ra một số nội dung chính của các nghiên cứu về hoạt động M&A tại Việt Nam bao gồm: *Một, xây dựng và hoàn thiện khung lý thuyết cho M&A tại Việt Nam* với nghiên cứu của Vương Hoàng Quân, Trần Trí Dũng, Nguyễn Thị Châu Hà (2009); Nguyễn Hoà Nhân (2009); Trần Phi Hùng (2011); Nguyễn Mạnh Thái (2009); Bùi Thanh Lam (2009). *Hai, vấn đề khung khổ pháp lý cho M&A tại Việt Nam* của Trần Đình Cung & Lư Minh Đức (2010); Gregoty Crovo (2012). *Ba, những nhân tố tác động đến hoạt động M&A*, gồm những nghiên cứu của Trịnh Thị Phan Lan & Nguyễn Thuỳ Linh (2010); Nguyễn Thị Minh Huyền (2009). *Bốn, vấn đề định giá doanh nghiệp trong M&A* với nghiên cứu tiêu biểu thuộc về Tào Minh Dương (2008); Nguyễn Thường Lạng và Nguyễn Thị Quỳnh Thư (2008). *Năm, quy trình và nội dung hoạt động M&A* với nghiên cứu của Vũ Anh Dũng (2012).

Nhìn chung, những nghiên cứu về M&A tại Việt Nam đã có những đóng góp quan trọng về cơ sở lý luận và thực tiễn cho hoạt động M&A tại Việt Nam. Tuy nhiên, đây là một hoạt động tài chính còn khá mới, đang trong giai đoạn đầu của sự phát triển, với những triển vọng lớn trong tương lai tại Việt Nam nên rất cần có những nghiên cứu về M&A mang tính chất đặc thù cho ngành và loại hình doanh nghiệp. Đặc biệt là những nghiên cứu về doanh nghiệp nhà nước trong làn sóng M&A gắn với bối cảnh Chính phủ đang tích cực đẩy nhanh chương trình cổ phần hoá và thoái vốn nhà nước. Mặt khác, đa dạng hoá phương pháp nghiên cứu về M&A tại thị trường Việt Nam cũng là một nội dung cần xem xét đến bởi phần lớn các nghiên cứu trước đây chỉ dừng lại ở việc sử dụng phương pháp nghiên cứu định tính nhằm làm sáng tỏ những nội dung lý thuyết.

Trong bài viết này, tác giả làm rõ những cơ hội và thách thức đối với các DNNN khi tham gia vào thị trường M&A tại Việt Nam. Những nhận định của bài viết được đưa ra thông qua việc sử dụng số liệu sơ cấp của KPMG về M&A tại Việt Nam năm 2017, số liệu thống kê thứ cấp về M&A từ các nguồn tài liệu tham khảo, việc phân tích và đánh giá hai tình huống bán vốn cổ phần Nhà nước tại CTCP Sữa Việt Nam (VNM) và Công ty cổ phần Bia-Rượu-Nước giải khát Sài Gòn (Sabeco). Bài báo được chia làm 5 phần. Tại phần giới thiệu vấn đề nghiên cứu, tác giả làm rõ sự cần thiết của vấn đề nghiên cứu từ góc độ lý thuyết cũng như thực tiễn. Tiếp đó, tác giả chỉ ra đặc điểm và xu hướng của thị trường M&A Việt Nam, đồng thời, làm rõ vị trí của các DNNN trong thị trường này. Tác giả lựa chọn nghiên cứu tình huống tại Vinamilk và Sabeco để làm rõ những nhận định tại phần hai. Tại nội dung thứ tư, tác giả đưa ra những đánh giá về thời cơ và thách thức dành cho các DNNN khi tham gia vào thị trường M&A đang bùng nổ tại Việt Nam.

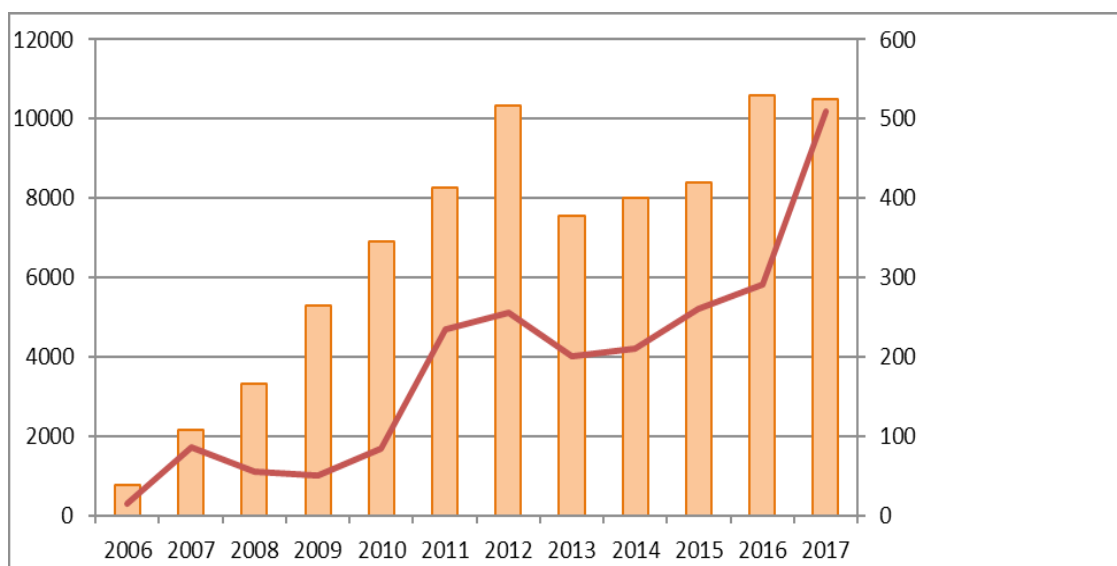
II. THỊ TRƯỜNG M&A VIỆT NAM VÀ SỰ THAM GIA CỦA DNNN VÀO THỊ TRƯỜNG M&A

2.1. Đánh giá chung về thị trường M&A Việt Nam

(i) Quy mô thị trường M&A Việt Nam có sự gia tăng liên tục song còn nhỏ so với các thị trường khác trong khu vực và trên thế giới.

Trong giai đoạn 10 năm, từ 2007 đến 2017, thị trường mua bán, sáp nhập doanh nghiệp Việt Nam đã cho thấy sự gia tăng liên tục và mạnh mẽ. Năm 2017, tổng giá trị các thương vụ sáp nhập và mua lại tại Việt Nam đạt 10,2 tỷ USD, gấp 10 lần giá trị này ở năm 2007. Đồng thời số lượng thương vụ cũng gia tăng mạnh

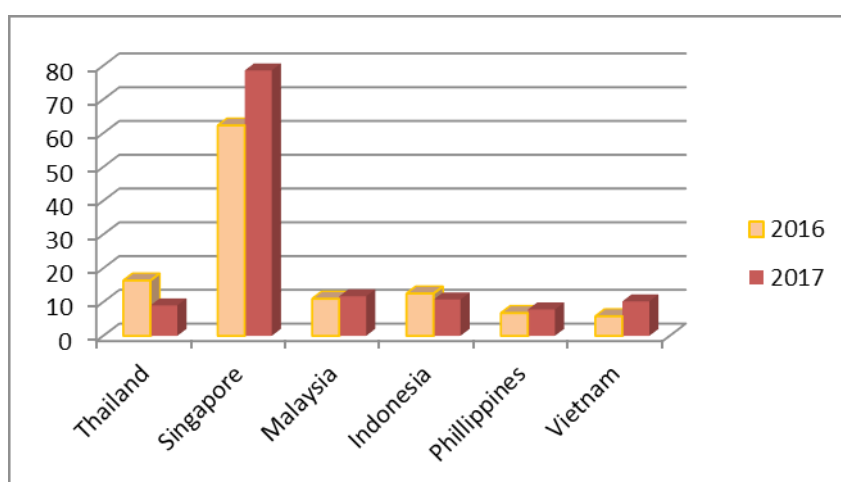
mẽ, từ 113 thương vụ năm 2007 lên đến gần 600 thương vụ năm 2017 với những thương vụ có giá trị lớn tới hàng tỷ USD, có tác động quan trọng và toàn diện đến nền kinh tế. Trong 6 tháng đầu năm 2018, tổng giá trị các thương vụ mua bán, sáp nhập tại Việt Nam đạt 3,55 tỷ USD (tăng 155% so với cùng kỳ năm 2017).



Biểu đồ 1. Hoạt động mua bán, sáp nhập doanh nghiệp tại Việt Nam 2006-2017

(Nguồn MAF tổng hợp)

Mặc dù có sự gia tăng liên tục và đáng kể trong 10 năm qua, thị trường mua bán, sáp nhập doanh nghiệp tại Việt Nam còn khá khiêm tốn so với các thị trường khác trong khu vực và trên thế giới. Nếu chỉ xét riêng trong khu vực Đông Nam Á, tăng trưởng của thị trường Việt Nam là đáng ghi nhận song quy mô thị trường chỉ dừng lại ở mức trung bình. Năm 2017, cùng với việc bán thành công Sabeco, giá trị mua bán, sáp nhập của Việt Nam ở mức tương đương với các thị trường Malaysia 11,73 tỷ USD; Indonesia 10,76 tỷ USD nhưng còn có sự cách biệt khá lớn so với thị trường Singapore với giá trị giao dịch đạt 78,6 tỷ USD.



Biểu đồ 2. Thị trường mua bán, sáp nhập của các quốc gia Đông Nam Á 2016 - 2017

(Nguồn: ThomsonReuter, Factset, MAF)

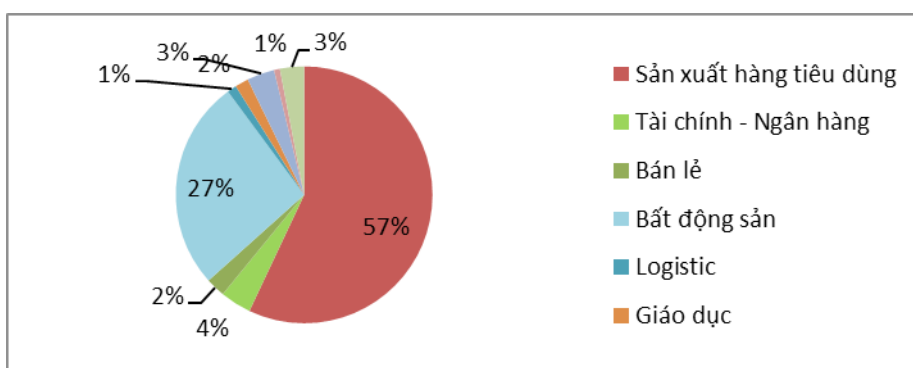
Về quy mô trung bình một thương vụ, thị trường Việt Nam vẫn chủ yếu là các giao dịch nhỏ với quy mô 5-6 triệu USD (tương đương 100 - 120 tỷ VND), các giao dịch quy mô nhỏ chiếm tới chiếm tới trên 90%

về số lượng thương vụ. Những giao dịch với quy mô vừa và lớn (từ 20 đến 100 triệu USD) có sự gia tăng về tỷ trọng và thuộc về các nhà đầu tư nước ngoài. Những thương vụ siêu lớn (trên 500 triệu USD) đã bắt đầu xuất hiện trên thị trường. Số liệu thống kê của MAF năm 2017 cho thấy số lượng thương vụ trên 500 triệu đô chiếm đến 49,02% tổng số thương vụ.

(ii) *Hoạt động mua bán, sáp nhập chủ yếu tập trung vào những ngành khai thác thế mạnh của thị trường tiêu dùng mới nổi như bán lẻ, phân phối, bất động sản, tài chính.*

Năm 2016, ngành bán lẻ là ngành chiếm tỷ trọng cao nhất về giá trị các thương vụ mua bán, sáp nhập (20.33%) với các thương vụ mua lại các chuỗi phân phối; tiếp đến là ngành hàng tiêu dùng (22.52%) và ngành tài chính (10.57%). Năm 2017, giá trị mua bán, sáp nhập lớn nhất thuộc về ngành sản xuất hàng tiêu dùng (57%), tiếp theo đó là ngành bất động sản (27%), và ngành tài chính – ngân hàng (4%), Vật liệu hóa chất (3%).

Có thể thấy những ngành đang được quan tâm trên thị trường mua bán, sáp nhập hiện nay là những ngành quan trọng trong việc tiếp cận thị trường 95 triệu dân của Việt Nam. Việc mua lại những công ty sản xuất hàng tiêu dùng (đồ uống, thực phẩm, hàng tiêu dùng thiết yếu) không chỉ dừng lại ở việc mua lại thương hiệu mà còn là mua lại mạng lưới phân phối để tiếp cận thị trường. Trong lĩnh vực tài chính - ngân hàng, các giao dịch tập trung vào mua lại các công ty tài chính tiêu dùng, công ty quản lý thẻ, dịch vụ tài chính nhằm phục vụ nhu cầu ngày càng tăng của thị trường. Các giao dịch trong lĩnh vực bất động sản hướng tới các dự án bất động sản ở khu vực thành thị lớn hoặc đô thị mới phát triển nơi tập trung dân cư, các dự án nghỉ dưỡng, các khách sạn ở vị trí trung tâm.



Biểu đồ 3. Tỷ trọng giá trị M&A theo ngành 2017

(Nguồn: MAF)

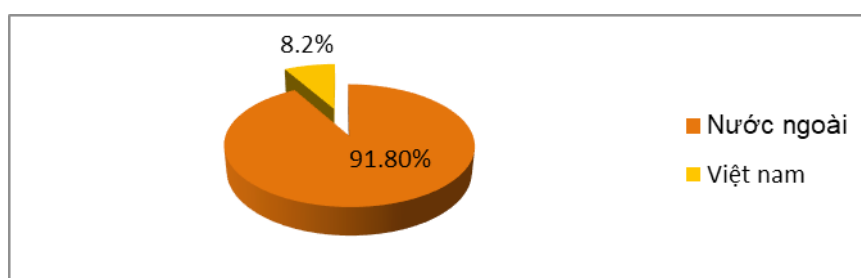
(iii) *Nhà đầu tư nước ngoài chủ động dẫn dắt thị trường song nhà đầu tư trong nước đang dần khẳng định vai trò của mình trên thị trường M&A*

Sự tham gia của nhà đầu tư nước ngoài vào thị trường mua bán, sáp nhập Việt Nam trong vòng 5 năm trở lại đây là một xu hướng tất yếu của toàn cầu hoá và hội nhập kinh tế thế giới. Thị trường Việt Nam đã và đang trở thành điểm đến của nhiều tập đoàn đa quốc gia trong lộ trình tìm kiếm sự tăng trưởng tại các thị trường mới nổi. Việt Nam là một trong những nước có mức dự báo tăng trưởng kinh tế cao trên thế giới trong năm nay. Dự báo tăng trưởng này thu hút rất nhiều công ty nước ngoài mở rộng thị trường vào Việt Nam. Theo số liệu của Tổng cục Thống kê, năm 2016 có 2.547 doanh nghiệp, tổ chức kinh tế có nhà đầu tư nước ngoài góp vốn mua cổ phần (với tỷ lệ vốn lớn hơn 50% vốn điều lệ hoặc thuộc lĩnh vực đầu tư có điều kiện) với tổng vốn đầu tư là 3,425 tỷ USD. Tổng số vốn đăng ký của các dự án cấp mới, cấp vốn bổ sung và đầu tư theo hình thức góp vốn, mua cổ phần trong năm 2016 của các nhà đầu tư nước ngoài đạt 24,372

tỷ USD, tăng 7,1% so với 2015. Vốn đầu tư trực tiếp nước ngoài thực hiện năm 2016 ước tính đạt 15,8 tỷ USD, tăng 9% so với năm 2015, đạt mức giải ngân vốn FDI cao nhất từ trước đến nay.

Thị trường mua bán, sáp nhập Việt Nam tiếp tục được dẫn dắt bởi các nhà đầu tư ngoại với bốn quốc gia chính là Singapore, Thái Lan, Hàn Quốc và Nhật Bản. Năm 2017, giá trị thương vụ do nhà đầu tư nước ngoài đóng vai trò bên mua chiếm tới 91,8%, trong khi nhà đầu tư trong nước mua chỉ thực hiện 8,2%. Trong những thương vụ mua bán, sáp nhập gần đây, Thái Lan được nhắc đến nhiều khi các tập đoàn lớn của nước này chọn Việt Nam để đầu tư và vươn ra thị trường khu vực. Ba thương vụ giá trị nhất thuộc về các thương vụ mua lại hoặc phát hành riêng lẻ từ các nhà đầu tư Thái Lan: thương vụ Central Group mua lại Big C Việt nam năm 2015, thương vụ Singha đầu tư vào Masan Consumer, Masan Brewery và thương vụ TCC hoàn tất mua Metro. Ngoài Thái Lan, các doanh nghiệp ở khu vực châu Á như Singapore, Hàn Quốc và Nhật Bản đang rất quan tâm và muốn tìm kiếm cơ hội tại thị trường Việt Nam.

Mặc dù nhà đầu tư nước ngoài hiện đang chiếm ưu thế trên thị trường mua bán, sáp nhập Việt Nam, vai trò chủ động của các nhà đầu tư trong nước đang dần được khẳng định. Các nhà đầu tư nội ngày càng tỏ rõ vị thế và có chiến lược chủ động hơn trên thị trường. Những điển hình cho thực hiện chiến lược mua bán, sáp nhập chủ động của doanh nghiệp Việt Nam bao gồm Vingroup, Kido, Masan, Ree, Pan Group... Ở các doanh nghiệp quy mô nhỏ hơn, nhận thức về mua bán, sáp nhập, chiến lược định giá bán doanh nghiệp, chiến lược lựa chọn đối tác cũng đã thay đổi nhiều so với 10 năm trước.



Biểu đồ 4. Tỷ trọng mua bán, sáp nhập từ nước ngoài & nội địa 2017

Bảng 1. Một số thương vụ mua bán, sáp nhập và đầu tư tiêu biểu 2017 – 2018

| Bên mua/đầu tư | Bên bán | Tỷ lệ | Giá trị (triệu USD) |
|----------------------------|------------------|-------|---------------------|
| Thaibev | Sabeco | 54% | 4,800 |
| GIC Private Limited | Vinhomes | n/a | 1.300 |
| Warburg Pincus | Techcombank | n/a | 361 |
| JC&C | Vinamilk | 3% | 319 |
| KKR | Masan | 10% | 250 |
| ShinhanBank | ANZ | 100% | 240 |
| GIC Private Limited | Techcombank | n/a | 100 |
| Sojitz | Giấy Sài gòn | 98% | 95 |
| EarthChemical | Á Mỹ Gia | 95% | 89 |
| Vina Capital | Trứng gà Ba Huân | 16% | 33 |
| Vinfast | GM Việt nam | n/a | n/a |

(Nguồn:MAF)

Mặc dù nhà đầu tư nước ngoài hiện đang chiếm ưu thế trên thị trường mua bán, sáp nhập Việt Nam, vai trò chủ động của các nhà đầu tư Việt Nam đang dần được khẳng định. Các nhà đầu tư nội ngày càng tỏ rõ vị thế và có chiến lược chủ động hơn trên thị trường. Những điển hình cho thực hiện chiến lược mua

bán, sáp nhập chủ động của doanh nghiệp Việt Nam bao gồm Vingroup, Kido, Masan, Ree, Pan Group... Ở các doanh nghiệp quy mô nhỏ hơn, nhận thức về mua bán, sáp nhập, chiến lược định giá bán doanh nghiệp, chiến lược lựa chọn đối tác cũng đã thay đổi nhiều so với 10 năm trước.

(iv) Hoạt động mua bán doanh nghiệp chiếm ưu thế với hình thức mua lại cổ phần, số lượng các thương vụ sáp nhập còn hạn chế

Tại thị trường Việt Nam, hoạt động mua bán doanh nghiệp diễn ra sôi động hơn hoạt động sáp nhập doanh nghiệp mặc dù sáp nhập doanh nghiệp được quy định chi tiết và đầy đủ hơn so với mua bán doanh nghiệp trong các văn bản luật. Thống kê 50 thương vụ mua bán, sáp nhập doanh nghiệp nổi bật nhất giai đoạn 2014-2017 cho thấy số lượng và giá trị các thương vụ sáp nhập (hợp nhất) chỉ chiếm không quá 10%. Năm 2014, tổng giá trị các thương vụ sáp nhập là 205.1 triệu USD, chiếm 4.88% tổng giá trị 50 thương vụ. Nổi bật nhất trong năm này là thương vụ sáp nhập đường Ninh Hoà vào đường Biên Hoà với giá trị 150 triệu USD. Năm 2015-16, số lượng thương vụ sáp nhập tăng lên 4/50 thương vụ với tổng giá trị 463 triệu USD, chiếm 8.74% tổng giá trị các thương vụ. Tỷ lệ này ở năm 2017-2018 là 7.81%. Năm 2017 chỉ có duy nhất một thương vụ sáp nhập CTCP mía đường Biên Hoà vào CTCP Thành Thành Công Tây Ninh với giá trị 217 triệu USD. Có thể thấy rằng số lượng và giá trị các thương vụ sáp nhập tại Việt Nam còn khá nhỏ so với quy mô chung của thị trường. Thêm vào đó, phần lớn các thương vụ sáp nhập được thực hiện theo chiều ngang, giữa các công ty trong cùng một ngành nhằm giải cứu những công ty làm ăn không hiệu quả.

Qua đánh giá số liệu từ 50 thương vụ mua bán, sáp nhập nổi bật nhất tại các năm cho thấy, số lượng và giá trị các thương vụ tập trung chủ yếu vào hình thức mua lại cổ phần. Hoạt động mua lại cổ phần chiếm đến 68.85% tổng giá trị thương vụ năm 2014-2015 và tăng lên đến 81.25% vào năm 2015-2016. Sang đến năm 2016-2017, hoạt động mua lại cổ phần mặc dù vẫn giữ vị trí cao nhất về tỷ trọng giá trị song đã giảm đến 25 lần về giá trị tuyệt đối so với năm trước đó. Đồng thời, hoạt động đầu tư và phát hành riêng lẻ cho thấy sự gia tăng đáng kể và chiếm đến 34.5% tổng giá trị của 50 thương vụ.

2.2. Doanh nghiệp nhà nước và hoạt động M&A tại Việt Nam

Có thể thấy thị trường M&A Việt Nam đã và đang diễn ra rất sôi động ở khu vực kinh tế ngoài nhà nước, với sự tham gia mạnh mẽ của nhà đầu tư nước ngoài vào thị trường. Các DNNN mặc dù có những thế mạnh lớn về lợi thế cạnh tranh và nguồn lực tài chính còn tham gia khá hạn chế vào hoạt động M&A. Sự thành công của thương vụ bán SABECO cho thấy tiềm năng rất lớn của các DNNN khi tham gia thị trường này. Tuy nhiên, mức độ tham gia và hiệu quả hoạt động M&A của các DNNN có sự gắn kết chặt chẽ với kết quả chương trình cổ phần hoá, thoái vốn nhà nước tại các DNNN của Chính phủ.

Với xuất phát điểm từ cơ chế Kế hoạch hoá tập trung dưới sự chỉ đạo của Nhà nước, vấn đề cải thiện và nâng cao năng lực, hiệu quả hoạt động của khu vực kinh tế nhà nước đã được đưa ra tại Đại hội Đảng VI (1986). Thực tế cho thấy hiệu quả hoạt động của các doanh nghiệp nhà nước (DNNN) chưa thực sự tương xứng với những nguồn lực nắm giữ và những ưu đãi mà các DN này đang có được. Sự giảm sút về hiệu quả hoạt động, sự yếu kém trong quản trị công ty cùng với những áp lực từ hội nhập kinh tế quốc tế đặt ra yêu cầu phải đổi mới, cải cách, tổ chức lại các DNNN nhằm nâng cao hiệu quả hoạt động, năng lực cạnh tranh, cũng như tạo sân chơi bình đẳng cho các thành phần kinh tế. Tái cấu trúc DNNN trở thành vấn đề trọng tâm xuyên suốt trong chương trình cải cách kinh tế của Chính phủ. Sau gần 30 năm thực hiện, hoạt động tái cấu trúc các DNNN tại Việt Nam được thực hiện liên tục và mạnh mẽ bắt đầu từ việc thay đổi định hướng phát triển kinh tế, chuyển đổi hình thức pháp lý thông qua hoạt động cổ phần hoá, mua bán, sáp nhập, hợp nhất DN, cho đến hoạt động thoái vốn nhà nước tại các DNNN và các DN có VĐT nhà nước.

Số lượng các DNNN (100% vốn nhà nước) tại Việt Nam đã giảm đáng kể. Năm 1990, con số này là 12,000 DN thì đến năm 2020 chỉ còn lại 137 doanh nghiệp. Tốc độ giảm trung bình giai đoạn 2005-2016 là khoảng 30%/năm. Đồng thời, khái niệm về DNNN theo Luật năm 2014 cũng được giới hạn lại, theo đó DNNN là “DN mà tại đó vốn điều lệ 100% của nhà nước”.

Thông tư số 58/2016/QĐ-TTg cũng quy định cụ thể hơn về tỷ lệ sở hữu của nhà nước theo ngành nghề hoạt động kinh doanh. Mức sở hữu của Nhà nước tại doanh nghiệp sẽ được chia làm 4 cấp độ, bao gồm dưới 50%, từ 50% đến 65%, từ 65% đến dưới 100%, và bằng 100%. Dự kiến tính đến năm 2020 chỉ còn lại 103 doanh nghiệp nhà nước; 4 doanh nghiệp có tỷ lệ sở hữu nhà nước trên 65%; 27 doanh nghiệp có tỷ lệ sở hữu từ 50% đến 65%; 106 doanh nghiệp có tỷ lệ sở hữu dưới 50%.

Chính phủ cũng khuyến khích sự tham gia của các nhà đầu tư chiến lược, đặc biệt là nhà đầu tư nước ngoài khi thực hiện bán vốn nhà nước tại doanh nghiệp. Theo quy định, nhà đầu tư chiến lược phải đảm bảo đủ năng lực tài chính, có cam kết dài hạn đối với sự tồn tại và phát triển của doanh nghiệp được thể hiện thông qua nghĩa vụ nắm giữ cổ phần đã mua trong vòng 5 năm, đảm bảo những nghĩa vụ sau khi trở thành nhà đầu tư chiến lược như chuyển giao công nghệ mới, nâng cao năng lực đội ngũ nhân sự, tăng cường tiềm lực tài chính, quản trị công ty hiện đại, cung cấp nguyên liệu thô, phát triển đội ngũ bán hàng.

Như vậy, tiến trình tái cấu trúc các DNNN thông qua cổ phần hoá, sắp xếp các DNNN chính là tiền đề quan trọng để thúc đẩy sự tham gia của DNNN vào thị trường M&A. Đặc biệt, không thể phủ nhận vai trò của SCIC trong tiến trình này. Từ khi thành lập (2005) đến 31/12/2017, SCIC đã bán vốn tại 986 doanh nghiệp (trong đó bán hết vốn tại 885 DN, bán một phần vốn tại 82 DN) và bán quyền mua tại 19 DN với giá vốn là 8.084 tỷ đồng và thu về 27.999 tỷ đồng, gấp 3,5 lần giá vốn (cao hơn mức bình quân cả nước giai đoạn 2011 - 2015 là 1,48 lần). Giai đoạn 2011-2016, SCIC đã bán vốn tại 523 doanh nghiệp, thu về 25.769 tỷ đồng, gấp 3,6 lần giá vốn. Hình thức mua lại cổ phần/ phần vốn nhà nước chiếm tỷ trọng chủ yếu trong các thương vụ mua bán, sáp nhập các DN có vốn nhà nước. Đồng thời, do đặc thù của DNNN, hoạt động mua bán, sáp nhập DN có vốn nhà nước được thực thông qua cơ quan đại diện vốn nhà nước tại doanh nghiệp.

III. NGHIÊN CỨU TÌNH HUỐNG THOÁI VỐN TẠI VINAMILK VÀ SABECO

Sự thành công của hai thương vụ bán vốn tại VNM và SABECO cho thấy mức đón nhận cao của thị trường đối với những DNNN có tiềm năng phát triển và vị thế thị trường vững chắc. Đánh giá hai thương vụ điển hình này sẽ giúp các nhà hoạch định chính sách cũng như các DNNN khác có được bài học kinh nghiệm cần thiết nhằm nâng cao vị thế khi gia nhập thị trường M&A. Tác giả lựa chọn hai công ty trên để nghiên cứu bởi những lý do sau. **Thứ nhất**, đây là hai doanh nghiệp có vốn nhà nước có quy mô thị trường lớn, có tầm ảnh hưởng mạnh trong ngành thực phẩm đồ uống, là mục tiêu thoái vốn quan trọng của nhà nước giai đoạn 2015-2020. **Thứ hai**, mặc dù việc bán phần vốn nhà nước tại VNM và SABECO đều có sự gắn bó chặt chẽ với tiến trình cổ phần hoá DNNN, phương thức thoái vốn tại hai công ty này có sự khác biệt rõ rệt. Điều này giúp cho việc phân tích và đưa ra nhận định về hoạt động mua bán, sáp nhập DN có vốn nhà nước được đầy đủ và toàn diện hơn. **Thứ ba**, mục tiêu quan trọng nhất của việc phân tích và đánh giá tình huống là nhận diện những nhân tố dẫn đến thành công cũng như thất bại của một thương vụ mua bán, sáp nhập. Do sự đa dạng về kết quả thực hiện hoạt động bán vốn tại hai công ty VNM và SABECO, việc xem xét tình huống tại hai doanh nghiệp cho phép tác giả đưa ra một số bài học kinh nghiệm làm căn cứ tham khảo để điều chỉnh hoạt động mua bán, sáp nhập DN có vốn nhà nước trong thời gian tới.

3.1. Nghiên cứu tình huống thoái vốn tại CTCP Sữa Việt Nam (VNM)

3.1.1. Tiến trình cổ phần hoá và thoái vốn nhà nước tại VNM của Chính phủ

Giai đoạn 1- Cổ phần hoá để chuyển đổi hình thức pháp lý doanh nghiệp (10/2003

Giai đoạn 2- Bán bớt phần vốn nhà nước trước khi thực hiện niêm yết (17/02/2005)

Giai đoạn 3- Niêm yết trên Sở giao dịch chứng khoán (28/12/2005)

Giai đoạn 4- Chuyển quyền quản lý phần vốn nhà nước về SCIC (2007)

Ngay sau khi niêm yết, phần vốn nhà nước tại Vinamilk được chuyển về Tổng công ty kinh doanh và đầu tư vốn nhà nước (SCIC) năm 2007. Tính đến ngày 31/12/2005, vốn điều lệ của công ty là 12.008.963.462.400 đồng, trong đó vốn nhà nước là 5.410.540.800.000 đồng chiếm 45%.

3.1.2. Chi tiết lộ trình thực hiện bán phần vốn nhà nước tại Vinamilk

Thực hiện chủ trương cổ phần hoá và thoái vốn nhà nước tại các doanh nghiệp giai đoạn 2016-2020 của Chính phủ, SCIC đã thực hiện bán phần vốn Nhà nước tại VNM vào tháng 12/2016. Tổng số lượng cổ phần chào bán là 130.630.500 cổ phần, tương ứng với 9% vốn điều lệ của VNM. Phương thức chào bán đấu giá cạnh tranh công khai trên Sở giao dịch chứng khoán TpHCM (HOSE). Chỉ có hai nhà đầu tư đặt mua là F&N Dairy Investment và F&N Bev Manufacturing với tỷ lệ giới hạn tối đa 2.7%. Giá đấu bình quân thành công là 144.000 VNĐ/1 CP.

Đợt chào bán này, SCIC đã bán được 78.378.300 cổ phần, đạt tỷ lệ 5.67% vốn điều lệ của VNM và thu về cho ngân sách nhà nước 11.287 tỷ đồng. Sau khi mua thành công 5,67% vốn Nhà nước tại VNM, tỷ lệ sở hữu của F&N trong VNM là 16.35%, đưa tập đoàn này trở thành cổ đông lớn thứ hai sau SCIC trong cơ cấu sở hữu của VNM.

Đợt chào bán thứ hai được thực hiện vào ngày 10/11/2017, SCIC tiếp tục chào bán 3,33% vốn điều lệ của VNM từ đợt chào bán trước đó. Phương thức chào bán đấu giá cạnh tranh công khai trên HOSE tiếp tục được thực hiện. Toàn bộ số cổ phần đã được bán hết với mức giá khớp lệnh bình quân 186.000 đồng/1CP. Số lượng nhà đầu tư đặt mua tăng lên 19 nhà đầu tư (05 TC NN; 06 TC trong nước; 08 CN trong nước) với mức giá đặt mua cao nhất là 186.000 đồng/1CP, cao gấp 1,24 lần so với mức giá chào bán khởi điểm và 1,145 lần mức giá tham chiếu ngày đấu giá. Tổ chức mua thành công là Công ty Platinum Victory thuộc Tập đoàn Jardine Matheson của Singapore. Bên cạnh số cổ phần mua lại từ SCIC thông qua đấu giá, JC&C còn mua cổ phiếu Vinamilk thông qua giao dịch khớp lệnh và thỏa thuận trên sàn. Tính đến ngày 17/11/2017, JC&C đã trở thành cổ đông lớn thứ ba trong cơ cấu sở hữu của VNM với tỷ lệ hơn 10%, đứng sau SCIC và F&N. Tỷ lệ sở hữu của JC&C tại VNM được nâng lần lượt từ 68,68 triệu CP (4,73%) lên 120 triệu cổ phiếu (8,27%) và đến 145,6 triệu cổ phiếu (10%).

Như vậy, mục tiêu ban đầu của SCIC là bán 9% cổ phần nhà nước tại Vinamilk đã không thực hiện được sau đợt chào bán lần thứ nhất. Mặc dù mức giá đấu thành công bình quân đạt được là 144.000 đồng/1CP, cao hơn mức giá tham chiếu bình quân cao nhất của Vinamilk 30 phiên giao dịch gần nhất trước ngày đấu giá 12/12/2016 là 137.550 đồng, song tỷ lệ bán thành công chỉ đạt 60%. Đồng thời, tại phiên đấu giá lần thứ nhất này, số lượng nhà đầu tư đặt lệnh mua chỉ có 02 nhà đầu tư tổ chức, không có nhà đầu tư cá nhân. Kết quả này hoàn toàn đi ngược lại những dự báo về phiên đấu giá cổ phần nhà nước tại VNM khi SCIC quyết định thực hiện đấu giá công khai trên HOSE cũng như áp dụng mức giới hạn tỷ lệ mua cho nhà đầu tư cá nhân và pháp nhân giống nhau.

Tại phiên đấu giá cổ phần nhà nước tại Vinamilk lần thứ hai, tỷ lệ cổ phần chào bán chiếm 3,33% vốn điều lệ song mức giá đấu thành công bình quân đạt 186.000 đồng/1CP, thu về gần 9.000 tỷ đồng, chiếm khoảng 80% so với giá trị bán 5,67% vốn điều lệ trước đó. Tại phiên đấu giá lần hai, số lượng nhà đầu tư đặt mua là 19 với sự đa dạng hơn về cơ cấu nhà đầu tư. Mặc dù đợt bán cổ phần nhà nước tại VNM lần thứ hai được diễn ra trong bối cảnh nền kinh tế phục hồi và thị trường chứng khoán có những chuyển biến tích cực, không thể phủ nhận rằng phiên đấu giá lần hai đã có những thành công tích cực hơn phiên đấu giá lần một, cả về mặt giá trị thương vụ lẫn giá trị sau bán vốn.

3.1.3. Đánh giá về việc thoái vốn nhà nước tại Vinamilk

Tính chất của thương vụ

Xét về mặt hình thức, đây là một thương vụ thu mua cổ phiếu điển hình. Tại phiên đấu giá lần thứ nhất, F&N Dairy Investment và F&N Bev Manufacturing đã đồng thời mua tối đa 2,7% (mức giới hạn trên của SCIC khi bán cổ phần VNM) để tăng tỷ lệ sở hữu của F&N tại Vinamilk lên 16,35%, trở thành cổ đông lớn thứ hai sau SCIC tại Vinamilk. Tại phiên đấu giá thứ hai, Jardine Matheson thông qua Plantium Victory đã mua thành công 3,33% cổ phần nhà nước tại Vinamilk, nâng tỷ lệ sở hữu của tập đoàn này lên thành 10.03%, trở thành cổ đông lớn thứ ba sau F&N và SCIC. Như vậy, mục tiêu của bên mua khi tham gia các thương vụ mua cổ phần nhà nước tại Vinamilk là để tăng tỷ lệ sở hữu, đảm bảo mức sở hữu đủ để trở thành cổ đông lớn, có quyền kiểm soát và chi phối nhất định đối với hoạt động của Vinamilk.

Xét về tính chất thương vụ, việc tập đoàn F&N và Jardine Matheson mua lại cổ phần Vinamilk tiêu biểu cho một thương vụ mua bán, sáp nhập theo chiều dọc – xảy ra giữa các doanh nghiệp có liên quan đến nhau trong một chuỗi cung ứng. Đây cũng là một thương vụ mua lại thân thiện đảm bảo lợi ích cho cả hai bên tham gia do các bên không trực tiếp đối đầu trong lĩnh vực kinh doanh, tỷ lệ sở hữu phân tán, mọi thông tin về việc mua bán cổ phần được thực hiện công khai, minh bạch.

Về lợi ích đối với nền kinh tế, thương vụ bán cổ phần nhà nước tại Vinamilk giúp nhà nước thu về ngân sách nhà nước hơn 20.000 tỷ đồng. Đây là một số thu lớn trong bối cảnh nợ công đang ở mức cao (trên 60% GDP) cùng với áp lực đầu tư từ các dự án xây dựng cơ sở hạ tầng.

Những nguyên nhân dẫn đến thành công của thương vụ

- Sự hấp dẫn của cổ phiếu Vinamilk trong mắt các nhà đầu tư
- Tỷ lệ cổ phần chào bán của SCIC giúp gia tăng cơ hội cho các nhà đầu tư, không phân biệt cá nhân hay tổ chức. Đồng thời, việc nới room cho nhà đầu tư ngoại lên 100% trước thời điểm bán vốn là một nhân tố quan trọng thu hút dòng vốn ngoại tại thương vụ
- Sự công khai, minh bạch về tất cả các thông tin liên quan đến lộ trình thoái vốn, lựa chọn đối tác chiến lược; sự chuyên nghiệp trong việc tổ chức các hoạt động quảng bá và roadshow bán vốn tại Việt Nam và trên thế giới.

Bảng 2. Thông tin cơ bản về hai đợt chào bán cổ phần của Vinamilk

| Tiêu chí | Năm 2016 | Năm 2017 |
|---------------------------|--|--|
| Tên tổ chức chào bán | Công ty Cổ phần Sữa Việt Nam | Công ty Cổ phần Sữa Việt Nam |
| Loại cổ phần | CP phổ thông, chuyển nhượng tự do | CP phổ thông, chuyển nhượng tự do |
| Số lượng cổ phần chào bán | 130.630.500 cổ phần (9% vốn điều lệ của VNM) | 48.333.400 cổ phần (3,33% vốn điều lệ của VNM) |
| Mệnh giá cổ phần | 10.000 đồng/ cổ phần | 10.000 đồng/cổ phần |
| Giá khởi điểm chào bán | 144.000 đồng/ cổ phần | 150.000 đồng/cổ phần |
| Bước giá | 100 đồng | 100 đồng |
| Bước khối lượng | 10 cổ phần | 10 cổ phần |
| Số lượng mua tối thiểu | 20.000 cổ phần | 20.000 cổ phần |
| Số lượng mua tối đa | 39.189.150 cổ phần (2,7% VĐL của VNM) | 48.333.400 cổ phần (3,33% VĐL của VNM) |
| Phương thức chào bán | Chào bán cạnh tranh tại HOSE | Chào bán cạnh tranh tại HOSE |
| Tổ chức tư vấn | VinaCapital, Morgan Standley & SSI | UBS AG (Singapore) & SSI |
| Tổ chức kiểm toán | KPMG | KPMG |

(Nguồn: tác giả tự tổng hợp)

Bảng 3. Kết quả giao dịch cổ phiếu VNM trong 30 phiên giao dịch trước và sau khi bán vốn Nhà nước

| Thời điểm | GMC | GCN | GTN | GĐC | KLGD | GTC | BĐ | GDTT | NN mua | NN bán |
|------------------|---------|---------|---------|---------|------------|---------|-------|-------------|-------------|-------------|
| Trước 10/12/2017 | 184.829 | 189.524 | 182.671 | 186.960 | 31,996,020 | 185.738 | 8.447 | 104,382,171 | 124,601,961 | 113,273,491 |
| Sau 10/12/2017 | 203.559 | 206.064 | 201.927 | 204.470 | 16,360,930 | 203.368 | 7.235 | 21,017,390 | 30,301,650 | 28,703,980 |
| Trước 12/12/2016 | 136.650 | 137.755 | 135.414 | 136.295 | 1,851,963 | 136.627 | 2.890 | 408,994 | 1,063,002 | 1,408,548 |
| Sau 12/12/2016 | 127.222 | 128.022 | 125.813 | 126.648 | 1,290,604 | 126.943 | 2.618 | 283,815 | 733,611 | 791,717 |

(Nguồn tác giả tự tổng hợp)

Ghi chú: GMC là giá mở cửa; GCN giá cao nhất; GTN giá thấp nhất; GĐC giá đóng cửa; GTC giá tham chiếu KLGD khối lượng giao dịch; GDTT giao dịch thỏa thuận; NN nước ngoài; BĐ độ lệch chuẩn giá tham chiếu

3.2. Nghiên cứu tình huống thoái vốn tại Sabeco

3.2.1. Chủ trương cổ phần hoá và thoái vốn nhà nước tại SABECO của Chính phủ

Chủ trương thoái vốn nhà nước tại nhiều doanh nghiệp trong đó SABECO được Thủ tướng bắt đầu đề ra từ 29/08/2016. Ngày 09 tháng 11 năm 2017, chính phủ đã ban hành Nghị quyết số 118/NQ-Cp ngày 09 tháng 11 năm 2017 về việc bán vốn nhà nước tại Sabeco, giao cho Bộ Công Thương chịu trách nhiệm thực hiện. Bộ Công Thương là đại diện chủ sở hữu nhà nước nắm giữ cổ phần chi phối của SABECO với 574.519.134 cổ phiếu (chiếm tỷ lệ 89,59%) tổng số lượng cổ phiếu đang lưu hành. Phương án thoái vốn chi làm hai giai đoạn. Giai đoạn 1 thoái 53,59% vốn điều lệ (tương đương 24.500 tỷ đồng) trong năm 2016. Đợt hai sẽ thoái tiếp 36% vốn điều lệ (tương đương 16.000 tỷ đồng) trong năm 2017 sau khi SABECO niêm yết trên thị trường chứng khoán.

3.2.2. Phương thức thực hiện hoạt động bán vốn

- Chứng khoán được thoái vốn: Cổ phiếu Tổng Công ty cổ phần Bia- Rượu- Nước giải khát Sài Gòn
- Loại cổ phần: Cổ phần phổ thông được phép tự do chuyển nhượng
- Mệnh giá: 10.000 đồng/ cổ phần

- *Tổng số cổ phần dự kiến thoái vốn:* 343.662.587 cổ phần.
- *Giá khởi điểm chào bán:* Quy định tại Quy chế chào bán cạnh tranh cổ phần của Bộ Công Thương tại Sabeco
- *Phương thức thoái vốn:* Thoái vốn cổ phần thuộc sở hữu của Bộ Công Thương tại Tổng Công ty cổ phần Bia- Rượu- Nước giải khát Sài Gòn bằng hình thức chào bán cạnh tranh giữa các nhà đầu tư đủ điều kiện tham gia mua cổ phần theo quy định của pháp luật và Quy chế chào bán cạnh tranh cổ phần của Bộ Công Thương tại Sabeco.
- *Giới hạn về tỷ lệ nắm giữ đối với người nước ngoài:* Tỷ lệ nắm giữ tối đa của nhà đầu tư nước ngoài là 49% tổng số vốn điều lệ của SAB theo quy định của Luật Doanh nghiệp 2014 và các văn bản hướng dẫn. Tỷ lệ cổ phần nhà đầu tư nước ngoài được phép tham gia buổi chào bán cổ phần tối đa là 38,59% vốn điều lệ.

3.2.3. Đánh giá thương vụ thoái vốn nhà nước tại SABECO

Tính chất của thương vụ

Xét về mặt hình thức, đây là một thương vụ thu mua cổ phiếu điển hình. Thai Beverage đã mua lại 53,59% cổ phần của Nhà nước tại Sabeco và trở thành cổ đông lớn nhất của Sabeco. Sau thương vụ, ThaiBev có quyền tham gia và chi phối các quyết định các vấn đề quan trọng của Sabeco; Bộ Công Thương trở thành cổ đông lớn thứ hai với 36% cổ phần và vẫn có quyền phủ quyết các quyết định của công ty. Bởi đây là thương vụ mua lại cổ phần nên quá trình thực hiện đơn giản và nhanh chóng hơn hình thức mua lại tài sản của công ty.

Xét về tính chất thương vụ, việc Thai Beverage mua lại cổ phần Sabeco tiêu biểu cho một thương vụ mua bán, sáp nhập theo chiều ngang – xảy ra giữa các doanh nghiệp trong cùng một ngành sản xuất kinh doanh, có cùng dòng sản phẩm (bia – rượu – nước giải khát). Có thể coi Sabeco và ThaiBev là đối thủ cạnh tranh với nhau trong thị trường bia Đông Nam Á. Vì vậy, khi trở thành cổ đông lớn nhất của Sabeco, ThaiBev đã loại bỏ được một đối thủ cạnh tranh mạnh trên thị trường chung này. Tuy nhiên, cả Sabeco và ThaiBev đều đang ở trong thời kỳ cuối của giai đoạn tăng trưởng và thời kỳ đầu của giai đoạn bão hoà, thực hiện mua bán, sáp nhập theo chiều ngang sẽ giúp hai công ty đạt hiệu quả theo quy mô, tiết kiệm chi phí và nâng cao hiệu quả hoạt động. Vì vậy, đây có thể xem là một thương vụ thân thiện đảm bảo lợi ích cho cả hai bên tham gia khi có thể khai thác lợi thế lẫn nhau, tăng thị phần, tận dụng quan hệ khách hàng. Đây là những tiền đề quan trọng góp phần nâng cao năng lực cạnh tranh và tạo ra các cơ hội kinh doanh mới.

Về lợi ích từ thương vụ đối với ThaiBev, thực hiện thành công thương vụ mua cổ phần tại SABECO giúp ThaiBev mở rộng thị trường và giảm chi phí, rủi ro khi gia nhập thị trường bia Việt. Sau thương vụ, ThaiBev có thể tiếp cận được người tiêu dùng Việt Nam thông qua kênh phân phối trải rộng cả nước của Sabeco, bước chân vào thị trường đồ uống Việt Nam, đặc biệt là thị trường bia mà không mất nhiều thời gian và giảm thiểu chi phí, rủi ro để gia nhập thị trường bằng các con đường khác như xây dựng một doanh nghiệp mới ở thị trường Việt Nam.

Về lợi ích từ thương vụ đối với SABECO, thực hiện thành công thương vụ giúp SABECO cải thiện tình hình tài chính và hiệu quả hoạt động. Sau mua bán, sáp nhập, Sabeco có thể tăng nguồn vốn được sử dụng và tăng khả năng tiếp cận nguồn vốn hơn. Với vị thế dẫn đầu ngành bia, mục tiêu tiếp theo của Sabeco có thể sẽ củng cố địa vị trong thị trường bia Việt và mở rộng chiến lược sang nước giải khát và rượu – lĩnh vực mà ThaiBev có vị thế và kinh nghiệm. Đồng thời, có thể nâng cao hiệu quả hoạt động nhờ cơ chế quản lý mới, sàng lọc những vị trí làm việc không hiệu quả, tinh gọn bộ máy doanh nghiệp từ kinh nghiệm của ThaiBev, một công ty lớn mạnh ở mảng đồ uống và có những chiến lược để nâng cao năng lực cạnh tranh cho mình.

Về lợi ích đối với nền kinh tế, thương vụ ThaiBev - Sabeco là thành công khi Bộ Công thương thoái vốn thành công 53,59% và thu được 4,8 tỷ USD phục vụ cho đầu tư phát triển xã hội và tăng tỷ lệ dự trữ ngoại hối. Đây được cho là thương vụ bán vốn Nhà nước lớn nhất tại Việt Nam cho tới nay.

Về việc bảo tồn thương hiệu dân tộc sau bán vốn, thương hiệu Bia Sài Gòn đã có mặt 142 năm và quen thuộc với người dân Việt Nam. Sau thương vụ, nhà nước vẫn giữ 36,01% cổ phần để giữ quyền phủ quyết, liên quan đến ngành nghề kinh doanh, đầu tư, quyền về thương hiệu. Theo khoản 3, điều 104, Luật Doanh nghiệp và khoản 2, điều 22 Điều lệ tổ chức và hoạt động của Sabeco quy định các vấn đề quan trọng sau cần phải được số cổ đông đại diện ít nhất 65% tổng số phiếu biểu quyết của tất cả cổ đông dự họp tán thành: Loại cổ phần và tổng số cổ phần của từng loại; Thay đổi ngành nghề và lĩnh vực kinh doanh; Cơ cấu tổ chức quản lý công ty; Dự án đầu tư hoặc bán tài sản có giá trị bằng hoặc lớn hơn 35% tổng giá trị tài sản được ghi trong báo tài chính gần nhất của công ty; Tổ chức giải thể công ty.

Những nguyên nhân dẫn đến thành công của thương vụ

- Vị thế, năng lực cạnh tranh, và sức mạnh thương hiệu của SABECO trên thị trường Việt Nam.
- Tỷ lệ cổ phần chào bán. Bộ Công thương công bố sẽ bán 53,59% cổ phần Sabeco, chỉ giữ lại 36,01% cổ phần để có quyền phủ quyết và tham gia quyết định với các vấn đề quan trọng của doanh nghiệp, điều này có sức hút với các nhà đầu tư lớn do được nắm quyền kiểm soát doanh nghiệp.
- Sự công khai, minh bạch về tất cả các thông tin liên quan đến lộ trình thoái vốn, lựa chọn đối tác chiến lược; sự chuyên nghiệp trong việc tổ chức các hoạt động quảng bá và roadshow bán vốn tại Việt Nam và trên thế giới.

IV. ĐÁNH GIÁ CHUNG VỀ NHỮNG THỜI CƠ VÀ THÁCH THỨC CỦA DNNN KHI THAM GIA M&A

Trên cơ sở những đánh giá tổng quát về thị trường mua bán, sáp nhập doanh nghiệp Việt Nam và nghiên cứu hai tình huống bán cổ phần nhà nước tại Vinamilk và Sabeco có thể thấy 5 năm tiếp theo là giai đoạn đầy hứa hẹn cho hoạt động M&A các DNNN tại Việt Nam. Với những đặc điểm hiện tại của thị trường M&A, các DNNN sẽ trở thành đối tượng được các nhà đầu tư ngoại quan tâm. Dự báo của KPMG cho thấy số lượng các thương vụ với quy mô từ 100 đến 150 triệu đô sẽ chiếm 22% tổng giá trị giao dịch giai đoạn 2018-2023. Đồng thời, những thương vụ tỷ đô tiếp tục được kỳ vọng khi nỗ lực bán và thoái vốn tại 10 DN lớn diễn ra trong những năm tới.

Thực tế cho thấy không phải đến thời điểm hiện tại hoạt động mua bán, sáp nhập doanh nghiệp nhà nước mới xuất hiện. Những tiền đề đầu tiên cho sự phát triển của hoạt động mua bán, sáp nhập doanh nghiệp nhà nước đã xuất hiện từ giai đoạn thứ nhất của tiến trình cải cách các DNNN khi nhà nước chủ trương sáp nhập các đơn vị làm ăn kém hiệu quả với các DN làm ăn tốt, tiến hành giải thể những doanh nghiệp làm ăn thua lỗ, thực hiện đa dạng hoá sở hữu trong các DNNN. Khi Việt Nam càng hội nhập sâu vào nền kinh tế thế giới, việc tuân thủ các cam kết mang tính chất quốc tế buộc Chính phủ phải thực hiện những cải cách thể chế, trong đó có những cam kết liên quan đến doanh nghiệp nhà nước. Tăng trưởng kinh tế, sự thâm nhập của các nhà đầu tư nước ngoài, sự phát triển mạnh mẽ của khối các DN tư nhân và các DN có vốn FDI đã tạo áp lực cạnh tranh và tồn tại khiến các DNNN bước vào quá trình cải tổ tăng tốc. Sai lầm từ hoạt động sáp nhập doanh nghiệp để hình thành các TĐ, TCT của giai đoạn 2001-2010 đã được sửa chữa thông qua nỗ lực đa dạng hoá cơ cấu sở hữu tại các DNNN, bán bớt phần vốn nhà nước nhằm giảm bớt sự can thiệp của Nhà nước tại doanh nghiệp. Có thể thấy, nhà nước đang nỗ lực đưa các DNNN tiệm cận dần với mô hình quản trị công ty hiện đại và năng động, biến các DNNN thành các cơ hội đầu tư triển vọng với các nhà đầu tư, đặc biệt là nhà đầu tư nước ngoài. Việc dỡ bỏ những đặc quyền dành cho các DNNN theo

cam kết của các cam kết thương mại tự do, cùng với đó là sự thâm nhập của dòng vốn nước ngoài sẽ giúp các DNNN có những thay đổi về năng lực quản trị, đội ngũ nhân sự, và đặc biệt là năng lực về vốn. Nếu những nhân tố này được cải thiện triệt để, năng lực cạnh tranh của doanh nghiệp Việt Nam nói riêng và nền kinh tế nói chung sẽ có sự gia tăng đáng kể.

Tuy nhiên, cũng cần phải nhìn nhận một điều rằng sự tham gia của các DNNN vào sân chơi M&A còn rất hạn chế và chỉ dừng lại ở những doanh nghiệp có thế mạnh về vốn, công nghệ, vị thế cạnh tranh. Từ cổ phần hoá đến bán vốn thành công trên thị trường đòi hỏi các DNNN phải hoạch định chiến lược kinh doanh, không chỉ đơn thuần là sự thay đổi về tỷ lệ sở hữu nhà nước mà phải là sự thay máu thực chất tại tất cả các mặt của doanh nghiệp. Dưới đây là những thách thức đối với DNNN khi tham gia thị trường M&A Việt Nam.

Một là vấn đề xây dựng chiến lược cổ phần hoá và phương án thoái vốn hiệu quả. Mặc dù nhà nước đã xây dựng được quy trình thoái vốn toàn diện, từ việc lựa chọn đối tượng thoái vốn đến việc giải quyết các vấn đề sau thoái vốn làm cơ sở để xây dựng quy trình cho một thương vụ mua bán, sáp nhập doanh nghiệp có vốn nhà nước tại Việt Nam song các bước thực hiện còn nhiều, thủ tục rườm rà, tính chủ động của DNNN trong việc xây dựng và thực thi phương án cổ phần hoá còn thấp do phải xin phép quá nhiều cơ quan nhà nước. Theo mô hình phân cấp quản lý hiện nay, chủ thể quản lý quyền sở hữu nhà nước tại các doanh nghiệp có vốn nhà nước bao gồm các Bộ chủ quản, chính quyền địa phương (UBND cấp tỉnh), và SCIC. Mặc dù chính phủ cho phép các DN tự xây dựng phương án CPH song việc thực hiện hoạt động này đều do cơ quan quản lý quyền sở hữu nhà nước thực hiện. Mặt khác, sự chậm trễ trong hoạt động cổ phần hoá, niêm yết và minh bạch hoá thông tin là vấn đề thường thấy tại các DNNN thuộc các Bộ chủ quản hoặc UBND cấp tỉnh khiến cho lộ trình thoái vốn nhà nước tại các DN này chậm chạp và không hiệu quả. Thông qua trường hợp của VNM và SABECO, có thể thấy được giá trị rất lớn của việc niêm yết và công bố thông tin trong hoạt động thoái vốn nhà nước.

Hai là vấn đề hài hoà lợi ích các bên khi đánh giá và thực hiện các phương án M&A. Chiến lược bán vốn của các doanh nghiệp có vốn nhà nước cần xét đến tam giác lợi ích có liên quan đến thoái vốn gồm Nhà nước-Doanh nghiệp-Các cổ đông còn lại. Sự xung đột về lợi ích giữa cổ đông lớn với cổ đông nhỏ, giữa người đại diện và người uỷ quyền khiến chi phí chuyển đổi của mỗi thương vụ bán vốn gia tăng. Những mâu thuẫn này chỉ được giảm thiểu khi chiến lược bán vốn, đặc biệt là tỷ lệ cổ phần bán, thời gian bán, giá chào bán khởi điểm có sự tương thích với định hướng phát triển của chính doanh nghiệp có phần vốn nhà nước. Ngoài ra, các bên cần chủ động thương lượng trong giai đoạn đầu của tiến trình bán vốn, hoặc giai đoạn sau thương vụ về vấn đề cơ cấu tổ chức, cách thức quản trị doanh nghiệp, quyền và lợi ích của người lao động. Đứng ở góc độ điều hành nền kinh tế, nhà nước cần phải chú trọng đến những vấn đề này để đảm bảo đời sống cho người lao động, động lực sau khi doanh nghiệp có những xáo trộn về nhân sự và quản trị.

Ba là vấn đề lựa chọn nhà đầu tư chiến lược khi thực hiện bán phần vốn nhà nước tại DNNN. Tìm kiếm và lựa chọn nhà đầu tư chiến lược phù hợp trở thành vấn đề sống còn đối với sự thành công của một thương vụ M&A. Mặt khác, nó cũng liên quan mật thiết đến việc tạo lập giá trị cộng hưởng của M&A. Số liệu điều tra của KPMG năm 2018 cho thấy, cung cấp thông tin đầy đủ và minh bạch trên thị trường là một cách hữu hiệu để tìm kiếm được nhà đầu tư. 42% những công ty đầu tư phải dựa vào những mối liên hệ hiện tại để tìm kiếm những đối tác tiềm năng. Phần lớn các công ty mua chỉ xem xét từ 2 đến 5 công ty trước khi đi đến quyết định thực hiện thương vụ. Do vậy, minh bạch và lành mạnh hoá thông tin là một đòi hỏi bắt buộc đối với các DNNN khi tham gia vào hoạt động M&A.

Bốn là việc chủ động xác lập vị thế cạnh tranh, lành mạnh hoá tài chính nhằm gia tăng giá trị doanh nghiệp. Chất lượng của những dự án được phản ánh qua các thông số tài chính cũng như việc lập kế hoạch kinh doanh là một trong những điểm yếu của các DN. Tuy nhiên, số liệu của KPMG cũng chỉ ra rằng, giá trị doanh nghiệp còn được quyết định bởi triển vọng tăng trưởng trong tương lai của doanh nghiệp, và đây là nhân tố chính để bên mua đi đến quyết định có tiếp tục thực hiện thương vụ M&A không. Do vậy, bên cạnh việc xây dựng kế hoạch kinh doanh rõ ràng và đảm bảo năng lực tài chính, DN cần xây dựng chiến lược định vị doanh nghiệp trong dài hạn nhằm gia tăng giá trị trong mắt các nhà đầu tư.

Năm là sự chưa đồng bộ và hoàn thiện của hệ thống pháp luật cho M&A tại Việt Nam. Những quy định về nhà đầu tư nước ngoài (bao gồm cả nhà đầu tư cá nhân và tổ chức kinh tế) còn nhiều điểm chưa rõ ràng và thống nhất giữa các văn bản luật với nhau. Việc phân định nhà đầu tư nước ngoài với nhà đầu tư Việt Nam, tổ chức kinh tế nước ngoài với tổ chức kinh tế trong nước cần có tiêu thức rõ ràng và nhất quán giữa Luật đầu tư, Luật doanh nghiệp, Luật cạnh tranh, và Luật chứng khoán. Đồng thời, quy định về tỷ lệ sở hữu của nhà đầu tư nước ngoài tại từng doanh nghiệp tương ứng với từng ngành nghề sản xuất kinh doanh chưa được chỉ ra cụ thể. Đối với một số ngành nghề không trọng yếu, việc nới tỷ lệ sở hữu của nhà đầu tư nước ngoài lên 100% có thể là con dao hai lưỡi đối với hoạt động của doanh nghiệp và sự phát triển bền vững của thương hiệu Việt. Thông thường các nhà đầu tư nước ngoài có tiềm lực tài chính mạnh và kinh nghiệm dày dặn trong việc mua bán, sáp nhập doanh nghiệp, việc trở thành nhà đầu tư chiến lược có thể là bước đầu của quá trình thâm nhập và thôn tính trong dài hạn. Do vậy, cần có sự phân định rõ ràng về tỷ lệ sở hữu tối đa tại mỗi lần bán vốn nhà nước để đảm bảo đây chỉ là thương vụ mua lại đơn thuần có tính chất thân thiện.

V. KẾT LUẬN

Thông qua việc làm rõ những xu hướng trên thị trường M&A Việt Nam trong vòng 5 năm gần đây, đồng thời phân tích sự thành công của hai thương vụ bán phần vốn nhà nước điển hình tại VNM và SABECO, tác giả đã chỉ ra thời cơ và những thách thức đối với các DN khi tham gia vào thị trường M&A tại Việt Nam. Bên cạnh sự thiếu đồng bộ và hoàn thiện của khung khổ pháp lý về M&A là một rào cản vĩ mô mà mọi doanh nghiệp đều phải đối mặt, xây dựng chiến lược cổ phần hoá và thoái vốn; lựa chọn nhà đầu tư chiến lược; định giá doanh nghiệp là những thách thức lớn nhất đối với các doanh nghiệp nhà nước khi tham gia M&A.

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KINH DOANH THEO CHIẾN LƯỢC ĐẠI DƯƠNG XANH TRONG ĐIỀU KIỆN TOÀN CẦU HÓA

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TÓM TẮT: Đại dương xanh là chiến lược kinh doanh ưu việt trong nền kinh tế thị trường, cần áp dụng ở nước phát triển chưa cao, trong điều kiện toàn cầu hóa, nhưng không dễ. Mấu chốt là phải tìm ra nút thắt cơ bản cho việc áp dụng chiến lược này, khai thác được cơ hội kinh doanh theo từng loại hình doanh nghiệp và vận dụng kinh nghiệm quốc tế. Ở Việt Nam, kinh doanh theo chiến lược Đại dương xanh đã có nhiều thành tựu; song còn nhiều hạn chế, yếu kém, do Nhà nước chưa quan tâm đúng mức, thể chế kinh tế không thuận, sự lạc hậu về nhiều mặt, cùng nhiều di họa cản trở... Để thúc đẩy doanh nghiệp kinh doanh theo chiến lược Đại dương xanh, nhà nước cần tạo sinh khí bằng việc ban hành các chính sách ưu đãi, hỗ trợ, tổ chức nghiên cứu, tuyên truyền, cung cấp lý luận, cách thức và kinh nghiệm. Xây dựng hệ sinh thái kinh doanh sáng tạo, cởi trói tối đa cho doanh nghiệp, đổi mới sâu sắc quản trị doanh nghiệp, thu hút nhân tài, phát triển nhân lực chất lượng cao. Tăng cường sự phối hợp, hỗ trợ giữa các doanh nghiệp, sự trợ giúp của các hiệp hội, chuyên gia, cộng đồng, liên kết với phong trào khởi nghiệp sáng tạo, để giúp doanh nghiệp nhanh chóng áp dụng được chiến lược Đại dương xanh trong hoạt động thực tiễn...

Từ khóa: Đại dương xanh; kinh doanh; toàn cầu hóa

SUMMARY: Blue Ocean is a superior business strategy in the market economy which should be applied in developing countries in the context of globalization, but it is not an easy task. The key is to find the fundamental bottleneck in applying this strategy, exploring the business opportunities for each type of business and making use of international experience. In Vietnam, businesses using the blue ocean strategy have had many achievements, but not without limitations and weaknesses. It is because the Government has not paid due attention, economic institution are not quite favorable, big gaps in many aspects, along with several obstacles, etc. To promote business enterprises using Blue ocean strategy, the state needs to create vitality by promulgating preferential and supporting policies, organizing research, propaganda, providing theories and practical experiences. It is important to build an innovative business ecosystem, maximizing corporate freedom, deeply innovating business management, attracting talents, developing high-quality human resources. Furthermore, in order to help businesses quickly apply the Blue ocean strategy to practical activities, it is critical to strengthen the coordination and support between enterprises, making use of the help from associations, experts and communities, and joining the creative start-up movement.

Keywords: Blue ocean, business, globalization

1. ĐẶT VẤN ĐỀ

Công cuộc Đổi mới do Đảng ta khởi xướng và lãnh đạo, hơn 30 năm qua đã mang về những thành tựu to lớn và quan trọng, nhưng bức tranh kinh tế Việt Nam chưa sáng sủa. Quy mô kinh tế còn bé, nợ xấu còn

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cao, nợ công kịch trần nhưng vẫn tăng, mức trả nợ sắp vượt ngưỡng cho phép mà chủ yếu là phát hành trái phiếu đảo nợ, mức sống trung bình chưa bằng 1/5 thế giới và tăng chậm... Nguyên nhân không nhỏ là hệ thống doanh nghiệp quốc gia phát triển chậm, số doanh nghiệp ít, số bình quân doanh nghiệp hoạt động trên số dân thấp, có đến 98,1% là doanh nghiệp nhỏ theo quy mô lao động, nên mức khuếch trương các ưu thế về vốn, công nghệ và vốn con người thấp, làm năng suất lao động luôn thấp nhất khu vực Châu Á – Thái Bình Dương. Nhiều doanh nghiệp thua lỗ, trong giai đoạn 2011-2017, số doanh nghiệp ngừng hoạt động giao động ở mức 47,7–90,6% so với số doanh nghiệp thành lập mới, số doanh nghiệp tồn tại thì đang “li ti hóa” (Võ Trí Thành, dẫn theo Ngọc Khanh, 2018). Số “người chơi” trong các hiệp định thương mại tự do đã ít, tăng chậm, lực lại mỏng, là bất lợi lớn cho nước ta khi Hiệp định thương mại Việt Nam – EU, Hiệp định Đối tác toàn diện và Chiến lược xuyên Thái Bình Dương sắp có hiệu lực. Khi đó, sức ép cạnh tranh sẽ rất lớn, nhiều doanh nghiệp khó trụ vững, kinh tế bất ổn hơn. Để doanh nghiệp tự cứu mình, đóng góp được nhiều cho đất nước, con đường phải chọn là kinh doanh bền vững, nhưng đâu dễ nếu vẫn kinh doanh như cũ. Song để doanh nghiệp kinh doanh theo chiến lược Đại dương xanh, nhằm hóa giải sở đoản về năng lực cạnh tranh, tự tạo thêm nhu cầu để phát triển càng khó. Để giúp các đối tượng quan tâm có thêm kiến thức lý luận, thực tiễn và tư vấn cần thiết về kinh doanh theo chiến lược Đại dương xanh, trong bối cảnh toàn cầu hóa, bài viết này tập trung nghiên cứu: (i) Những vấn đề cơ bản về chiến lược Đại dương xanh trong điều kiện toàn cầu hóa ở nước phát triển chưa cao, (ii) Thực trạng, cơ hội và thách thức khi kinh doanh theo chiến lược Đại dương xanh ở Việt Nam trong điều kiện toàn cầu hóa, và (iii) Giải pháp để doanh nghiệp Việt đề định hướng, sáng tạo đường riêng khi kinh doanh theo chiến lược Đại dương xanh trong giai đoạn hiện nay.

2. TỔNG QUAN NGHIÊN CỨU, CƠ SỞ LÝ THUYẾT VÀ PHƯƠNG PHÁP NGHIÊN CỨU

Kinh doanh theo chiến lược Đại dương xanh đã được nghiên cứu trên 10 năm ở nhiều nước, song ở Việt Nam những năm đầu khi vấn đề được “xới” lên, các doanh nghiệp Việt còn luôn chơi với bên bất ổn vĩ mô dai dẳng. Sau vài năm hồi phục, nay doanh nghiệp Việt mới bắt đầu chú tâm đến chiến lược này, hướng tới việc vươn ra tầm khu vực và thế giới, để tận dụng cơ hội kinh doanh theo các hiệp định thương mại tự do. Hơn nữa, điều kiện kinh doanh theo chiến lược Đại dương xanh trong điều kiện toàn cầu hóa ngày nay cũng đổi khác, do sự xuất hiện và phát triển của cách mạng công nghiệp 4.0. Làm cho trên thực tế, ở phạm vi Việt Nam, hầu như chưa có các nghiên cứu theo hướng này, để lại khoảng trống nghiên cứu lớn. Mặt khác, do đây là chuyên đề phân tích trong lĩnh vực kinh tế, nên cơ sở lý thuyết chính được dùng trong chuyên đề là kinh tế học, trong đó dựa nhiều vào kinh tế vĩ mô, kinh tế quốc tế, kinh tế đầu tư, kinh tế phát triển, kinh tế ngành, tài chính doanh nghiệp, quản trị doanh nghiệp... Mặt khác, chuyên đề này tập trung vào phân tích ảnh hưởng của toàn cầu hóa tới kinh doanh, phát triển của doanh nghiệp ở Việt Nam trong bối cảnh cách mạng công nghiệp 4.0 đang bùng nổ. Nên còn cần dựa vào các văn kiện, quan điểm chính thống của Đảng, Chính phủ về phát triển doanh nghiệp, về hội nhập kinh tế, về ứng phó với cách mạng công nghiệp 4.0. Bên cạnh đó, cần các thông tin, nhìn nhận, đánh giá về các vấn đề trên cùng các diễn biến của chúng của các cơ quan chuyên ngành, người tham gia, chuyên gia, nhà nghiên cứu trong các lĩnh vực đó. Từ tài liệu thu thập được, tiến hành nghiên cứu định tính, thông qua các phương pháp, như: phương pháp phân tích và tổng hợp lý thuyết, phương pháp chuyên gia, phương pháp phân tích tổng kết kinh nghiệm, phương pháp nghiên cứu lịch sử... Trên quan điểm duy vật biện chứng: dùng phép diễn dịch để suy đoán hệ quả tất yếu, dùng phép so sánh để đưa ra nhận định trung gian, từ đó sử dụng phép quy nạp để đưa ra kết luận, tổng hợp lại để đề đạt các kiến nghị, giải pháp... Nguồn số liệu chủ yếu được thu thập từ website của Tổng cục Thống kê, và từ các Báo cáo Thường niên Doanh nghiệp Việt Nam 2016, và 2017/2018 của Phòng Thương mại và Công nghiệp Việt Nam.

3. KẾT QUẢ NGHIÊN CỨU VÀ THẢO LUẬN

3.1. Tổng quan về kinh doanh theo chiến lược Đại dương xanh trong điều kiện toàn cầu hóa ở nước phát triển chưa cao

3.1.1. Đại dương xanh, chiến lược kinh doanh ưu việt trong kinh tế thị trường

Kinh doanh hàng hóa và dịch vụ là hoạt động nền tảng làm phát sinh, phát triển những mối quan hệ xã hội, giữ vai trò quyết định sự hình thành, tồn tại và phát triển của xã hội loài người. Song hoạt động đó không được tiến hành dàn trải, khắp nơi, mà tập trung trong từng đơn vị sản xuất, chủ yếu là doanh nghiệp với mục tiêu chính là mang về lợi nhuận cho chủ sở hữu. Do cung hay vượt cầu, nên các doanh nghiệp phải cạnh tranh để chiếm lĩnh thị trường, thường theo chiến lược “đại dương đỏ” với triết lý “thương trường như chiến trường”. Qua cạnh tranh kiểu này, dù thắng thua hay bất phân thắng bại, doanh nghiệp nào cũng tổn thất, vốn xã hội bị voi hao, vì thế các doanh nghiệp thức thời đã chuyển sang kinh doanh theo chiến lược mới: “Đại dương xanh”. Thuật ngữ này được W.Chan Kim và Renée Mauborgne đưa ra năm 2005, dùng để chỉ những khoảng thị trường chưa được khai phá, đầy giá trị tiềm năng, còn vô số cơ hội phát triển hứa hẹn lợi nhuận cao, trong mô hình này sự cạnh tranh là chưa cần thiết, do luật chơi chưa được thiết lập [1]. Hơn 10 năm qua, nhận thức về chiến lược Đại dương xanh đã sâu sắc, hoàn thiện hơn, và nó được xếp vào nhóm chiến lược kinh doanh ưu việt, bởi: (i) Giúp doanh nghiệp giành thắng lợi một cách quang minh, bằng việc sáng tạo ra giá trị đổi mới, khác biệt, đột phá cho cả người mua và doanh nghiệp, tạo ra thị trường rất ít cạnh tranh. (ii) Đồng nghĩa với sự phát triển mới, cao hơn của nền kinh tế, bởi đã tạo ra phân khúc thị trường mới, các nhu cầu mới, phá vỡ cân bằng giá trị/chi phí, bằng việc theo đuổi đồng thời cả khác biệt hóa và chi phí thấp. (iii) Những đổi mới về giá trị được khách hàng nhận biết và sử dụng (Lâm Minh Chính, 2007), từ đó khuếch trương giá trị chất xám của doanh nhân, giúp doanh nghiệp có lợi nhuận cao, đóng góp nhiều cho xã hội. (iv) Là tấm gương cho các doanh nghiệp, là phần thưởng cho người đi tiên phong, cổ súy tinh thần sáng tạo, tăng sinh khí cho cuộc sống, tạo động lực cho phát triển, truyền tải bài học quý về kinh doanh. (v) Cung cấp thêm sản phẩm mới lạ, đẳng cấp, làm phong phú và nâng cao chất lượng cuộc sống; còn giảm làm đổ vỡ nhiều doanh nghiệp, bảo tồn nguồn lực để doanh nghiệp phải thoái lui có thể phục hồi, chuyển hướng kinh doanh, giảm thiệt hại cho nhà đầu tư, tiết kiệm cho xã hội...

3.1.2. Kinh doanh theo chiến lược Đại dương xanh ở nước phát triển chưa cao, trong điều kiện toàn cầu hóa, là rất cần nhưng không dễ

Toàn cầu hóa là quá trình biến các vùng miền, cộng đồng từ trạng thái biệt lập, tách rời thành một thể thống nhất gắn bó hữu cơ trên quy mô toàn cầu, khiến mọi vấn đề xảy ra ở một nơi đều có ảnh hưởng, tác động tới nhiều nơi khác trên thế giới. Toàn cầu hóa tạo ra khả năng phổ cập công nghệ, thúc đẩy sự phát triển và giao lưu kinh tế, văn hoá và thực thi chung các luật lệ trong không gian rộng, tăng khả năng giải quyết các vấn đề chung về kinh tế, xã hội, môi trường. Song, toàn cầu hóa cũng đặt ra những thách thức không nhỏ cho các nước, nhất là cho việc đầu tư, kinh doanh của doanh nghiệp ở nước phát triển chưa cao. Do doanh nghiệp ở đây vốn thua kém doanh nghiệp ở nước phát triển về nhiều mặt, nay vì toàn cầu hóa, hàng rào bảo hộ quốc gia dần bị gỡ bỏ, cạnh tranh càng khó hơn. Sự tụt hậu còn dẫn tới việc chảy máu nguồn nhân lực chất lượng, hàng nội bị bật khỏi các trung tâm thương mại, nhiều doanh nghiệp nội khôn đốn, bị thôn tính, xóa sổ... Song do lợi ích mà toàn cầu hóa mang lại cho quốc gia thường lớn hơn nhiều so với những tổn thất do thách thức mà chủ yếu là từng doanh nghiệp tự gánh chịu, nên các nước nghèo đều cố gắng tận dụng toàn cầu hóa. Trong điều kiện đó, để cứu mình, doanh nghiệp ở nước phát triển chưa cao cần áp dụng chiến lược Đại dương xanh để vượt lên, có cơ hội phát triển nhanh, trên sân chơi lớn, thu lợi và trưởng thành. Nhưng thực hiện không dễ, bởi sự chênh lệch về đẳng cấp, làm cho doanh nghiệp ở nước

phát triển chưa cao thường thua kém doanh nghiệp cạnh tranh ở nước phát triển về sản xuất các sản phẩm tương đương, thua về mức sáng tạo, đổi mới giá trị, về tạo sản phẩm thay thế. Sự vượt trội về công nghệ, lọc lõi về thị trường, làm cho doanh nghiệp ở nước phát triển nhanh chóng hiểu và bắt chước, khiến tuổi thọ của chiến lược Đại dương xanh của doanh nghiệp ở nước phát triển chưa cao thường ngắn. Các nước này còn thua kém về nhân lực chiến lược, nghiên cứu chuyên sâu, đầu tư mạo hiểm, nên còn thua kém về tầm nhìn, sức sáng tạo, mức đầu tư, vì thế nếu có chiến lược Đại dương xanh thì sản phẩm của họ cũng khó lấn át sản phẩm cao cấp của nước phát triển cao...

3.1.3. Nút thắt cơ bản cho việc áp dụng kinh doanh theo chiến lược Đại dương xanh ở nước phát triển chưa cao, trong điều kiện toàn cầu hóa

Khó khăn trong việc kinh doanh theo chiến lược Đại dương xanh là có những nút thắt, mà nếu không tháo gỡ được thì mọi nỗ lực giải quyết các khó khăn khác đều thành vô nghĩa. Mặt khác, khó khăn cho doanh nghiệp ở nước phát triển chưa cao, khi kinh doanh theo chiến lược Đại dương xanh trong điều kiện toàn cầu hóa, còn không giống nhau khi xét theo quy mô doanh nghiệp. Đối với doanh nghiệp lớn, với trách nhiệm là doanh nghiệp trụ cột của quốc gia, dẫn dắt thị trường, nên trong điều kiện toàn cầu hóa, ít doanh nghiệp lớn đi theo con đường liên doanh, liên kết, cùng phát triển theo lối win-win. Mà chủ yếu hướng vào kinh doanh theo chiến lược Đại dương xanh, bằng hai “cửa”: nếu đủ sức cạnh tranh trực tiếp thì đầu tư phát triển hơn lên, để tăng thêm khác biệt và hạ giá thành, chuyển dần từ “đại dương đỏ” sang “đại dương xanh”. Còn nếu gặp đối thủ xứng tầm hoặc cao hơn, thành kẻ bám đuôi, hoặc thành “chiếu dưới”, dễ thua khi có cùng ý tưởng, thì tìm chiến lược Đại dương xanh mới. Với quy mô lớn, sản phẩm cần thị trường rộng, có thể xuất khẩu, thì nút thắt chính là phát hiện nhu cầu chưa được khai thác, có ở số đông, thời thượng và bền vững cho nhiều năm tới. Để có “khác biệt hóa” đó, mấu chốt là doanh nghiệp phải có nhân lực có tầm nhìn chiến lược, đủ sức dự báo xu thế thị trường, phát hiện nhu cầu và xác định được thời điểm cần đổi mới giá trị. Làm cho vấn đề nhân sự và chất lượng hoạt động, cống hiến của họ, mà nhất là việc thu hút được và làm họ toàn tâm toàn ý với doanh nghiệp, là vấn đề quyết định. Đối với doanh nghiệp nhỏ và vừa thì khác, tầm ảnh hưởng hẹp, số sản phẩm không nhiều, nên chiến lược Đại dương xanh phù hợp phải đảm bảo cả khác biệt và chi phí thấp [2], có tiếng vang, dễ chấp nhận. Do sự khác biệt có thể vay mượn, liên doanh, liên kết; việc hạ giá thành có thể nhờ thương lượng, phối hợp, cộng tác, thậm chí là giải pháp tinh thể. Hơn nữa, khi thực thi chiến lược Đại dương xanh, doanh nghiệp nhỏ và vừa dễ bị “đụng” hàng, bị hàng ngoại cấp cao chèn ép, hoặc có thể vi phạm cam kết Chính phủ trong các hiệp định thương mại tự do, bị đánh giá thiếu khách quan... Nên mấu chốt lại là sự nhạy bén thị trường, linh hoạt và khả năng tranh thủ, phối hợp với đối tác của nhân sự có liên quan, nhất là của giám đốc điều hành, marketing và lãnh đạo doanh nghiệp, tức là khâu quản trị.

3.1.4. Cơ hội kinh doanh theo chiến lược Đại dương xanh cho doanh nghiệp lớn ở nước phát triển chưa cao trong toàn cầu hóa

Trong điều kiện toàn cầu hóa, doanh nghiệp lớn ở nước phát triển chưa cao có nhiều cơ hội để kinh doanh theo chiến lược Đại dương xanh, cụ thể: (i) Nhiều ý tưởng sáng tạo cũ được triển khai, do trước đây bị ngăn cấm bởi thể chế, nay được “cởi trói” để tương thích với luật chơi mới theo các hiệp định thương mại tự do với các nước phát triển. Các ý tưởng sáng tạo trước đây chưa thể thực hiện được vì thiếu vốn đầu tư, chuyên gia, công nghệ hoặc nơi tiêu thụ, nay được thực hiện nhờ liên doanh, liên kết, hợp tác với đối tác nước ngoài. (ii) Giải phóng mối lo thị trường nên doanh nghiệp lớn dám đầu tư mạnh và sâu, nhất là với các sản phẩm chất lượng cao, chuyên môn hóa sâu, trước đây sản xuất nhỏ giọt vì thiếu thị trường. Chiến lược Đại dương xanh còn hướng doanh nghiệp khai thác các tiềm năng, lợi thế đối với trong nước thì nhỏ,

nhưng có giá trị thương mại cao và khác lạ với nước bạn, như các lợi thế gắn với bản sắc văn hóa, thị hiếu, tôn giáo. (iii) Toàn cầu hóa mở ra hướng sáng tạo rộng và “sáng” là có thể từ các sản phẩm trong nước sáng tạo thêm cho phù hợp thị hiếu ngoại để xuất khẩu. Kết hợp với doanh nghiệp ngoại sáng tạo thêm trong sản phẩm của họ, để phù hợp hơn với thị hiếu trong nước, hoặc liên doanh, liên kết để sản xuất các sản phẩm ngoại mà trong nước chưa sản xuất được. (iv) Đối với các sáng tạo lớn hoặc chuyên môn hóa sâu, doanh nghiệp lớn có thể liên doanh hoặc trở thành một mắt xích, đảm nhiệm một vài công đoạn trong các chuỗi giá trị toàn cầu theo lối “win-win”. Dễ tìm bạn hàng tiềm năng để trở thành nhà cung cấp chính, nhất là về hàng nông sản đối với các thị trường khác biệt về điều kiện địa lý; hoặc tìm nhà đầu tư mạo hiểm... (v) Toàn cầu hóa còn là môi trường lớn cho sáng tạo trong kinh doanh, bởi truyền thống và bản sắc văn hóa đã là khác biệt, chỉ cần sáng tạo theo thị hiếu bạn hàng là có thêm hàng xuất khẩu. Hy vọng có thị phần và vị thế trong thương mại toàn cầu là nguồn sức mạnh tinh thần lớn đối với chủ doanh nghiệp, với chuyên gia nghiên cứu và phát triển (R&D), cũng như với nhân viên của doanh nghiệp, để họ sáng tạo không ngừng...

3.1.5. Cơ hội kinh doanh theo chiến lược Đại dương xanh cho doanh nghiệp nhỏ và vừa ở nước phát triển chưa cao trong toàn cầu hóa

Điều kiện toàn cầu hóa cũng tạo ra nhiều cơ hội không nhỏ cho doanh nghiệp nhỏ và vừa áp dụng kinh doanh theo chiến lược Đại dương xanh, như: (i) Có thêm nhiều “vật liệu” để triển khai chiến lược Đại dương xanh từ nguồn hàng ngoại phong phú, đa dạng, cho doanh nghiệp nhỏ lựa chọn, tìm tòi kết hợp theo dạng “nhiều trong một”, hoặc sáng tạo đổi mới. Nhiều vùng dân trí chưa cao, còn ít giao lưu, nên dễ du nhập cái mới vào đời sống; có nhiều bí quyết, kinh nghiệm dân gian chưa được khai thác có thể mở ra đột phá kinh doanh. (ii) Theo đà phát triển, nhiều doanh nghiệp lớn trên đường mở rộng quy mô, thương hiệu và xuất khẩu cần quy tụ các doanh nghiệp nhỏ và vừa có sức sáng tạo để hình thành các chuỗi cung ứng, chuỗi giá trị. Trên con đường vươn lên thành nước phát triển, nước nào cũng có nhu cầu hỗ trợ sâu và hẹp cho các ngành, lĩnh vực kinh tế đang được chú trọng phát triển. (iii) Bước vào toàn cầu hóa, nhiều ngành xuất khẩu gặp khó về việc tuân thủ nguyên tắc xuất xứ, muốn có nguồn cung vật liệu phù trợ nguồn gốc nội địa thay thế nguồn nhập khẩu. Nhiều doanh nghiệp ngoại chuyên môn hóa sâu cần các đối tác để mở rộng mạng lưới, nhiều doanh nghiệp có vốn đầu tư trực tiếp nước ngoài cần doanh nghiệp nhỏ và vừa làm doanh nghiệp vệ tinh, chuyên cung cấp sản phẩm phụ trợ để đạt cam kết chuyển giao công nghệ. (iv) Nhờ hội nhập quốc tế, các chủ doanh nghiệp nhỏ và vừa có thêm cơ hội giao lưu, khảo sát, học hỏi lẫn nhau, để từ đó có thêm nhiều mô hình và kinh nghiệm phát triển doanh nghiệp mới lạ, hiệu quả. Cách mạng công nghiệp 4.0 cho phép doanh nghiệp nhỏ và vừa liên kết vượt không gian, tìm nhu cầu từ mạng xã hội, tháo gỡ nút thắt đầu ra bằng quảng cáo, thương mại điện tử và logistic toàn cầu. (v) Xã hội càng phát triển thì càng có thêm nhiều nhu cầu mới nảy sinh, như làm đẹp, cần hàng “độc”, ưa sản phẩm “lạ”... là nguồn dự trữ bất tận về cơ hội cho doanh nghiệp nhỏ và vừa phát hiện và khai thác. Nguồn nhân lực ngày càng được đào tạo bài bản, năng lực nhận biết và khám phá nhu cầu ngày càng cao, hứa hẹn tạo ra nhiều sản phẩm chưa từng có, hoặc du nhập về các hình thức kinh doanh chưa phổ biến...

3.1.6. Một vài kinh nghiệm quốc tế về kinh doanh theo chiến lược Đại dương xanh

Tới năm 2005, chiến lược Đại dương xanh mới chính thức thành danh và được công nhận rộng rãi, nhưng trong lịch sử kinh tế thế giới: (i) Nhiều biến thể của chiến lược Đại dương xanh đã được sử dụng từ xa xưa, để các sản vật như tơ lụa Hàng Châu, thảm Cashmere, đồng hồ Thụy Sĩ luôn thống trị thị trường thế giới. Chiến lược tương tự đã giúp hình thành “Vương quốc hoa” Hà Lan giữa Châu Âu công nghiệp; việc ép công chức phải suy nghĩ như nhà kinh doanh đã đưa quốc đảo hiếm tài nguyên Singapore thành cường quốc. (ii) Đùng

xem nhẹ nhu cầu tầm thường, như Philippines hướng người dân học ngoại ngữ để đi làm “ô sin” cho thế giới, nhưng đây là nguồn chính của số kiều hối gửi về luôn cao thứ nhì thế giới, năm 2016 là trên 30 tỷ USD. Nhật Bản phát triển công nghiệp điện ảnh “phim người lớn” để chống nguy cơ già hóa dân số, mỗi năm thu về trên 26 tỷ USD. (iii) Lấy chiến lược Đại dương xanh làm khởi đầu, như hãng JCDecaux của Pháp, đi lên từ việc thực hiện các quảng cáo “tĩnh” tại các nhà chờ xe buýt, tàu điện, nay có trên 283.000 biển quảng cáo tại 33 quốc gia. Hãng QB House của Nhật thành công nhờ thay đổi cách cắt tóc, giảm 5/6 thời gian, giảm giá xuống chỉ còn 20-33% giá cũ, nên có thêm trên 200 hiệu mới, mở rộng sang nhiều nước [3]. (iv) Để xây dựng chiến lược Đại dương xanh cần vận dụng sáng tạo 6 nguyên lý, như vẽ lại biên giới thị trường qua khảo sát đối thủ cạnh tranh; tập trung vào tổng thể, để xem xét những điểm quan trọng đối với khách hàng; vươn ra ngoài nhu cầu tồn tại tìm kiếm khách hàng tiềm năng... Thực chất là vận dụng đồng thời cả hai chiến lược cạnh tranh phổ thông là khác biệt hóa và chi phí thấp, theo cả mục tiêu rộng và hẹp, nên chiến lược Đại dương xanh chính là tinh hoa cạnh tranh của nhân loại. (v) Cần bàn tay “sắt” của Nhà nước, bởi “Thần kỳ kinh tế Nhật Bản”, “Kỳ tích Sông Hàn”, “Cải cách kinh tế” của Trung Quốc... đều là kết quả tổng hợp của nhiều chiến lược Đại dương xanh thành công của doanh nghiệp. Đằng sau thành công của “Japan.inc”, “Korea.ink” (công ty Nhật Bản, Hàn Quốc), của doanh nghiệp nhà nước ở Trung Quốc, là bàn tay “sắt” của Nhà nước, dẹp cái cũ ươm cái mới, chống phá hoại từ bên ngoài (Daniel và Joseph, tr. 281-284; 295-298 và 272-274). (vi) Chiến lược Đại dương xanh không được duy ý chí, ngủ quên trên chiến thắng như điện thoại di động Nokia, không được nôn nóng như Samsung Galaxy Not 7, mà phải đổi mới giá trị đúng lúc. Ngoài ra, chiến lược Đại dương xanh còn cần tấm lòng của người dân yêu nước, hy sinh quyền lợi cá nhân để hòa mình, hợp sức cùng đưa nhiều doanh nghiệp tư nhân nhưng là biểu tượng quốc gia, phát triển hơn lên.

3.2. Thực trạng, cơ hội và thách thức khi kinh doanh theo chiến lược Đại dương xanh ở Việt Nam trong điều kiện toàn cầu hóa

3.2.1. Kinh doanh theo chiến lược Đại dương xanh ở Việt Nam đã có nhiều thành tựu đáng kể

Biên thể của chiến lược Đại dương xanh đã được áp dụng nhiều, có tính chất phổ cập trong nền kinh tế ở nước ta trong nhiều năm trước đây. Các nhà máy Sắt tráng men Hải Phòng, Bóng đèn Phích nước Rạng Đông, Diêm Thống Nhất... đã được Nhà nước qua mô hình kinh tế tập trung “ban” cho một đại dương xanh. Tình trạng độc quyền đến cái bát sắt, bóng đèn, bao diêm, không có đối thủ, không phải cạnh tranh, chỉ giảm dần từ ngày Đổi mới, với việc chuyển sang kinh tế thị trường hội nhập sâu rộng. Nay trong số trên 50 nền kinh tế mà nước ta đang hội nhập theo toàn cầu hóa qua 12 hiệp định thương mại tự do đã ký, không kể nước Anh đang tiến hành Brexit, vẫn có tới 32/35 thành viên của Tổ chức Hợp tác và Phát triển Kinh tế (OECD), 13 thành viên G20. Song nhiều doanh nghiệp Việt vẫn phát triển, giữ vị thế cao nhờ chiến lược Đại dương xanh, điển hình là Công ty TNHH Samsung Electronics, với nhà máy sản xuất điện thoại di động lớn nhất và là nhà máy duy nhất trên thế giới có dây chuyền sản xuất điện thoại khép kín tại Bắc Ninh. Kế tiếp là Nhà máy lắp ráp và kiểm định chip lớn nhất của Intel trên thế giới ở thành phố Hồ Chí Minh, Công ty TNHH Canon Việt Nam, các doanh nghiệp Nhật trồng hoa ở Đơn Dương... Nhiều doanh nghiệp nội thành công khi kinh doanh theo chiến lược Đại dương xanh, tiêu biểu là Tân Hiệp Phát với đồ uống có lợi cho sức khỏe, như Trà xanh 0 độ, nước tăng lực Numberone. Tập đoàn Phú Thái liên kết với 3 tập đoàn phân phối lớn để tạo chuỗi phân phối; Công ty Phở 24 với luận điểm “bơi càng xa càng tốt” tạo cách biệt an toàn trước các đối thủ; Công ty trang sức Cửu Long vươn lên, thiết kế và phục vụ ngang tầm thế giới [4]... Gần đây là Tập đoàn TH, FPT, là các công ty VinaSoy, IPC, TNHH Hồng Lam... Kinh doanh theo chiến lược Đại dương xanh còn được áp dụng nhiều trong nông nghiệp, như sản xuất mít không hạt ở Cần Thơ, nuôi hươu

ở Nghệ An, nuôi cá hồi ở Sa Pa. Nhiều vùng chuyển sang kinh doanh theo chiến lược Đại dương xanh, như các vùng vải thiều, xoài, thanh long, nhãn theo tiêu chuẩn VietGAP, các trang trại nông nghiệp công nghệ cao ở Hà Nam, Lâm Đồng, Bạc Liêu cung cấp hàng xuất khẩu sang các thị trường Mỹ, Nhật, EU, Australia. Một số lĩnh vực như du lịch, văn hóa, đào tạo đã lồng ghép các sản phẩm với nhau, như du lịch kết hợp xem pháo hoa ở Đà Nẵng, du lịch sinh thái kết hợp tham quan làng nghề, thử làm nông nghiệp. Hoặc qua biểu diễn để tìm kiếm tài năng, mở trường song ngữ, du học tại chỗ... để tạo ra các hướng phát triển mới, sinh động, linh hoạt, có hiệu quả kinh tế cao.

3.2.2. Kinh doanh theo chiến lược Đại dương xanh ở Việt Nam còn nhiều hạn chế, yếu kém

Kinh doanh theo chiến lược Đại dương xanh ở nước ta hiện nay có các hạn chế, yếu kém chính sau: (i) Số doanh nghiệp áp dụng kinh doanh theo chiến lược Đại dương xanh không nhiều, bên cạnh các doanh nghiệp đã thành công như trình bày ở trên, chỉ có thể kể thêm một số thành công khác. Đó là chuỗi cửa hàng một giá Tracy, trò chơi trực tuyến VietGame, lựa Thái Tuấn, hàng không giá rẻ Vietjet, taxi Uber và Grab... với tổng số là ít so với số doanh nghiệp đang hoạt động. (ii) Hầu như không có doanh nghiệp nào có nguồn gốc từ doanh nghiệp nhà nước đang áp dụng chiến lược Đại dương xanh chân chính, trong lúc hầu hết các doanh nghiệp chủ chốt của nền kinh tế tập trung trước đây vẫn do Nhà nước chi phối (Lê Quốc Anh, 2016). Nghĩa là các doanh nghiệp tạo bộ khung cơ bản của nền kinh tế vẫn hầu như không phải cạnh tranh trong kinh doanh, nhưng là trong các “ao hồ xanh” độc quyền bất bình đẳng với doanh nghiệp khác. (iii) Ngoại trừ Samsung Electronics, các doanh nghiệp khác kết quả thu được chưa lớn, bởi mức độ tập trung, sự khác biệt và mức giảm chi phí còn thấp. Do đó, chưa tạo được đột phá, mang đáng dấp tháo gỡ khó khăn là chính, chưa có tác động khuyến khích, lôi kéo các doanh nghiệp có liên quan cùng kinh doanh theo chiến lược Đại dương xanh. (iv) Nhiều chiến lược Đại dương xanh mang tính chủ quan, duy ý chí được đưa ra áp dụng, như sản xuất điện thoại Bkav Bphone, nước suối Numberone... đều không thành công, tốn công sức. Đó là các gương xấu, làm chùn bước doanh nghiệp đang mon men tiến hành kinh doanh theo chiến lược Đại dương xanh, nhất là doanh nghiệp nhỏ và vừa hạn chế về vốn, công nghệ. (v) Chưa thấy bóng dáng của Nhà nước, cộng đồng trên con đường hỗ trợ doanh nghiệp đi theo chiến lược Đại dương xanh, cả ở lĩnh vực khá thuận lợi là nông nghiệp. Sự đơn độc, lẻ loi, thiếu tư vấn, hỗ trợ đầu tư nghiên cứu, đổi mới làm cho xu thế đi vào áp dụng chiến lược Đại dương xanh nguội lạnh, phó mặc cho lãnh đạo, chủ doanh nghiệp...

3.2.3. Nguyên nhân làm kinh doanh theo chiến lược Đại dương xanh còn hạn chế, yếu kém

Hạn chế, yếu kém trong hơn 10 năm áp dụng chiến lược Đại dương xanh ở nước ta vừa qua là do các nguyên nhân sau: (i) Nhà nước chưa quan tâm đúng mức đến việc khuyến khích và thúc đẩy doanh nghiệp kinh doanh theo chiến lược Đại dương xanh, nó chưa từng được nhắc tới trong các văn kiện chính thống. Chưa có cơ chế, chính sách khuyến khích, thúc đẩy và hỗ trợ, Nhà nước còn “nhá” rất chậm nhiều lĩnh vực không cần nắm giữ, dù ở đó tư nhân có thể áp dụng chiến lược Đại dương xanh để kinh doanh hiệu quả hơn, vươn ra cạnh tranh quốc tế, như xuất khẩu gạo, kinh doanh mía đường. (ii) Thể chế kinh tế cản trở, môi trường đầu tư, kinh doanh có lúc có đến 7.000 điều kiện kinh doanh, làm bình quân mỗi loại hình kinh doanh có đến 26 điều kiện “con”, qua đấu tranh nay vẫn còn hơn nửa. Bộ máy quản lý đa tầng nấc, quản lý còn theo cơ chế xin-cho, thân hữu, nhiều công chức thoái hóa, biến chất gây khó, làm thui chột sáng tạo, bóp chết ý tưởng kinh doanh mới. (iii) Khoảng cách quá lớn về nhiều mặt làm cho chiến lược Đại dương xanh ở Việt Nam dễ xuất hiện, nhưng thường là việc nhập nội các công nghệ hoặc cách quản trị tân tiến, mang nặng tính tình thế, đối phó, dưới tầm quốc gia. Rào cản mạnh nhất ngăn kinh doanh theo chiến lược Đại dương xanh là giáo dục đào tạo theo lối nhồi nhét, kinh viện, biến con người thành robot, ỷ lại, ngại đổi mới, thiếu

sáng tạo, xa rời thực tiễn. (iv) Nhiều di họa cản trở, như các tổ chức, chức năng của hệ thống chính trị vẫn như thời bao cấp, cát cứ, chủ nghĩa thành tích với “năm sau cao hơn năm trước”, chèn ép doanh nghiệp lớn đi theo chiến lược Đại dương xanh. Việc tính GDP cấp tỉnh, hiệp hội doanh nghiệp theo địa giới hành chính, ưu tiên thái quá, bất chấp cơ sở kinh tế cho doanh nghiệp có vốn đầu tư trực tiếp nước ngoài, gò ép doanh nghiệp trong các vòng “kim cô” duy ý chí, trói buộc cái mới, gây lãng phí cơ hội. (v) Nhiều khó khăn khác, như dễ bị quy kết “chệch hướng”, khó tìm nhà đầu tư mạo hiểm, hiệu quả cao của lối kinh doanh “chộp giật” thịnh hành trong 10 năm qua. Rào cản về văn hóa kinh doanh, phong tục, tập quán; ít chuyên gia giỏi, thiếu vốn khi lạm phát nhiều năm hai con số, nền pháp luật xuề xòa làm thiệt hại lớn, gây nản lòng doanh nghiệp đầu tư chân chính, làm lụi tàn các chiến lược Đại dương xanh...

3.2.4. Tính cấp thiết của kinh doanh theo chiến lược Đại dương xanh ở Việt Nam trong điều kiện toàn cầu hóa

Toàn cầu hóa là xu thế không thể đảo ngược, nhưng dễ không bị “hòa lẫn” về kinh tế là không dễ, thậm chí nhiều doanh nghiệp phải “bán lúa non”, bị thôn tính, biến mất. Điều khó là nhiều cam kết trong Hiệp định thương mại Việt Nam – EU, Hiệp định Đối tác toàn diện và Chiến lược xuyên Thái Bình Dương khi có hiệu lực, là quá sức với doanh nghiệp Việt, nhất là doanh nghiệp nội với nhiều mặt nằm sâu trong thế “chiếu dưới”, còn sử dụng thiết bị các đời đầu của công nghệ 2.0 hoặc thấp hơn. Song, Chính phủ đã ký dù với tâm thế “sinh-tử” (Nguyễn Đức Kiên, dẫn theo Tư Giang, 2014), và doanh nghiệp phải chơi, dù khó. Khó khăn càng tăng khi cách mạng công nghiệp 4.0 phát triển mạnh, làm khoảng cách phát triển giữa doanh nghiệp nội với doanh nghiệp đối tác trong các hiệp định thương mại tự do thế hệ mới càng thêm rộng. Với giá vốn cao, mức sinh lời thấp, khả năng đầu tư từ ngân sách hạn hẹp, thì khả năng đầu tư để san lấp khoảng cách 1-2 công nghệ cho doanh nghiệp Việt là cực nhỏ. Trong lúc có nguy cơ nhiều doanh nghiệp còn bị mất nhân lực chất lượng vì sức hút lương thưởng, nhiều sản phẩm thêm điều đứng vì cung vượt cầu, bị sản phẩm ngoại lấn át, mà dân Việt sành hàng ngoại. Sự phụ thuộc về nguyên liệu nhập của nền kinh tế có độ mở rộng, cũng luôn nhập về đủ loại bất ổn từ nhiều nước, nên nếu dừng trong “đại dương đỏ”, doanh nghiệp Việt dễ hụt hơi trong cuộc bám đuổi. Vì vậy, theo đuổi chiến lược Đại dương xanh không đơn giản là tìm đường phát triển, mà là con đường phải chọn, nhất là đối với các doanh nghiệp vừa và lớn, để vượt qua, tự cứu mình, trong giai đoạn toàn cầu hóa sôi động và nhạy cảm hiện nay. Việc theo đuổi này có nhiều thuận lợi, Đảng và Chính phủ đã có nhiều thay đổi quan trọng trong nhận thức về kinh tế thị trường, về mô hình phát triển. Đã thông qua nghị quyết về phát triển kinh tế tư nhân, về tăng cường cổ phần hóa DNNN, thành lập Ủy ban quản lý vốn nhà nước tại doanh nghiệp, tái thành lập Tổ tư vấn kinh tế của Thủ tướng... Nhiều tiềm năng thị trường chưa khai thác hết, được đánh giá là thị trường bán lẻ mới nổi hấp dẫn thứ hai châu Á, chỉ kém Trung Quốc, nhờ dân số đông, trẻ, tầng lớp trung lưu tăng nhanh. Thị trường chế biến nông sản xuất khẩu giàu triển vọng, lao động còn rẻ, đang đổi mới về giáo dục đào tạo, nhà nước tha thiết kêu gọi, thu hút đầu tư trực tiếp nước ngoài. Quyết tâm đổi mới của Chính phủ cao, đang chuyển mạnh sang Chính phủ kiến tạo, với tuyên ngôn Đổi mới là khó nhưng không đổi mới là chết...

3.3. Giải pháp để doanh nghiệp Việt dễ định hướng, sáng tạo đường riêng khi kinh doanh theo chiến lược Đại dương xanh trong giai đoạn hiện nay

Thứ nhất, Nhà nước cần tạo sinh khí cho chiến lược Đại dương xanh trong kinh doanh của doanh nghiệp bằng việc ban hành các chính sách ưu đãi, hỗ trợ, thành lập quỹ đầu tư mạo hiểm, thu hút đầu tư trực tiếp nước ngoài khôn ngoan, tổng hợp các hiệp định thương mại tự do, đẩy mạnh việc hòa nhập cách mạng công nghiệp 4.0...

Giải pháp này thể hiện sự quan tâm, là liệu pháp quan trọng, khi Nhà nước vẫn còn chi phối tới 1.199 doanh nghiệp lớn, 407 doanh nghiệp vừa, là nơi tập trung vốn lớn nhất trong ba khu vực doanh nghiệp, chi phối bộ khung của nền kinh tế. Bằng các chính sách vượt trội, Nhà nước sẽ giúp các doanh nghiệp vượt qua các rào cản, riêng về vốn là giúp doanh nghiệp tiếp cận nguồn vốn lớn, giá phải chăng, thời hạn dài, để triển khai ý tưởng kinh doanh sáng tạo, theo hướng đôi bên cùng có lợi. Mặt khác, cần thu hút đầu tư trực tiếp nước ngoài khôn ngoan, để tạo sự lan tỏa hợp lý, mở đường cho doanh nghiệp kinh doanh sáng tạo trên nền công nghệ tiên tiến và quản trị hiện đại, nâng tầm sáng tạo và tăng tuổi thọ cho chiến lược Đại dương xanh. Đồng thời, cần tổng hợp các hiệp định thương mại tự do đã và sắp có, để từng doanh nghiệp, từng ngành thấy rõ các thị trường chính, các phân khúc, góc ngách có thể xâm nhập trong các chuỗi giá trị toàn cầu, để có thể theo đuổi chiến lược Đại dương xanh trong thế thua kém, nhưng vẫn có hiệu quả cao theo lối win-win. Ngoài ra, cần đánh giá đúng tác động của cách mạng công nghiệp 4.0 tới nước ta, để từng doanh nghiệp thấy rõ mình, để đầu tư đúng và đúng, phát huy giá trị của vốn đầu tư khan hiếm, không bị cuốn cũng không bị bỏ rơi, mà vươn lên hòa vào dòng chảy cách mạng công nghiệp 4.0 để khai thác cơ hội... Mới nhìn dễ tưởng đây là những công việc khó khăn, phức tạp, song đây là những việc phải làm của Chính phủ kiến tạo mà bấy lâu nay bị bỏ bê, nay cần đưa vào hoạt động quản trị. Dựa vào các góc độ đó, từng doanh nghiệp sẽ thấy rõ vị thế của họ trong không gian đa chiều, giữa các cơ hội và thách thức đã và sẽ phát lộ, để có hướng đi riêng, khoa học, phù hợp và thiết thực, có thể phát triển thành chiến lược Đại dương xanh cho doanh nghiệp mình...

Thứ hai, tổ chức nghiên cứu, tuyên truyền về chiến lược Đại dương xanh, cung cấp lý luận, thực tiễn và kinh nghiệm áp dụng chiến lược cho các đối tượng quan tâm, tạo phong trào học hỏi và áp dụng kinh doanh theo chiến lược Đại dương xanh trong cộng đồng doanh nghiệp.

Thời đại hiện nay được đặc trưng bằng người khôn của khó, nhiều ngành sản phẩm cung luôn vượt cầu, sản xuất và tiêu thụ đã được toàn cầu hóa sâu sắc trong xã hội liên kết sâu rộng bởi công nghệ 4.0, việc đặt và nhận hàng dễ dàng thông qua thương mại điện tử và mạng lưới logistic toàn cầu. Trong điều kiện đó, mỗi chiến lược Đại dương xanh được triển khai thành công, dù có tuổi thọ ngắn, đã là một thành tựu khoa học, công nghệ và thị trường đáng được ghi nhận. Vì thế, để giúp các doanh nghiệp chưa có hoặc mới có ít thông tin về chiến lược Đại dương xanh, cần có việc nghiên cứu, tuyên truyền, phổ biến các kiến thức cơ bản về nó, cả về lý luận, thực tiễn và kinh nghiệm thực tế. Ít nhất phải đủ cho doanh nghiệp và các đối tượng quan tâm có nhận thức khái quát, đủ cho họ nhận thấy doanh nghiệp của mình có thể tìm ra và xây dựng thành công chiến lược Đại dương xanh không, nếu có để nghiên cứu sâu thêm. Đặc biệt, phải làm cho doanh nghiệp thấy rõ sự cần thiết phải thực thi chiến lược Đại dương xanh, thấy các rủi ro tiềm ẩn, cũng như ưu việt lớn lao của nó trong điều kiện toàn cầu hóa, dưới ảnh hưởng của cách mạng công nghiệp 4.0 đối với tình thế phát triển chưa cao của Việt Nam. Dù sau cuộc vận động này cũng sẽ chỉ có không nhiều doanh nghiệp tìm được chiến lược Đại dương xanh, nhưng giá trị của phong trào học hỏi và tìm kiếm cách thức kinh doanh theo chiến lược này trong cộng đồng doanh nghiệp vẫn lớn. Bởi đó là cuộc tổng rà soát lại bản thân của từng doanh nghiệp trong bối cảnh mới, dù không tìm ra chiến lược Đại dương xanh, nhưng giúp họ nhìn ra các hạn chế, khiếm khuyết, hiểu được vị thế và lợi thế. Nhờ đó sẽ có các điều chỉnh, sửa đổi cần thiết, nhiều dự định đầu tư sẽ đổi hướng, nhiều quy mô được thu gọn, nhiều sản phẩm mới ra đời, để tạo ra biến đổi về chất trong từng doanh nghiệp, cũng như trong hệ thống doanh nghiệp nói chung.

Thứ ba, xây dựng hệ sinh thái kinh doanh sáng tạo, cởi trói tối đa cho doanh nghiệp, đổi mới sâu sắc quản trị doanh nghiệp, thu hút nhân tài, phát triển nhân lực chất lượng đủ sức tìm tòi, phát hiện nhu cầu, tâm huyết với chiến lược Đại dương xanh cho từng doanh nghiệp.

Cần mau chóng đưa các dự định kinh doanh theo chiến lược Đại dương xanh của các doanh nghiệp đã được phác thảo, định hình và áp dụng vào trong đời sống. Song giữa ý tưởng và thực tế còn khoảng cách không nhỏ với nhiều rào cản, nút thắt cần giải quyết, nhiều khi vượt tầm của doanh nghiệp. Trong đó rào cản cản tháo gỡ nhất đối với doanh nghiệp là thể chế, cản trở, trói buộc doanh nghiệp nhiều nhất là điều kiện kinh doanh, mà tới ngày 27/3/2018 là còn 3.571 điều kiện kinh doanh [5]. Dù đang quyết liệt cắt giảm 50% số điều kiện kinh doanh hiện có, song nếu được vẫn là còn nhiều. Cần đổi mới sâu sắc quản trị doanh nghiệp, tập hợp nhân lực tinh hoa đủ tầm phát hiện vấn đề, chỉ ra các nhu cầu mà doanh nghiệp cần khai thác hoặc tạo ra để định hướng phát triển. Hỗ trợ việc này cần đổi mới sâu sắc giáo dục đào tạo, phải học Trung Quốc bởi từ năm 1985, họ đã phi chính trị hóa nhiều trường đồng thời thương mại hóa giáo dục đại học, để tạo ra đội ngũ doanh nhân đẳng cấp quốc tế [6]. Cần cải cách sâu rộng chế độ đãi ngộ cho lao động sáng tạo, làm cho nhân lực tinh hoa hết lòng vì sự phát triển của doanh nghiệp. Còn nhà nước thì phải “cách mạng” bộ máy quản lý (Lê Khả Phiêu, dẫn theo Ngô Đức Hành, 2017) “dị dạng” đầy rẫy những “tê bào ung thư”. Biến bộ máy quản lý thực sự trở thành bộ phận tinh hoa của dân tộc, thực sự vì dân, tâm huyết với phát triển của doanh nghiệp. Trả lại cho thị trường các thuộc tính cơ bản của nó, mà trước đây bị các cơ quan quản lý thiên cận cấm đoán theo lối “không quản được thì cấm” hoặc làm rào chắn để phục vụ cho nhóm lợi ích. Dựa vào đó, mọi doanh nghiệp được quyền mở rộng sức sáng tạo, hạn chế các can thiệp phi kinh tế vào chiến lược Đại dương xanh của doanh nghiệp, để tiết giảm chi phí không chính thức, nhằm đạt cả mục tiêu khác biệt hóa lẫn mục tiêu chi phí thấp.

Thứ tư, tăng cường sự phối hợp, hỗ trợ giữa các doanh nghiệp, sự trợ giúp của các hiệp hội, chuyên gia, cộng đồng, liên kết với phong trào khởi nghiệp sáng tạo, để giúp các doanh nghiệp vượt qua gian khó, nhanh chóng áp dụng được chiến lược Đại dương xanh.

Nét đẹp thứ sinh của hình thức kinh doanh theo chiến lược Đại dương xanh là dựa vào nhau mà phát triển giữa các doanh nghiệp theo lối win-win, ngược hẳn lại với văn hóa kinh doanh “chộp giật” thường thấy ở nước ta trong 10 năm gần đây. Nhiều doanh nghiệp Việt còn cạnh tranh “ngược” và đã từng bị đối tác nước ngoài lợi dụng, gây tổn thất lợi ích quốc gia, phá vỡ các chuỗi cung ứng, các mối quan hệ kinh tế-kỹ thuật. Các khiếm khuyết này vi phạm ngay những kiến thức sơ đẳng về kinh doanh “buôn có bạn, bán có phường”, làm giảm sức mạnh của cộng đồng doanh nghiệp Việt trong cạnh tranh trong điều kiện toàn cầu hóa. Mặt khác, khi một doanh nghiệp đi vào áp dụng chiến lược Đại dương xanh, nếu ở tầm khu vực và quốc tế, thì đây không đơn giản là quyền lợi của bản thân doanh nghiệp đó, mà khi ấy doanh nghiệp này là V.Plc. (doanh nghiệp Việt). Nó cần phải được phát triển và lớn mạnh trong vòng tay, sự hỗ trợ của các doanh nghiệp khác, nhất là các doanh nghiệp có mối quan hệ kinh tế ràng buộc, phải được các hiệp hội doanh nghiệp tiếp sức. Đó còn là niềm tự hào và hy vọng của các chuyên gia kinh tế, các cộng đồng, vì thế họ cần hỗ trợ cho doanh nghiệp, thậm chí qua họ, có được sự hậu thuẫn, hỗ trợ từ người dân, hoặc từ các doanh nghiệp khởi nghiệp sáng tạo, nhất là trong lúc gian khó buổi đầu, khi tiếng vang và sức mạnh của chiến lược Đại dương xanh chưa lớn... Trong thực tế, các giải pháp trên không phải là vụ lợi cho doanh nghiệp, mà đó là khoản tạm ứng của doanh nghiệp áp dụng chiến lược Đại dương xanh trước các doanh nghiệp khác và cộng đồng, còn khi đã kinh doanh thành công, doanh nghiệp sẽ trả lại. Họ sẽ tự tách ra khỏi “đại dương đỏ” để các doanh nghiệp khác giảm mức cạnh tranh, sự lớn mạnh của họ sẽ làm tăng thêm “cầu” cho các doanh nghiệp có quan hệ. Họ còn sẽ làm cho hiệp hội doanh nghiệp có vị thế lớn hơn, tạo thêm việc làm, đóng góp ngân sách và làm tăng thêm phúc lợi xã hội và là tấm gương tốt cho các doanh nghiệp khác. Ngoài ra, cần chú trọng phong trào khởi nghiệp đổi mới sáng tạo, kết hợp đầu tư, hỗ trợ, thúc đẩy để đưa các doanh nghiệp này phát triển nhanh mạnh, bền vững, mau chóng thành các doanh nghiệp kinh doanh theo chiến lược Đại dương xanh trong tương lai...

4. KẾT LUẬN

Trước các bước tiến gấp gáp của tiến trình toàn cầu hóa, mà rõ nhất là Hiệp định thương mại Việt Nam – EU, Hiệp định Đối tác toàn diện và Chiến lược xuyên Thái Bình Dương sắp được phê chuẩn, các doanh nghiệp Việt không thể chần chừ thêm nữa, mà phải sẵn sàng đương đầu với các doanh nghiệp hàng đầu thế giới. Dù thua kém nhiều mặt nhưng không phải các doanh nghiệp Việt là toàn chỉ thua trong các “đại dương đỏ”, mà nhiều doanh nghiệp sẽ thắng, nhờ sự lèo lái của các doanh nhân tài ba. Song cái giá là không nhỏ, bởi phải bỏ ra chi phí cận biên cao, làm giảm nhiều lợi nhuận, thậm chí phải hy sinh cả tiềm năng phát triển trong tương lai. Vì thế, bên việc chấp nhận cạnh tranh để chia cái “bánh” đang có, theo nguyên lý “thương trường như chiến trường”, doanh nghiệp Việt còn cần đổi mới chiến lược kinh doanh, chuyển sang kinh doanh theo chiến lược Đại dương xanh. Lối đi này vừa giúp doanh nghiệp Việt né tránh sự cạnh tranh trực diện với các đối thủ lớn, giảm bớt rủi ro, vừa tạo ra các cái “bánh” mới, làm to thêm cái “bánh” cũ. Đây còn là nơi để doanh nghiệp Việt thể hiện năng lực sáng tạo, hoặc thể hiện cái “nhu” biết mình biết người của doanh nhân Việt. Họ có thể vững tiến trong tư cách tiên phong, nhưng cũng có thể mạnh dạn “buông súng” vì năng lực đầu tư hạn hẹp, tìm một thị trường ngách tiềm năng để chuyển dần từ thế cạnh tranh trong thị trường chính sang chiến lược Đại dương xanh, cùng trường tồn, phát triển... Tuy nhiên, khi nhân loại đã qua thời kỳ hậu cách mạng công nghiệp, sống trong thời kỳ đầu của cách mạng công nghiệp 4.0 để chuyển sang nền kinh tế tri thức, thì đó là những sáng tạo không dễ, và bên cạnh đó còn là nhiều rào cản khác của một nền kinh tế chuyển đổi chưa triệt để, phát triển chưa cao. Song, với truyền thống vươn lên mạnh mẽ của giới doanh nhân Việt khi rơi vào thúc bách khó khăn; với sức sáng tạo phi thường của người Việt; với lòng tự tôn dân tộc trong điều kiện toàn cầu hóa, với lòng yêu nước, yêu lao động của toàn dân. Chúng ta có quyền tin rằng: các tiền đề trên, cùng việc vận dụng hợp lý các giải pháp, dưới sự lãnh đạo của Đảng, sự điều hành của Chính phủ kiến tạo, đồng hành cùng doanh nghiệp, chắc chắn nước ta sẽ thành công trong việc đưa nhiều doanh nghiệp đi vào kinh doanh theo chiến lược Đại dương xanh. Từ đó tạo ra những thay đổi to lớn và quan trọng, giúp hệ thống doanh nghiệp Việt phát triển mạnh, vững chắc, đóng góp nhiều cho đất nước, đưa Việt Nam mau tiến lên kỳ đài sánh vai với các cường quốc năm châu...

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GIẢI PHÁP PHÁT TRIỂN “MÔ HÌNH KINH TẾ CHIA SẺ” THỨC ĐẨY SẢN XUẤT, KINH DOANH Ở VIỆT NAM

Lê Văn Ái*

TÓM TẮT: Trong vài năm gần đây, tại Việt Nam “mô hình kinh tế chia sẻ” bắt đầu được đề cập nhiều hơn. Kể từ khi Công ty Uber và Grap bắt đầu cung ứng dịch vụ taxi công nghệ và tiếp đó là sự xuất hiện của hàng loạt start-up trong nước như Ahamove.com, jupviec.vn, dobody, xã hội Việt Nam, nhất là các doanh nghiệp dần dần hiểu rõ hơn về kinh tế chia sẻ từ nội hàm kinh tế chia sẻ, lợi ích mang lại của nó. Tuy nhiên, bên cạnh lợi ích mang lại, mô hình kinh tế chia sẻ cũng chứa đựng trong nó những lo ngại đối với các nhà quản lý kinh tế. Chính vì vậy, không phải tất cả các doanh nghiệp, các nhà quản lý kinh tế chào đón mô hình kinh tế chia sẻ một cách nhiệt thành tại Việt Nam.

Bài tham luận có mục đích làm rõ những vấn đề cơ bản của “mô hình kinh tế chia sẻ”, phân tích tính hai mặt của “mô hình kinh tế chia sẻ và từ đó đưa ra hệ thống các giải pháp áp dụng “mô hình kinh tế chia sẻ” trong các doanh nghiệp Việt Nam.

Từ khóa: kinh doanh, mô hình kinh tế, sản xuất.

1. CƠ HỘI VÀ THÁCH THỨC CỦA “MÔ HÌNH KINH TẾ CHIA SẺ Ở VIỆT NAM

Mô hình kinh tế chia sẻ chính thức xuất hiện ở Việt Nam năm 2014, khi Chính phủ cho phép áp dụng thí điểm dịch vụ vận tải trực tuyến với Grap, Uber. Từ đó, mô hình kinh tế mới này được mở rộng ở nhiều dịch vụ khác, như chia sẻ phòng Airbnb (theo số liệu của Bộ KH&ĐT tính đến năm 2016 đã có hơn 10 nghìn cơ sở đăng ký cho thuê phòng trên Airbnb); dịch vụ du lịch (Triip me); dịch vụ tài chính ứng dụng công nghệ cho vay ngân hàng.

Như vậy, tại Việt Nam “mô hình kinh tế chia sẻ” đã và đang hiện hữu với tốc độ phát triển nhanh chóng với nhiều loại dịch vụ áp dụng mô hình kinh tế chia sẻ.

Việc áp dụng mô hình kinh tế chia sẻ ở các nước, cũng như ở Việt Nam mang lại nhiều cơ hội song cũng ẩn chứa nhiều rủi ro, thách thức cho quá trình phát triển kinh tế nói chung cho hoạt động sản xuất kinh doanh của doanh nghiệp nói riêng

1.1. Cơ hội

Nghiên cứu thực tế việc áp dụng mô hình kinh tế chia sẻ ở các nước nói chung ở Việt Nam nói riêng các nhà nghiên cứu đều cho rằng có nhiều cơ hội cho quá trình phát triển kinh tế nói chung cho quá trình sản xuất kinh doanh của các doanh nghiệp nói riêng, cụ thể:

Một là, đối với các doanh nghiệp, việc áp dụng mô hình kinh tế chia sẻ trong hoạt động cung cấp các lợi ích sẽ làm tăng doanh thu một cách nhanh chóng. Trong một cuộc hội thảo gần đây do Bộ KH&ĐT

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tổ chức bàn luận về chủ đề “mô hình kinh tế chia sẻ”, TS Tuệ Anh- Phó viện trưởng Viện nghiên cứu CIEM cho biết trên thế giới kinh tế chia sẻ đang nổi lên ở các nhóm nghề như dịch vụ vận tải (Uber, Grap), dịch vụ du lịch và khách sạn (Airbnb, VRBO), dịch vụ lao động, việc làm, dịch vụ tài chính. Các loại dịch vụ này áp dụng mô hình kinh tế chia sẻ đã tạo ra một khối lượng doanh thu lớn và gia tăng với tốc độ ngày càng lớn. Năm 2014 doanh thu đạt được của các doanh nghiệp cung ứng các loại dịch vụ kể trên theo mô hình kinh tế chia sẻ đạt 15 tỷ USD, dự báo đến năm 2025 con số này là 335 tỷ USD tăng gấp 22 lần trong vòng 10 năm. Bên cạnh tăng trưởng về doanh thu, việc áp dụng mô hình kinh tế chia sẻ còn tạo ra cơ hội cho doanh nghiệp tiết kiệm được nguồn lực trong hoạt động sản xuất kinh doanh, bởi lẽ thực chất của mô hình kinh tế chia sẻ là sự tận dụng sự tiến bộ của công nghệ thông tin tạo ra sự kết nối, chia sẻ những nguồn lực ở những chủ thể dư thừa và ở những chủ cần nguồn lực để hoạt động, đặc biệt tạo ra sự kết nối và chia sẻ vật dụng giữa các chủ thể dư thừa với các chủ thể cần vật dụng đó để sử dụng. Chính sự kết nối và chia sẻ này do áp dụng mô hình kinh tế chia sẻ đã giảm bớt sự khai thác nguồn lực để sản xuất, nguồn lực được tiết kiệm.

Hai là, kinh tế chia sẻ giúp tiết kiệm chi phí, bảo vệ môi trường, tăng tính hiệu quả của nền kinh tế, giảm bớt sự lãng phí tài nguyên xã hội và sự dư thừa năng lực của các sản phẩm dịch vụ. Ngoài ra, việc áp dụng mô hình kinh tế chia sẻ sẽ tạo điều kiện thuận lợi cho doanh nghiệp khởi nghiệp đổi mới sáng tạo trong việc huy động nguồn lực giá rẻ-một yếu tố cần thiết để doanh nghiệp khởi nghiệp đổi mới, sáng tạo hiện thực hóa ý tưởng hoạt động.. Mỗi một khi có sự gia tăng số lượng doanh nghiệp khởi nghiệp, sáng tạo tất yếu số lượng việc làm trong nền kinh tế sẽ gia tăng. Xét trên góc độ của người tiêu dùng, áp dụng mô hình kinh tế chia sẻ sẽ tạo ra sự đa dạng trong lựa chọn sản phẩm và dịch vụ phù hợp với yêu cầu và thu nhập của mình

Tóm lại, xét trên góc độ doanh nghiệp cũng trên góc độ xã hội nói chung việc áp dụng “mô hình kinh tế chia sẻ” mang lại nhiều cơ hội. Chính vì vậy không ít nhà nghiên cứu cho rằng “mô hình kinh tế chia sẻ là con “gà đẻ trứng vàng” cho nền kinh tế của các quốc gia. Tuy nhiên, trong thực tế không có mô hình kinh tế mới nào ra đời mà không chứa đựng trong nó những yếu tố rủi ro, thách thức đối với quá trình phát triển. Mô hình kinh tế chia sẻ là mô hình kinh tế mới được các nước áp dụng không lâu chỉ trong vài năm lại đây và ở Việt Nam được Chính phủ cho phép thí điểm ở một lĩnh vực cung cấp dịch vụ, cũng đã bộc lộ những thách thức nhất định.

1.2. Những thách thức khi áp dụng “mô hình kinh tế chia sẻ” đối với Việt Nam

Tại cuộc hội thảo về “mô hình kinh tế chia sẻ” do Bộ KH&ĐT tổ chức trong năm 2018 nhiều chuyên gia kinh tế cho rằng: Cùng với nhiều lợi ích đem lại từ phương thức kinh doanh mới, kinh tế chia sẻ đã và đang nảy sinh những khó khăn, thách thức liên quan đến thị trường, cạnh tranh công bằng, năng lực đổi mới sáng tạo và nhất là thách thức đối với công tác quản lý nhà nước về thuế, điều kiện kinh doanh, thanh toán không biên giới, an toàn lao động, bảo hiểm... Thí dụ chính sách thuế đối với Grab, Uber hay “cuộc chiến” giữa Grab với taxi truyền thống đến nay vẫn chưa có hồi kết.

Trong đề án của Bộ KH&ĐT về vận dụng và quản lý mô hình kinh tế chia sẻ, cũng chỉ rõ những thách thức khi chúng ta áp dụng mô hình kinh tế chia sẻ. Theo Bộ KH&ĐT những thách thức đó là:

Sự bất cập trong quản lý mô hình kinh tế chia sẻ như vướng mắc trong đăng ký ngành nghề kinh doanh, chưa rõ ràng về khung pháp lý, cơ quan Nhà nước gặp khó khăn trong việc quản lý, kê khai thuế hay hệ thống luật pháp về thương mại điện tử còn chưa đồng nhất

Cho dù còn có những khó khăn thách, nhất là đối với công tác quản lý nhà nước, song dù muốn hay không kinh tế chia sẻ vẫn hiện hữu ở Việt Nam. Hiện nay Việt Nam chúng ta là nước có thu nhập trung bình, song theo khuyến cáo của các chuyên gia quốc tế để tiến đến nấc thang thu nhập cao hơn sẽ gặp nhiều khó

khăn. Thực tế nhiều nước trên thế giới sau khi đạt mức thu nhập trung bình vẫn đứng yên không vươn lên được nấc thang thu nhập cao hơn suốt trong 30 đến 40 năm. Để có thể tiến đến mức thu nhập cao hơn, thoát khỏi cái bẫy thu nhập bình quân, bắt buộc Việt Nam phải có những đột phá vượt qua mô hình phát triển truyền thống, tiếp cận và áp dụng mô hình phát triển mới, hiệu quả hơn. Đó chính là mô hình kinh tế chia sẻ tận dụng những thành tựu của công nghệ 4.0 trong hoạt động kinh tế.

Như vậy có thể nói cùng với sự tồn tại tất của mô hình kinh tế chia sẻ đang hiện hữu ở Việt Nam và nhu cầu thoát khỏi cái bẫy của nước có mức thu nhập trung bình, bắt buộc chúng ta phải nghiên cứu áp dụng “mô hình kinh tế chia sẻ”

2. ĐỀ XUẤT CÁC GIẢI PHÁP

Để có thể áp dụng thành công mô hình kinh tế chia sẻ trong phát triển kinh tế phải hội đủ 3 điều kiện: (i) Công nghệ thông tin và truyền thông hiện đại; (ii) Nguồn nhân lực chất lượng cao; (iii) Hệ thống pháp luật điều chỉnh sự vận hành mô hình kinh tế chia sẻ phải rõ ràng, minh bạch có tác dụng khắc phục được những mặt hạn chế, tiêu cực khi áp dụng mô hình kinh tế chia sẻ.

Nhìn lại thực tế ở Việt Nam cho thấy:

- Hệ thống công nghệ thông tin- truyền thông tương đối phát triển so với các nước trong khu vực. Tuy nhiên, điều đáng quan tâm là việc áp dụng công nghệ thông tin, truyền thông trong hoạt động sản xuất kinh doanh và công tác quản lý vẫn còn có phần hạn chế

- Nguồn nhân lực chất lượng cao phục vụ cho lĩnh vực công nghệ thông tin- truyền thông còn khan hiếm, mặc dù trong những năm qua nhiều cơ sở đào tạo quan tâm đào tạo nguồn nhân lực ở lĩnh vực này, song chất lượng đào tạo chưa đáp ứng được yêu cầu của đơn vị sử dụng

- Công tác quản lý nhà nước đối với sự vận hành mô hình kinh tế chia sẻ, còn lung túng .Hệ thống pháp luật về hoạt động kinh doanh của nước ta như Luật Doanh nghiệp, Luật Đầu tư, Luật giao dịch điện tử... và các quy định về thuế hiện nay hầu như còn bỏ ngỏ đối với mô hình kinh tế chia sẻ.

Từ thực tế này, theo tôi là nghiên cứu áp dụng các giải pháp hàn thiện các điều kiện để phát triển mô hình kinh tế chia sẻ ở Việt Nam trong thời gian tới. Cụ thể:

Một là, đẩy mạnh việc ứng dụng công nghệ thông tin và truyền thông trong các doanh nghiệp sản xuất, kinh doanh. Ngày nay, trên thế giới, công nghệ thông tin và truyền thông là một trong những công cụ quan trọng trong sản xuất kinh doanh, ngoài ra công nghệ thông tin, truyền thông còn là vũ khí sắc bén tạo ra sức hút của hàng hóa, giảm chi phí quảng cáo, marketing sản phẩm, tạo nên ưu thế vượt trội trong quan hệ trong việc quan hệ với đối tác khách hàng. Do đó, việc hạn chế ứng dụng công nghệ thông tin, truyền thông (ITC) sẽ hạn chế tầm nhìn, khả năng và chiến lược cạnh tranh của doanh nghiệp. Chính vì vậy việc ứng dụng công nghệ thông tin- truyền thông trong các doanh nghiệp đã và đang trở thành xu hướng tất yếu trên con đường hội nhập. Tuy vậy, theo đánh giá của các cơ quan quản lý nhà nước về doanh nghiệp việc ứng dụng công nghệ thông tin, truyền thông (ITC) trong các doanh nghiệp còn rất hạn chế, nhất là ở các doanh nghiệp nhỏ và vừa Theo một cuộc điều tra mới nhất của nhóm nghiên cứu về ứng dụng CNTT trong doanh nghiệp nhỏ và vừa, thì chỉ có 50/100 doanh nghiệp ứng dụng CNTT- TT, trong đó, TP Hồ Chí Minh đạt chỉ số cao nhất là 67/100. Phần lớn các DN đều có sử dụng soạn thảo văn bản và bảng tính (khoảng 91%) nhưng chỉ có 46%, DN có sử dụng email tức là chưa đến một nửa. Một số các phần mềm như quản lý nhân sự, tiền lương, quản lý bán hàng thì chỉ có 1/3 DN trả lời có sử dụng và khoảng 50% trả lời không có nhu cầu. Còn các phần mềm CRM và ERP thì đa số DN không sử dụng.

Từ thực tế này, giải pháp quan trọng thúc đẩy việc ứng dụng công nghệ thông tin- truyền thông (ITC) trong các doanh nghiệp Việt Nam là:

Đối với bản thân các doanh nghiệp

Đẩy mạnh trang bị các kiến thức về CNTT và truyền thông cho cán bộ công nhân viên các phòng, ban bộ phận trong doanh nghiệp

Đây là công việc hết sức quan trọng, bởi lẽ suy cho cùng việc ứng dụng CNTT-TT có hiệu quả hay không phụ thuộc chủ yếu là nguồn nhân lực. Khi con người nhận rõ vai trò cực kỳ quan trọng và biết cách nắm bắt, sử dụng thành thạo, làm chủ CNTT-TT thì việc áp dụng CNTT-TT trong hoạt động của mình mới đạt được hiệu quả.

Trong thực tế việc trang bị kiến thức về CNTT-TT cho đội ngũ cán bộ, công nhân viên có thể được thực hiện bằng nhiều cách như mở lớp đào tạo ngắn và dài ngày theo các trường lớp, thực hiện các cuộc tọa đàm, hội thảo bàn luận về kiến thức CNTT-TT đối với các cán bộ, công nhân viên các bộ phận phòng ban trong doanh nghiệp, tổ các cuộc thuyết trình về kinh nghiệm áp dụng thành công của các doanh nghiệp khác tại doanh nghiệp...

Thực hiện đầu tư áp dụng CNTT-TT theo giai đoạn

Một thực tế cho thấy đầu tư ứng dụng công nghệ thông tin, truyền thông trong hoạt động sản xuất kinh doanh của doanh nghiệp hết sức tốn kém, chứa đựng không ít rủi ro. Để phù hợp với nguồn lực, giảm bớt rủi ro, việc đầu tư ứng dụng công nghệ thông tin, truyền thông trong doanh nghiệp nên chia ra 4 giai đoạn:

- *Giai đoạn 1: Đầu tư cơ sở (ban đầu) về công nghệ thông tin*

Đầu tư cơ sở ở đây muốn nói đến sự đầu tư ban đầu của doanh nghiệp vào công nghệ thông tin, truyền thông, thường vào thời gian khởi nghiệp bao gồm các trang bị cơ bản về phần cứng, phần mềm và nhân lực. Có thể mức độ đầu tư không giống nhau giữa các doanh nghiệp, việc đầu tư ban đầu cần phải bảo đảm các yêu cầu: (i) Cơ sở hạ tầng CNTT phải được trang bị đủ để triển khai một số ứng dụng thường xuyên của doanh nghiệp; (ii) phải đào tạo nguồn nhân lực có khả năng sử dụng được các cơ sở hạ tầng trên vào một số hoạt động tác nghiệp

- *Giai đoạn: đầu tư CNTT để nâng cao hiệu suất hoạt động của các bộ phận*

Mục tiêu chủ yếu của giai đoạn này là đầu tư để nâng cao hiệu suất hoạt động, hỗ trợ các bộ phận trong doanh nghiệp như các phòng ban chức năng, các nhóm làm việc theo dự án, đề án, đề tài...

Việc chuyển sang giai đoạn này bắt nguồn từ yêu cầu giải quyết những khó khăn về quản lý và xử lý thông tin nghiệp vụ do khối lượng thông tin hoạt động ngày càng lớn.

Ở giai đoạn này doanh nghiệp phải đầu tư trang bị các phần mềm và các hệ thống thông tin chuyên dụng

Tùy theo tình hình cụ thể của doanh nghiệp có thể trang bị bằng cách đi mua các phần mềm đóng gói có sẵn trên thị trường (thường gọi là các phần mềm thương mại), hoặc đặt một công ty phần mềm phát triển cho mình, thậm chí có thể tự viết nếu có khả năng.

Việc doanh nghiệp tự viết được phần mềm có thể có hiệu quả trong một số giai đoạn. Tuy nhiên, các hệ thống này thường được thiết kế để đáp ứng các nhu cầu tại chỗ của doanh nghiệp. Khi cần tích hợp các hệ thống quản lý, hoặc theo “chiều ngang” - với các hệ thống quản lý chức năng khác của doanh nghiệp, hoặc theo “chiều dọc” - với các hệ thống cùng chức năng, có thể sẽ gặp khó khăn, nếu trong thiết kế ban đầu không dự tính các khả năng đó và không áp dụng các kỹ thuật cho phép thay đổi khi cần thiết.

- *Giai đoạn 3: Đầu tư, nâng cao hiệu suất làm việc toàn thể doanh nghiệp*

Đây là giai đoạn có những yêu cầu cao hơn giai đoạn 2. Nếu giai đoạn 2 là số hóa cục bộ thì giai đoạn 3 là số hóa toàn doanh nghiệp. Yêu cầu đặt ra cho giai đoạn này là: (i) Cơ sở hạ tầng CNTT cần có mạng rộng phủ khắp doanh nghiệp, bảo đảm cho các luồng thông tin lưu chuyển thông suốt giữa các bộ phận trong doanh nghiệp; (ii) Các phần mềm tích hợp (liên chức năng) và các cơ sở dữ liệu cấp toàn doanh nghiệp, công ty phải là những công cụ chủ đạo hỗ trợ cho hoạt động quản lý và tác nghiệp; (iii) nên văn hóa số phải được tiếp tục hoàn thiện ở mức cao hơn lấy nền tảng là các chuẩn mực làm việc, các thước đo công việc mới cùng với hệ thống các quy định và công cụ đảm bảo cho việc thực hiện đầy đủ các chuẩn mực đã đề ra; (iv) Doanh nghiệp cần có một vị lãnh đạo về CNTT hay còn gọi là Giám đốc Thông tin (CIO). CIO là vị trí không thể thiếu của doanh nghiệp trong giai đoạn đầu tư này, đây là người quyết định chiến lược đầu tư CNTT, trong đó có các hệ thống như ERP, CRM (quản trị quan hệ với khách hàng) cho doanh nghiệp, và tổ chức triển khai toàn bộ các hoạt động này

- Giai đoạn 4: Đầu tư CNTT để biến đổi doanh nghiệp, tạo thế cạnh tranh

Đây là giai đoạn đầu tư cho CNTT nhằm đạt lợi thế cạnh tranh trong môi trường kinh doanh hiện đại, tức là đầu tư CNTT vào các sản phẩm và dịch vụ để tạo nên ưu thế về giá, tạo nên sự khác biệt, và các phẩm chất khác, phù hợp với chiến lược cạnh tranh của doanh nghiệp. Hiện nay, các vấn đề kinh doanh trong thời đại Internet, cụ thể hơn là sử dụng công nghệ và các dịch vụ của Internet trong kinh doanh, có vai trò quyết định. Ví dụ: xây dựng intranet để chia sẻ thông tin trong doanh nghiệp, extranet để kết nối và chia sẻ có lựa chọn các nguồn thông tin với các đối tác, nhà cung cấp, khách hàng, tạo các dịch vụ mới trên mạng để giữ khách, ngăn cản khách chạy sang phía đối thủ, v.v... Việc tái kỹ nghệ các quá trình kinh doanh, lập các “công ty ảo”, và nhiều ứng dụng khác, cho phép doanh nghiệp không chỉ ứng phó, mà còn tạo được lợi thế cạnh tranh so với đối thủ trong môi trường toàn cầu hóa hiện nay, cũng là các dạng đầu tư quan trọng của giai đoạn này.

Đương nhiên việc phân chia các giai đoạn đầu tư ứng dụng CNTT qua bốn giai đoạn, mang ý nghĩa tương đối, có tính chất xác định tính trọng tâm trong từng giai đoạn. Trong thực tế, tùy theo thực tế của từng doanh nghiệp mà có thể đầu tư xen kẽ hoặc có thể đốt cháy giai đoạn.

Đối với Nhà nước, các cơ quan quản lý nhà nước về CNTT-TT (ITC)

Để thúc đẩy việc ứng dụng CNTT-TT trong các doanh nghiệp giải pháp quan trọng nhất đối với Nhà nước và các cơ quan quản lý nhà nước là tạo ra cơ sở pháp lý thuận lợi nhất, khuyến khích các doanh nghiệp áp dụng CNTT-TT, thực hiện các chính sách ưu đãi về mặt tài chính khi doanh nghiệp thực hiện đầu tư áp dụng CNTT-TT vào hoạt động sản xuất kinh doanh, như chính sách ưu đãi, miễn, giảm thuế, chính sách tín dụng ưu đãi, chính sách sử dụng các Quỹ đầu tư, phát triển công nghệ...

Tóm lại, việc áp dụng thành công CNTT-TT trong các doanh nghiệp là nền tảng quan trọng để vận hành mô hình kinh tế chia sẻ thông suốt, thành công, hiệu quả trong nền kinh tế, bởi lẽ sự vận hành của mô hình chia sẻ là sự kết nối giữa các chủ thể trong việc sử dụng nguồn lực lẫn nhau thông qua việc ứng dụng CNTT-TT.

Hai là, hình thành đội các nhà quản lý, vận hành “mô hình kinh tế chia sẻ”

Như đã phân tích ở phần trên, mô hình kinh tế chia sẻ là một mô hình kinh tế mới chưa có tiền lệ ở Việt Nam, ngay cả trên thế giới “mô hình kinh tế chia sẻ” cũng mới đưa vào áp dụng trong nền kinh tế trong một số năm gần đây. Mô hình kinh tế chia sẻ bên cạnh những lợi ích mang lại vẫn còn chứa đựng nhiều rủi ro, thách thức, việc quản lý điều hành mô hình kinh tế chia sẻ hết sức phức tạp. Chính vì vậy, cần có một đội ngũ nhân lực có năng lực quản lý, điều hành hoạt động của kinh tế chia sẻ.

Yêu cầu đặt ra đối với đội ngũ nguồn nhân lực quản lý, điều hành:

- Nắm rõ bản chất của mô hình kinh tế, phân tích những được những cơ hội và thách khi áp dụng vào Việt Nam trong những điều cụ thể đối với từng ngành, từng lĩnh vực.
- Thông thạo CNTT-TT, đồng thời có khả năng làm chủ được CNTT-TT, xử dụng chúng trong những điều cụ thể của công tác quản lý điều hành
- Vận dụng đúng đắn, sáng tạo những văn bản pháp luật của Nhà nước đối với sự vận hành của “mô hình kinh tế chia sẻ” trong thực tế nhằm phát huy tác dụng tích cực và hạn chế những rủi ro thách thức của “mô hình kinh tế chia sẻ”
- Có đạo đức nghề nghiệp trong quản lý điều hành “mô hình kinh tế chia sẻ”

Trên cơ sở đó, tổ chức công tác đào tạo, lựa chọn hình thành đội ngũ những nhà quản lý, điều hành kinh tế chia sẻ trong cơ quan quản lý nhà nước đối với mô hình kinh tế chia sẻ.

Tóm lại, suy cho cùng sự vận dụng thành công mô hình kinh tế chia sẻ vào nền kinh tế nói chung, vào hoạt động sản xuất kinh doanh của doanh nghiệp nói riêng phụ thuộc lớn đến năng lực, trình độ, đạo đức, tư cách của người quản lý, điều hành “mô hình kinh tế chia sẻ”. Thiếu vắng một đội ngũ như vậy, việc vận hành “mô hình kinh tế chia sẻ” sẽ không thành công.

Ba là, tạo nền tảng pháp lý minh bạch, rõ ràng theo hướng tận dụng triệt để những lợi thế, khắc phục những rủi ro thách thức khi áp dụng “mô hình kinh tế chia sẻ”. Hiện nay, ở nước ta với sự cho phép của Chính phủ thí điểm vận hành “mô hình kinh tế chia sẻ” trong việc cung ứng một số loại dịch vụ. Qua thí điểm cho thấy, bên cạnh những lợi ích mang lại không thể phủ nhận, việc vận dụng mô hình kinh tế, chia sẻ cũng đã xuất hiện một số rủi ro, thách thức như đã đề cập ở trên đối với nền kinh tế. Mặc dù còn ở mức độ khiêm tốn, song mô hình kinh tế chia sẻ đã và đang hiện hữu trong nền kinh tế Việt Nam, song về phía các cơ quan quản lý nhà nước việc quản lý sự vận hành của mô hình này còn nhiều lúng túng, hệ thống cơ sở pháp lý điều chỉnh hoạt động của “mô hình kinh tế chia sẻ” đang còn khoảng trống. Do đó, trong thời gian tới, nếu áp dụng đại trà “mô hình kinh tế chia sẻ” tất yếu phải có hệ thống pháp lý rõ ràng, minh bạch.

Trong thời gian tới, Nhà nước cạnh ban hành hệ thống các văn bản pháp lý cụ thể sau đây:

- Hệ thống các văn bản pháp lý về thuế điều chỉnh hoạt động của mô hình kinh tế chia sẻ” theo hướng vừa tạo điều kiện để phát triển kinh tế chia sẻ, vừa bảo đảm yêu cầu bình đẳng trong việc thực hiện nghĩa vụ thuế giữa các chủ thể trong nền kinh tế.
- Tiếp tục hoàn thiện Luật cạnh tranh khi có yếu tố kinh tế chia sẻ được áp dụng đại trà trong nền kinh tế
- Cùng với các văn bản quy phạm pháp luật nâng tính chất quản lý, điều chỉnh, Nhà nước cũng cần thiết nghiên cứu ban hành các cơ chế, chính sách hỗ trợ cho doanh nghiệp áp dụng “mô hình kinh tế chia sẻ” trong hoạt động sản xuất kinh doanh, như chính sách khuyến khích áp dụng CNTT-TT; chính sách tín dụng và nhiều sách khác liên quan....

KẾT LUẬN

Mô hình kinh tế chia sẻ là một mô hình kinh tế mới có nhiều tác dụng tích cực, được các nước nghiên cứu áp dụng mang lại nhiều diện mạo mới cho nền kinh tế nâng cao chất lượng và hiệu quả của nền kinh tế, đặc biệt là việc tiết kiệm nguồn lực xã hội. Song mô hình kinh tế chia sẻ cũng chứa đựng trong đó nhiều yếu tố rủi ro, thử thách khi áp dụng vào nền kinh tế, nhất là đối với các nước chưa hội đủ ba điều kiện như đã phân tích ở trên.

Với cách lập luận như vậy bài tham luận của tôi đi sâu nghiên cứu những cơ hội và thách thức khi áp dụng mô hình kinh tế chia sẻ vào kinh tế Việt Nam, đồng thời kiến nghị ba nhóm giải pháp nhằm vận hành nền kinh tế chia sẻ một cách thành công, đạt hiệu quả cao. Các nhóm giải pháp mà tôi đề xuất chủ yếu là kiến tạo ba điều kiện để vận dụng kinh tế chia sẻ thích ứng với hoàn cảnh của Việt Nam.

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MỐI QUAN HỆ GIỮA HÀNH VI TIÊU DÙNG VÀ LỐI SỐNG TỐI GIẢN CỦA GIỚI TRẺ HÀ NỘI

Trần Thị Kim Chi*, Nguyễn Thường Lạng**

TÓM TẮT: Bài viết tổng hợp, đưa ra khái niệm về hành vi tiêu dùng và lối sống tối giản. Kết hợp phân tích, nghiên cứu số liệu khảo sát trên đối tượng là giới trẻ Hà Nội (khảo sát, 2017) để làm rõ hơn mối quan hệ giữa hành vi tiêu dùng và lối sống tối giản (LSTG). Kết quả nghiên cứu cho ra được lối sống hình thành hành vi và hành vi hình thành lối sống. Một hành vi tiêu dùng bền vững hay không bền vững được hình thành từ nhận thức. Con người muốn thay đổi nhận thức tốt cần hình thành lối sống lành mạnh tác động trở lại hành vi tiêu dùng. Bài viết sử dụng phương pháp EFA và mô hình logit đa thức để đưa ra kết luận về mối quan hệ của hành vi tiêu dùng và lối sống tối giản.

Từ khóa: Lối sống tối giản; hành vi tiêu dùng; mối quan hệ; tiêu dùng bền vững.

Abstract: This research paper gives the concept of consumer behavior and minimalism. Analysis and research survey data on the young Ha Noi (survey, 2017) make the relationship between consumer behavior and minimalism clearly. The results show the lifestyle of formation behavior and the behavior of formation of lifestyle. A consumer behavior is sustainable or unsustainable formed from perceptions. People want to have good perceptions, need to form healthy lifestyles the impact back on consumer behavior. This paper uses the method EFA and polynomial logit model to show conclusions about the relationship between consumer behavior and minimalism. From these analyzes, the relationship between consumer behavior and minimalism is expressed by the following formula:

$Minimalism = Sustainable\ consumption + Maximum\ utility = Consumption + Cognitive + Maximum\ utility$

Keyword: Minimalism; consumer behavior; relationship, perceptions.

1. GIỚI THIỆU

Việc con người chạy theo chủ nghĩa tiêu dùng thiếu tính toán cẩn thận các giá trị thực sự của cuộc sống gây ảnh hưởng nặng nề đến xã hội và môi trường. Về mặt con người, chủ nghĩa tiêu dùng tạo ra những người thiếu triết lý về sự tồn tại về giá trị bên trong hay giá trị bên ngoài, thiếu cảm nhận hạnh phúc và sự bình an nội tâm, từ đó họ chưa thấy được trách nhiệm thật sự của mình đối với cộng đồng. Nguyên nhân chủ yếu đến từ con người, cụ thể là giới trẻ có độ tuổi từ 18-26 chưa có nhận thức đúng đắn về nhu cầu và giá trị bản thân đang tiêu dùng thiếu trách nhiệm. Từ việc phân tích nghiên cứu mối quan hệ của hành vi tiêu dùng và lối sống tối giản, bài nghiên cứu cung cấp một công cụ, phương pháp giúp khắc phục những hậu quả của chủ nghĩa tiêu dùng giúp con người tìm kiếm sự tự do, hạnh phúc.

1.1. Hành vi tiêu dùng

Có nhiều quan điểm về hành vi tiêu dùng, theo hiệp hội marketing Hoa Kỳ (AMA), hành vi tiêu dùng là sự tác động từ các yếu tố kích thích của môi trường đến nhận thức con người, qua sự tương tác đó con người

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thay đổi cuộc sống của họ. Bennet lại cho rằng hành vi tiêu dùng là những hành vi thể hiện đời để thỏa mãn nhu cầu cá nhân (Peter, 1988). Một quan điểm khác, hành vi tiêu dùng là quá trình mô tả cách thức người tiêu dùng ra quyết định lựa chọn và loại bỏ một loại sản phẩm hay dịch vụ (Charles và Carl, 2000). Như vậy hành vi tiêu dùng là toàn bộ hành động mà người tiêu dùng bộc lộ trong quá trình điều tra, mua sắm, sử dụng, đánh giá hàng hóa và dịch vụ nhằm thỏa mãn nhu cầu cá nhân.

Hành vi tiêu dùng chịu các kích thích của tác nhân, lực lượng bên ngoài người tiêu dùng, được chia làm hai nhóm. Nhóm một là tác nhân marketing như sản phẩm, giá bán, cách thức phân phối và hoạt động xúc tiến. Nhóm hai là tác nhân kích thích gồm: môi trường kinh tế, cạnh tranh, chính trị, văn hóa, xã hội. Hành vi tiêu dùng diễn ra gồm 5 giai đoạn. Người tiêu dùng thường bỏ qua các giai đoạn không cần thiết (do được thực hiện ở các lần mua trước), quá trình mua được lặp lại và bỏ qua một số giai đoạn. Quá trình này bắt đầu từ nhận biết nhu cầu của người tiêu dùng, tìm kiếm thông tin, đánh giá và so sánh các lựa chọn để quyết định mua và bước cuối cùng là đánh giá sau khi mua (Philip, 1999).

1.2. Lối sống tối giản

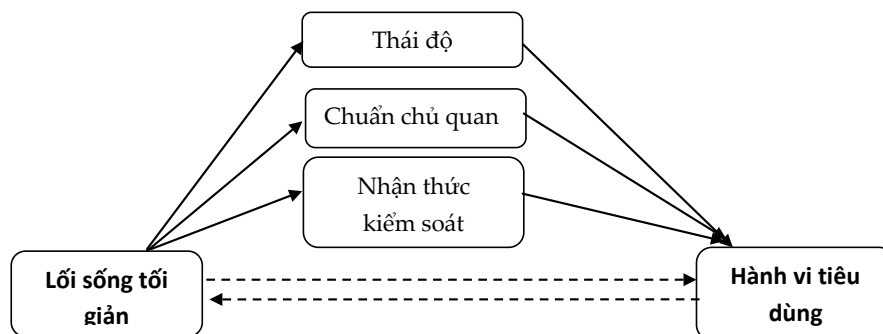
Có rất nhiều định nghĩa về lối sống tối giản (LSTG) hay chủ nghĩa tối giản, LSTG hiểu đơn giản là lối sống sở hữu ít đồ đạc và hạn chế mua sắm, tiết kiệm chi tiêu cho việc mua sắm. Một số quan điểm về lối sống tối giản của những nhà tư tưởng. “Cách sống đơn giản và khiêm tốn là tốt nhất cho mọi người, tốt nhất cho cả cơ thể và tâm trí” (Albert Einstein, 1879-1955). “Khi đơn giản hóa, quy luật của vũ trụ cũng trở nên đơn giản hơn, cô độc không còn là cô độc, nghèo đói không còn là nghèo đói, sự yếu đuối không còn là yếu đuối” (Henry, 1817-1862). Các triết gia, người nổi tiếng luôn nhận ra việc chạy theo những giá trị vật chất làm con người đau khổ. Nên tập trung vào những thứ làm con người hạnh phúc. Đó cũng là tiêu chí của lối sống tối giản. Các quan điểm lối sống tối giản hiện có, như sự tối giản không phải làm ít mà cần đầu tư thời gian và công sức hợp lý để đóng góp nhiều nhất bằng cách chỉ làm những việc cần thiết (Nghệ thuật tối giản, 2015). Bên cạnh đó Jusshua cũng chỉ ra lối sống tối giản là công cụ hỗ trợ tìm kiếm sự tự do, công cụ loại bỏ sự dư thừa, tập trung vào những gì quan trọng, tìm thấy hạnh phúc, hoàn hảo và tự do (Jusshua, 2010).

Tổng hợp các quan điểm trên, lối sống tối giản là công cụ, phương pháp giúp khắc phục những hậu quả của chủ nghĩa tiêu dùng giúp con người tìm kiếm sự tự do, hạnh phúc với những ràng buộc vật chất tối thiểu. Nó là một phương thức tiêu dùng dựa trên việc tối thiểu hóa điều kiện vật chất và tối đa hóa độ thỏa dụng hay lợi ích biên. Có thể biểu hiện ở công thức:

$$\text{Lối sống tối giản} = \text{Độ thỏa dụng tối đa} + \text{Trang bị vật chất tối giản}$$

1.3. Mối quan hệ giữa hành vi tiêu dùng và lối sống tối giản

Lối sống tối giản tác động tới hành vi tiêu dùng gián tiếp thông qua 3 nhân tố: Thái độ, chuẩn chủ quan (áp lực xã hội), nhận thức kiểm soát, cụ thể biểu hiện qua Biểu 1:



Biểu 1. Mối quan hệ giữa LSTG và HVTĐ theo quan điểm Kumar (2012).

Nguồn: Tác giả tổng hợp

Qua trên lối sống và hành vi tiêu dùng có tác động qua lại với nhau. Lối sống hình thành hành vi và hành vi hình thành lối sống. Hành vi tiêu dùng không bền vững được hình thành từ nhận thức. “Thay đổi lối sống đi kèm với thay đổi ý thức đạo đức” (UNESCO, 1997). Con người muốn thay đổi nhận thức cần hình thành lối sống lành mạnh tác động trở lại hành vi tiêu dùng. Có thể biểu hiện mối quan hệ qua công thức sau, công thức này là bước cụ thể hóa và làm rõ cho công thức (1):

$$LSTG = TDBV + \text{Mức thỏa dụng tối đa} = \text{Tiêu dùng} + \text{Nhận thức} + \text{Mức thỏa dụng tối đa}$$

2. XÂY DỰNG MÔ HÌNH NGHIÊN CỨU VÀ DỮ LIỆU NGHIÊN CỨU.

2.1. Hệ số Cronbach's Alpha

Phương pháp này cho phép loại bỏ các biến không phù hợp và hạn chế các biến rác trong quá trình nghiên cứu và đánh giá độ tin cậy của thang đo thông qua hệ số Cronbach's Alpha.

Theo các nhà nghiên cứu (Hoàng Trọng và Chu Nguyễn Mộng Ngọc, 2008):

0,8 < Hệ số Cronbach's Alpha < 1 : thang đo lường là tốt nhất.

0,7 < Hệ số Cronbach's Alpha < 0,8 : thang đo lường sử dụng được.

Hệ số Cronbach's Alpha \geq 0,6 : thang đo lường có thể sử dụng được.

Đồng thời những biến có hệ số tương quan biến tổng nhỏ hơn 0,3 và lớn hơn hệ số Alpha của nhóm chứa nó coi là biến rác và bị loại khỏi thang đo.

2.2. Phân tích nhân tố EFA

Hai mục tiêu chính của EFA là phải xác định:

- Số lượng các nhân tố ảnh hưởng đến một tập các biến đo lường.
- Cường độ về mối quan hệ giữa mỗi nhân tố với từng biến đo lường.

Ứng dụng của EFA

Được sử dụng nhiều trong lĩnh vực quản trị, kinh tế, tâm lý, xã hội học, . . . khi có được mô hình khái niệm (Conceptual Framework) từ các lý thuyết hay các nghiên cứu trước. Trong các nghiên cứu về kinh tế, thường sử dụng thang đo chỉ mục bao gồm rất nhiều câu hỏi (biến đo lường) đo lường các khái niệm trong mô hình khái niệm, và EFA góp phần rút gọn một tập gồm nhiều biến đo lường thành một số nhân tố. Khi có được một số ít các nhân tố, sử dụng các nhân tố này với tư cách là các biến độc lập trong hàm hồi quy bội khi đó, mô hình sẽ giảm khả năng vi phạm đa cộng tuyến.

2.3. Mô hình Logit đa thức.

Kết quả từ mô hình logit đa thức cho chúng ta biết tác động khi thay đổi giá trị của một biến tới những khả năng tương đối (relative probabilities) của hai trong các kết quả có thể thu được (Nguyễn Đăng Hào, 2012). Mô hình logit đa thức được trình bày như sau:

$$\Pr (y>1) = \text{logit}^{-1} (X.\beta)$$

$$\Pr (y>2) = \text{logit}^{-1} (X.\beta - c_2)$$

$$\Pr (y>3) = \text{logit}^{-1} (X.\beta - c_3)$$

...

$$\Pr (y> k-1) = \text{logit}^{-1} (X.\beta - c_{k-1})$$

Nguồn: Gelman and Hill, 2007.

Hồi quy thứ tự được thực hiện dựa trên 4 giả định sau:

1. Biến phụ thuộc là biến dạng thứ tự, chẳng hạn các biến sử dụng thang đo Likert (3 bậc, 5 bậc hoặc 7 bậc). Tham khảo bài viết các loại thang đo trong phân tích dữ liệu.
2. Biến độc lập có thể là biến liên tục, thứ tự hoặc phân loại (bao gồm cả nhị phân).
3. Không có sự đa cộng tuyến giữa các biến độc lập.
4. Giả định về tỉ lệ khả dĩ. Mọi quan hệ giữa mỗi cặp trong các nhóm kết quả là như nhau.

3. XỬ LÝ KẾT QUẢ NGHIÊN CỨU

Kiểm định Cronbach's alpha

Bảng 1. Kết quả kiểm định Cronbach's Alpha.

| Đang thật sự cần thiết | Hệ số tương quan biến- tổng | Mua vì xuất xứ sản phẩm | Hệ số tương quan biến-tổng | Lên danh sách đồ dùng nên mua | Hệ số tương quan biến- tổng |
|------------------------|-----------------------------|-------------------------|----------------------------|-------------------------------|-----------------------------|
| tb1 | 0.4357 | fb1 | 0.6002 | bb1 | 0.5702 |
| tb2 | 0.6663 | fb2 | 0.7446 | bb2 | 0.7346 |
| tb3 | 0.7033 | fb3 | 0.6331 | bb3 | 0.6921 |
| tb4 | 0.6449 | fb4 | 0.6305 | bb4 | 0.6716 |
| tb5 | 0.6197 | fb5 | 0.5370 | bb5 | 0.4476 |
| tb6 | 0.6945 | | | bb6 | 0.4464 |
| | | | | bb7 | 0.4590 |
| Hệ số Cronbach's Alpha | 0.6901 | | 0.6218 | | 0.6716 |

Nguồn: Số liệu điều tra và xử lý STATA năm 2018

Hệ số Cronbach's Alpha = 0.6901 > 0.6 nên thang đo đạt tiêu chuẩn. Đồng thời, các biến quan sát đều có hệ số tương quan biến-tổng cao và lớn hơn 0,3 nên các biến đạt yêu cầu về độ tin cậy.

Kiểm định KMO và Kiểm định Bartlett:

Có 17 biến được đưa vào phân tích nhân tố khám phá EFA để đánh giá lại mức độ hội tụ của các biến quan sát theo các thành phần. Điều kiện cho phương pháp này là kiểm định số lượng mẫu đã được điều tra có thích hợp cho kỹ thuật phân tích này hay không, nghĩa là quy mô của mẫu phải đủ lớn. Phương pháp này được gọi là kiểm định KMO và Bartlett kiểm định này được dùng để xem xét sự thích hợp của phân tích nhân tố. Kết quả kiểm định cho thấy dữ liệu điều tra với hệ số KMO bằng 0.746 > 0.06 và với mức ý nghĩa của kiểm định Bartlett là 0,000 < 0,05 cho thấy dữ liệu phù hợp cho phương pháp phân tích nhân tố.

Kết quả phân tích nhân tố khám phá EFA cho hành vi tiêu dùng.

Thông qua phương pháp xoay nhân tố Varimax và tổng phương sai trích bằng 0.6483 đã giải thích 64,83% sự biến thiên của các nhóm nhân tố bởi các biến quan sát, hệ số tải 0,5 được sử dụng nhằm bảo đảm mức ý nghĩa thực tiễn của của mô hình, giá trị Eigenvalue được đề cập thoả mãn điều kiện lớn hơn 1. Kết quả phân tích như sau:

Bảng 2. Kết quả phân tích nhân tố khám phá EFA cho hành vi tiêu dùng.

| | Nhóm nhân tố 1 | Nhóm nhân tố 2 | Nhóm nhân tố 3 |
|--|----------------|----------------|----------------|
| Đang thật sự cần thiết | | | |
| Mua theo ngẫu hứng | 0.5070 | | |
| Mua khi đi du lịch | 0.5713 | | |
| Mua trước các dịp lễ, hội | 0.5874 | | |
| Mua khi giảm giá và khuyến mại. | 0.5983 | | |
| Mua khi vừa nhận lương | 0.6039 | | |
| Mua vì trào lưu, xu hướng | 0.5430 | | |
| Mua vì nhãn hiệu sản phẩm | 0.6003 | | |
| Mua vì xuất xứ sản phẩm | | | |
| Mua vì kiểu dáng sản phẩm đẹp | 0.6383 | | |
| Mua vì hợp phong cách cá nhân | 0.5350 | | |
| Lên danh sách đồ cần dùng | | 0.6634 | |
| Đọc nhãn mác trên sản phẩm (thành phần, nguồn gốc, hạn sử dụng) | | 0.7846 | |
| Lựa chọn sản phẩm thân thiện với môi trường | | 0.7404 | |
| Tìm hiểu các chất độc hại có trong sản phẩm để lưu ý khi mua hàng | | 0.6974 | |
| Mua đồ sau đó không sử dụng đến (ví dụ như: thức ăn, quần áo...) | | | 0.7640 |
| Tích trữ đồ đến khi nào đó sẽ dùng | | | 0.7336 |
| Không sử dụng cũng không biết vứt đi đâu. | | | 0.8069 |

Nguồn: Số liệu điều tra và xử lý STATA năm 2018

Nhóm yếu tố thứ nhất đại diện cho “Yếu tố cảm xúc” bao gồm các vấn đề liên quan: Mua theo ngẫu hứng, mua khi đi du lịch, mua trước các dịp lễ, hội, mua khi giảm giá và khuyến mại, mua khi vừa nhận lương, mua vì trào lưu, xu hướng, mua vì nhãn hiệu sản phẩm, mua vì kiểu dáng sản phẩm đẹp, mua vì hợp phong cách cá nhân. Nhóm yếu tố thứ 2 này đại diện cho các “Yếu tố nhận thức”, bao gồm các vấn đề liên quan: Lên danh sách đồ cần dùng, đọc nhãn mác trên sản phẩm (thành phần, nguồn gốc, hạn sử dụng), lựa chọn sản phẩm thân thiện với môi trường, tìm hiểu các chất độc hại có trong sản phẩm để lưu ý khi mua hàng. Và nhóm yếu tố thứ 3 đại diện cho các “Yếu tố lưu trữ” bao gồm các vấn đề liên quan: Mua đồ sau đó không sử dụng đến (ví dụ như: thức ăn, quần áo...), tích trữ đồ đến khi nào đó sẽ dùng, không sử dụng cũng không biết vứt đi đâu. Các nhóm yếu tố này vẫn giữ nguyên như mô hình ban đầu.

Mô hình tổng

Đo lường mức độ tác động của các yếu tố thuộc hành vi tiêu dùng đến lối sống tối giản, tiến hành phân tích hồi quy các biến độc lập, với biến phụ thuộc là lối sống tối giản là biến nhị phân.

Bảng 3. Mô hình đo lường mức độ tác động của các yếu tố thuộc hành vi tiêu dùng đến lối sống tối giản.

| Bạn có sẵn sàng bỏ bớt đồ đạc của mình nếu biết chúng không thực sự cần thiết không ? | Robust | |
|---|--------|----------|
| | Coef. | Std.Err. |
| Mua theo ngẫu hứng | -0.521 | .1829 |
| Mua khi đi du lịch | .0863 | .1611 |
| Mua trước các dịp lễ hội | -.3509 | .1625 |
| Mua khi giảm giá, khuyến mãi | .0216 | .175 |
| Mua khi vừa nhận lương | -.0816 | .1399 |
| Mua vì trào lưu, xu hướng | .3159 | .1367 |
| Mua vì nhãn hiệu sản phẩm | -.1921 | .1314 |

| | | |
|--|--------|-------|
| Mua vì kiểu dáng sản phẩm đẹp | -.1834 | .1547 |
| Mua vì hợp phong cách cá nhân | .2355 | .1880 |
| Lên danh sách đồ dùng nên mua | .0086 | .1410 |
| Đọc nhãn mác trên sản phẩm(thành phần, nguồn gốc, hạn sử dụng) | -.1442 | .1475 |
| Lựa chọn sản phẩm thân thiện với môi trường | .2967 | .1863 |
| Tìm hiểu về các chất độc hại có trong sản phẩm để lưu ý khi mua hàng | -.1132 | .1562 |
| Mua đồ sau đó không sử dụng đến(VD: thức ăn, đồ dùng, quần áo...) | .0682 | .2404 |
| Tích trữ đồ đến khi nào đó sẽ dùng | -.5493 | .1634 |
| Không dùng cũng không biết vứt đi đâu | .04634 | .1368 |
| Số quan sát | 277 | |
| Prob > chi2 | 0.0000 | |

Nguồn: Số liệu điều tra và xử lý STATA năm 2018

Từ kết quả mô hình ta có thể thấy Prob > chi2 có sig. < 0.05 đồng nghĩa với việc mô hình phù hợp với dữ liệu nghiên cứu. Mô hình sử dụng sai số chuẩn mạnh (robust standard errors) để khắc phục phương sai thay đổi. Theo Greene và Hensher (2009), hệ số trong mô hình trên không thể được nhận xét theo mô hình hồi quy thông thường mà phải được ước tính xác suất dự đoán khi “*Bạn có sẵn sàng bỏ bớt đồ đạc của mình nếu biết chúng không thực sự cần thiết không?*” Dựa theo phương pháp của Hamilton (2006) kết quả xác suất dự đoán được ước tính như sau:

Bảng 4. Xác suất dự đoán mức sẵn sàng bỏ bớt đồ đạc.

| | |
|-----------|--------|
| Không bỏ | 0.0327 |
| Có thể | 0.5328 |
| Chắc chắn | 0.4345 |

Nguồn: Số liệu điều tra và xử lý STATA năm 2018

Với mức tin cậy 95%, với câu hỏi trên có kết quả trả lời không bỏ bớt đồ đạc có xác suất 3.27% tương đương có 3 trên 100 người sẽ không bỏ bớt đồ đạc của mình. Đa số mọi người có suy nghĩ là sẽ bỏ bớt đồ đạc đi nếu chúng thực sự không cần thiết, để sống cuộc sống đơn giản. Có xác suất 0.5328 tương đương khoảng 53 người trên 100 người có thể sẽ bỏ bớt đồ đạc. Cùng với đó xác suất các bạn chắc chắn bỏ đồ mình cảm thấy thực sự không cần thiết đi là 0.4345 tương đương có 43 người trên 100 người chắc chắn về việc bỏ đồ đạc đi nếu không thực sự cần thiết. Thay vào việc bỏ những đồ không dùng đến, hoặc mua nhưng chỉ dùng 1-2 lần, mọi người có thể mua sắm đồ thông minh hơn. Chọn những đồ, những thứ thực sự cần thiết, phục vụ đúng nhu cầu mà người mua đang cần nhất thay vì chọn những thứ mình mua theo cảm xúc hoặc mua chỉ vì quảng cáo của sản phẩm. Lối sống tối giản sẽ là một phương pháp, là một giải pháp đề xuất để bạn tìm ra thứ bạn thấy cần thiết đối với bản thân.

Xét sự khác biệt giữa giới tính

Bảng 5. Xác suất dự đoán sự khác biệt giữa giới tính

| Chỉ tiêu | Nam | Nữ |
|-----------|--------|--------|
| Không bỏ | 0.0225 | 0.0350 |
| Có thể | 0.3774 | 0.5988 |
| Chắc chắn | 0.6001 | 0.3663 |

Nguồn: Số liệu điều tra và xử lý STATA năm 2018

Với mức tin cậy 95%, khi hỏi về “Bạn có sẵn sàng bỏ bớt đồ đạc của mình nếu biết chúng không thực sự cần thiết không?”, xét trên khía cạnh giới tính thì với câu trả lời không bỏ bớt đồ đạc xác suất với nam là 2.25% tương đương là có 2 người nam trên 100 bạn sẽ không bỏ bớt đồ đạc của mình và với các bạn nữ thì xác suất đó là 3.5% tương đương là có 3 trên 100 bạn không bỏ bớt đồ đạc của mình. Với câu trả lời là có thể thì xác suất với các bạn nam là 37.74% tương đương có 37 bạn trên 100 bạn có thể bỏ bớt đồ đạc của mình với các bạn nữ thì xác suất đó là 59.88% tương đương có 59 bạn trên 100 bạn có thể bỏ bớt đồ đạc. Do tâm lý bạn nữ thường đắn đo khi đưa ra 1 quyết định nên khi ra kết quả là có thể vứt bớt đồ đạc thì xác suất nữ lại cao hơn nam. Với câu trả lời “Chắc chắn” cho câu hỏi trên thì xác suất đối với các bạn nam là 60.01% tương đương có 60 bạn trên 100 bạn sẵn sàng bỏ đồ đạc ngay khi nó không cần thiết với mình, với các bạn nữ thì xác suất là 36.63% tương đương có 36 bạn trên 100 bạn chắc chắn bỏ đồ đạc của mình nếu biết chúng không thực sự cần thiết.

Bảng 6. Xác suất dự đoán dựa vào địa điểm sinh hoạt.

| Chỉ tiêu | Nhà gia đình, người thân | Phòng trọ |
|---------------|--------------------------|-----------|
| Không bỏ | 0.0107 | 0.0401 |
| Có thể | 0.5523 | 0.5440 |
| Chắc chắn rồi | 0.4370 | 0.4160 |

Nguồn: Số liệu điều tra và xử lý STATA năm 2018

Với mức tin cậy 95%, khi hỏi về “Bạn có sẵn sàng bỏ bớt đồ đạc của mình nếu biết chúng không thực sự cần thiết không?”, dựa vào hoàn cảnh sống hiện tại thì với những bạn đang sống tại nhà gia đình hoặc người thân thì xác suất 1.07% tương ứng với 1 người trên 100 người không bỏ và với những bạn đang ở phòng trọ là 4.01% tương ứng với 4 trên 100 người sẽ không sẵn sàng bỏ bớt đồ đạc của mình nếu biết chúng không thực sự cần thiết. Với câu trả lời là “Có thể”, với những bạn ở nhà với gia đình, người thân thì xác suất là 55.23% tương ứng với 55 người trên 100 người và với những bạn ở phòng trọ và không sống với gia đình và người thân thì xác suất đó là 41.6% tương ứng với 41 người trên 100 người. Những bạn ở trọ đa số phải mua sắm hết những đồ dùng cá nhân cần thiết, quần áo... Những bạn ở gia đình, người thân có thể phụ thuộc một phần, đỡ đi chi phí mua sắm. Nên việc lựa đồ trong quá trình mua sắm cũng kĩ hơn. Nên xác suất với câu trả lời “Không bỏ” về việc bỏ bớt đồ đạc nếu không cần thiết của các bạn cao hơn các bạn ở cùng gia đình và người thân.

4. KẾT LUẬN

4.1. Kết luận

Trong quá trình mua sắm, các bạn trẻ bị ngập bởi đa số thông tin quảng cáo trên mạng xã hội. Rồi việc mua sắm cũng bị những chiến lược quảng cáo của các hãng đồ dùng, hãng quần áo chi phối. Dẫn đến việc mua sắm quá mức, các kết quả cho thấy, hành vi tiêu dùng bị chi phối bởi 3 nhóm yếu tố chính: “Yếu tố cảm xúc”, “Yếu tố nhận thức” và “Yếu tố lưu trữ”. Qua phân tích làm rõ hơn về mối quan hệ hai chiều, tác động qua lại giữa hành vi tiêu dùng và lối sống tối giản. Mối quan hệ giữa hành vi tiêu dùng và lối sống tối giản được biểu diễn qua công thức:

$$LSTG = TDBV + \text{Mức thỏa dụng tối đa} = \text{Tiêu dùng} + \text{Nhận thức} + \text{Mức thỏa dụng tối đa}$$

Phân tích mối quan hệ giữa hành vi tiêu dùng và lối sống tối giản sẽ giúp cho người tiêu dùng đưa ra

quyết định tốt hơn khi mua sắm. Lối sống tối giản là một lựa chọn giúp con người giảm sự chi phối bởi các yếu tố, làm chủ bản thân hơn trong quá trình tiêu dùng..

4.2. Đề xuất

Thứ nhất, nhà nước nên tạo ra các chiến dịch truyền thông sâu rộng qua mạng xã hội, ti vi, đoàn thanh niên...nhằm lan tỏa tư tưởng của lối sống tối giản đến mọi người trong cộng đồng. Cùng với đó tạo điều kiện hỗ trợ các tổ chức, dự án hoạt động về lối sống tối giản.

Thứ hai, nhà trường là đơn vị chủ quản, trực tiếp quản lý hoạt động học tập và rèn luyện của giới trẻ-đặc biệt là sinh viên, nên những chính sách của nhà trường có tác động trực tiếp tới việc tiếp cận vấn đề của sinh viên trong trường. Một số giải pháp đề xuất: nhà trường xây dựng môi trường giúp sinh viên thực hành lối sống tối giản. Xây dựng các câu lạc bộ, cộng đồng về lối sống tối giản trong trường. Cùng với đó lồng ghép nội dung của bài nghiên cứu vào trong nội dung giảng dạy một số môn xã hội để rèn luyện nhận thức cho sinh viên thường xuyên hơn.

Thứ ba, tự nâng cao nhận thức của bản thân về trách nhiệm của mình đối với môi trường, đối với cộng đồng. Mỗi cá nhân trong một tập thể có ý thức hơn trong việc tiêu dùng sẽ góp phần vào quá trình thực hiện mục tiêu dài hạn là tiêu dùng bền vững.

Thứ tư, cần giáo dục, nâng cao nhận thức giới trẻ, bắt đầu từ ý thức tiết kiệm đến mức tối giản từ hành vi tránh lãng phí tiền bạc, của cải, vật chất, thời gian của các bậc phụ huynh như ông bà, bố mẹ, anh chị, em... Những lối sống, tư tưởng tối giản của các thế hệ trước là ví dụ thuyết phục có giá trị với thế hệ trẻ. Việc giáo dục gia đình, xây dựng văn hóa lối sống tối giản để điều chỉnh hành vi tiêu dùng là giá trị văn hóa cần được xây dựng và phát huy trong xã hội tiêu thụ vật chất ngày càng gia tăng.

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KẾ TOÁN TRÁCH NHIỆM TRONG CÁC DOANH NGHIỆP

Ngô Thế Chi*

TÓM TẮT: Nền kinh Việt Nam đang có sự phát triển khá nhanh và ngày càng hội nhập sâu với nền kinh tế thế giới. Song, các doanh nghiệp Việt Nam tiếp tục đối mặt với những khó khăn, thách thức do ảnh hưởng của khủng hoảng tài chính thế giới những năm qua. Vì thế, để có sự phát triển bền vững của nền kinh tế nói chung và của các doanh nghiệp nói riêng thì ngoài việc nhà nước điều chỉnh chính sách vĩ mô phù hợp, các doanh nghiệp phải có được hệ thống công cụ quản lý hữu hiệu phục vụ cho việc ra các quyết định kịp thời, linh hoạt trong quá trình SXKD. Một trong những công cụ quản lý có thể coi là hữu hiệu nhất đối với các doanh nghiệp, đó là kế toán quản trị (KTQT), trong đó, kế toán trách nhiệm (KTTN) là một bộ phận quan trọng. Tuy nhiên, KTTN là một nội dung còn mới đối với các doanh nghiệp nước ta, vì thế cần được nghiên cứu về lý luận để có thể áp dụng vào thực tiễn tốt nhất. Trong phạm vi bài viết này, tác giả làm rõ hơn sự hình thành KTTN, các quan điểm khác nhau về KTTN, phân loại KTTN, đối tượng sử dụng thông tin KTTN, nội dung, vai trò, các yếu tố và tác động của kế toán trách nhiệm đến thành quả của doanh nghiệp.

Từ khóa: Kế toán trách nhiệm; doanh nghiệp Việt Nam; quan điểm;

Abstract: Economic responsibility audit (ERA) by The State Audit of China (CNAO) is a special stype of the history of international audit. It is a great dedication of The State Audit of China. ERA is the work based on legal provisions conducted surveillance, assessment and appraisal of the implementation of economic responsibility of the leader of state enterprises and the leader of government departments and other agencies. Thus, the object of ERA is mainly "human". With the experience of CNAO and the real situation in Vietnam, ERA is the major tasks of the SAV in the fight against corruption and wastefulness in the near future.

Keywords: economic responsibility audit

1. SỰ HÌNH THÀNH KẾ TOÁN TRÁCH NHIỆM TRONG DOANH NGHIỆP

Bất kể quốc gia nào trong quá trình phát triển nền kinh tế, con người luôn luôn tìm mọi cách để quản lý tốt, nâng cao hiệu quả SXKD. Các doanh nghiệp, trong quá trình phát triển của mình luôn tìm những công cụ quản trị hợp lý và có hiệu lực nhằm đạt được mục tiêu phát triển bền vững. Từ đó, lần lượt các công cụ quản trị được hình thành và phát triển, hoàn thiện dần để phù hợp với sự phát triển ngày càng cao của nền kinh tế nói chung và của các doanh nghiệp nói riêng.

Hạch toán kế toán ra đời và trở thành một trong những công cụ quản trị đặc lực cho nhà quản trị doanh nghiệp. Sự phát triển của hạch toán kế toán ngày càng cao, dẫn đến việc ứng dụng vào thực tế quản trị doanh nghiệp ngày càng hiệu quả và phù hợp. Ngược lại, chính sự phát triển của các doanh nghiệp đòi hỏi kéo theo sự phát triển của các công cụ quản trị, trong đó có kế toán.

Để phát triển doanh nghiệp, tất yếu các nhà quản trị cần thiết phải có sự phân cấp và phân quyền quản lý theo các cấp độ khác nhau. Xuất phát từ đó, một loại kế toán mới được hình thành, đó là kế toán được sử dụng

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cho nhà quản trị nhằm kiểm soát mọi hoạt động của quá trình SXKD. Loại kế toán này gọi là kế toán quản trị. Song, loại kế toán này gắn với trách nhiệm của nhà quản trị các cấp nên được gọi là kế toán trách nhiệm.

Như vậy, cơ sở hình thành kế toán trách nhiệm cũng như điều kiện để áp dụng KTTN là sự phân cấp, phân quyền trong doanh nghiệp. Có thể nói rằng, nếu doanh nghiệp không có sự phân cấp, phân quyền thì khó có thể áp dụng KTTN. Vì thế, cấp, phân quyền quản lý vừa là tiền đề vừa là động lực thúc đẩy sự hình thành và áp dụng kế toán trách nhiệm. Khi một doanh nghiệp phát triển về quy mô, đòi hỏi sự phân cấp, phân quyền ngày càng trở nên cần thiết nhằm đảm bảo cho công tác quản trị của nhà quản lý càng được sát với thực tế hoạt động của doanh nghiệp. Sự phân cấp, phân quyền của doanh nghiệp nhằm đáp ứng yêu cầu quản lý theo năng lực chuyên môn nhất định và phát huy được tính chủ động, sáng tạo của từng cấp quản trị cũng như của từng người quản trị riêng biệt và thậm trí của từng người lao động trong doanh nghiệp. Theo đó, hoạt động quản trị doanh nghiệp thường sử dụng hai phương pháp quản lý để đưa ra quyết định kinh doanh tối ưu, đó là ra quyết định tập trung và ra quyết định phân quyền. Các nhà quản trị cấp cao nhất được quyền ra các quyết định tập trung, là những quyết định liên quan đến công việc quản lý toàn doanh nghiệp, các nhà quản trị cấp thấp hơn có nhiệm vụ thực hiện các quyết định đó trên tinh thần chủ động, sáng tạo và chịu trách nhiệm hoàn toàn về các quyết định thực thi nhiệm vụ của mình. Nói cách khác, trong doanh nghiệp phân cấp, phân quyền gồm nhiều đơn vị/bộ phận được giao những nhiệm vụ khác nhau nhằm thực hiện nhiệm vụ chung của toàn doanh nghiệp. Các đơn vị/bộ phận này có trách nhiệm thực hiện tốt nhiệm vụ được giao trên tinh thần tự chủ, chủ động, sáng tạo và phải chịu trách nhiệm trước lãnh đạo doanh nghiệp về những hoạt động thuộc nhiệm vụ, quyền hạn được giao.

Đối với những doanh nghiệp có quy mô không lớn, nhà quản trị cấp cao có thể vừa lập kế hoạch vừa điều hành mọi hoạt động của doanh nghiệp. Song, khi quy mô của doanh nghiệp phát triển mở rộng hơn thì khối lượng công việc quản lý cũng ngày càng nhiều và phức tạp hơn, khi đó cần phải có sự phân cấp, phân quyền nhằm giao bớt công việc quản lý cụ thể cho từng cấp quản trị để công tác quản trị doanh nghiệp đạt được hiệu quả cao nhất.

Như vậy, phân cấp, phân quyền trong quản lý là xu thế tất yếu trong quá trình phát triển mở rộng quy mô và đa dạng hóa lĩnh vực hoạt động của bất kể doanh nghiệp nào. Điều này luôn đúng và trở thành lý luận nền tảng của sự phát triển nền kinh tế. Phân cấp, phân quyền trong quản trị doanh nghiệp có nhiều ưu điểm, song cũng có những hạn chế nhất định. Tuy nhiên, chỉ có thể phân cấp, phân quyền trong quản trị doanh nghiệp mới có thể phát huy được thế mạnh về tự chủ, tự sáng tạo của mỗi đơn vị/bộ phận và người lao động. Đó cũng chính là tiền đề tạo ra sự phát triển bền vững cho doanh nghiệp.

Muốn doanh nghiệp phát triển một cách bền vững thì từng đơn vị/bộ phận, từng nhà quản trị các cấp phải phấn đấu hoàn thành nhiệm vụ được giao. Nhà quản trị cấp cao phải thường xuyên giám sát, kiểm tra, phân tích đánh giá kết quả của mọi hoạt động xảy ra trong các đơn vị/bộ phận thuộc doanh nghiệp nhằm đạt được mục tiêu chung toàn doanh nghiệp. Đồng thời, phân tích đánh giá nguyên nhân của việc hoàn thành hay không hoàn thành kế hoạch/dự toán của từng đơn vị/ bộ phận. Từ đó, xem xét trách nhiệm quản lý của từng nhà quản trị cấp thấp hơn đứng đầu của một đơn vị/bộ phận. Bởi vậy, các doanh nghiệp cần có một hệ thống chuyên cung cấp thông tin cho hoạt động kiểm tra, đánh giá thành quả hoạt động của các đơn vị/bộ phận cũng như năng lực quản lý của các nhà quản trị trong doanh nghiệp. Đó chính là kế toán trách nhiệm, “ trong đó mỗi nhà quản trị phải chịu trách nhiệm về các hoạt động do mình kiểm soát và đo lường thành quả của các nhà quản trị đã đạt được. Mục đích của kế toán trách nhiệm là thiết lập, báo cáo mối quan hệ và nguyên nhân, ảnh hưởng của các hoạt động do các nhà quản trị thực hiện cũng như kết quả tài chính và phi tài chính của các hoạt động này” [8]

1.2. Một số quan điểm về kế toán trách nhiệm

Hiện nay, có rất nhiều khái niệm khác nhau về KTTN. Trong phạm vi bài viết này, tác giả nêu ra và phân tích một số khái niệm cụ thể của một số tác giả trong và ngoài nước về KTTN, từ đó đưa ra quan điểm riêng.

-Từ năm 1952 John A Higgins [6] đã nghiên cứu về KTTN và cho rằng KTTN là công cụ để kiểm soát chi phí và đánh giá kết quả hoạt động cho từng cá nhân, xác định trách nhiệm của người đứng đầu một tổ chức. Hệ thống này được thiết kế cho tất cả các cấp quản lý trong tổ chức/đơn vị.

-Tác giả Joseph. P. Vogel (1962) đã nghiên cứu và đề cập đến việc xây dựng và thiết lập KTTN trong doanh nghiệp, Ông cho rằng tùy thuộc vào quy mô hoạt động của doanh nghiệp mà KTTN được thiết kế phù hợp với cơ cấu tổ chức và phân cấp quản lý của mỗi doanh nghiệp. KTTN phải được xây dựng và thiết lập dựa trên phân cấp quản lý nhằm thu thập được thông tin thực hiện kiểm soát hoạt động kinh doanh của từng bộ phận, trên cơ sở đó cung cấp thông tin cho nhà quản lý để ra các quyết định một cách có hiệu quả

-Tác giả Joseph. P. Vogel (1962) đã nghiên cứu và đề cập đến việc xây dựng và thiết lập KTTN trong doanh nghiệp, Ông cho rằng tùy thuộc vào quy mô hoạt động của doanh nghiệp mà KTTN được thiết kế phù hợp với cơ cấu tổ chức và phân cấp quản lý của mỗi doanh nghiệp. KTTN phải được xây dựng và thiết lập dựa trên phân cấp quản lý nhằm thu thập được thông tin thực hiện kiểm soát hoạt động kinh doanh của từng bộ phận, trên cơ sở đó cung cấp thông tin cho nhà quản lý để ra các quyết định một cách có hiệu quả.

-Năm 1997, nhóm tác giả Anthony A.Athinson, Rajiv.D.Banker, Robert S và S.mark Young quan điểm KTTN là một bộ phận của hệ thống kế toán có chức năng thu thập, tổng hợp và báo cáo các thông tin liên quan đến chi phí, thu nhập, kết quả hoạt động của từng bộ phận mà họ có trách nhiệm kiểm soát. Tính kiểm soát còn được các tác giả Prof.B .Venkat Rathnam và Prof.K.Raj Reddy thể hiện qua khái niệm về KTTN: KTTN là một hệ thống kiểm soát của nhà quản lý được dựa trên những nguyên tắc về ủy quyền, phê chuẩn và xác định trách nhiệm. Sự ủy quyền được giao đến từng trung tâm trách nhiệm, nhà quản lý phải chịu trách nhiệm theo từng phân khu, chi nhánh hay phòng ban trong doanh nghiệp.

- Theo nhóm tác giả Jerry J.Weygandt, Paul D, Kimmel, Donald E.Kieso (2008), KTTN là một bộ phận của kế toán quản trị, nó liên quan đến việc tích lũy, báo cáo về thu nhập và chi phí trên cơ sở nhà quản lý có quyền đưa ra những quyết định trong hoạt động hàng ngày về các vấn đề đó. Chỉ cần thông qua việc kiểm soát chi phí, nhà quản lý có thể điều hành tổ chức một cách có hiệu quả.

- James R Martin định nghĩa: “ KTTN là hệ thống kế toán cung cấp thông tin và kết quả, hiệu quả hoạt động của các bộ phận, các đơn vị trong tổ chức. Đó là công cụ đo lường, đánh giá hoạt động của những bộ phận liên quan đến đầu tư, lợi nhuận, doanh thu và chi phí mà mỗi bộ phận đều có quyền và trách nhiệm riêng biệt”. [5] Với quan điểm này, tác giả đã dựa trên cơ sở phân chia một tổ chức thành những trung tâm trách nhiệm, các bộ phận được giao quyền để thực hiện một phần hay toàn bộ công việc nào đó. Việc phân quyền trong tổ chức tạo nên sự phân cấp và đòi hỏi cấp trên phải theo dõi và đánh giá kết quả của các cấp dưới. Theo đó, doanh nghiệp sẽ bao gồm các trung tâm trách nhiệm như trung tâm chính gồm trung tâm chế tạo, sản xuất, trung tâm tiếp liệu, trung tâm bán hàng và các trung tâm phụ chủ yếu cung cấp lao vụ phục vụ cho hoạt động của trung tâm chính, gồm trung tâm hành chính, quản trị, tài chính...

-Theo Meda,ibrahim (2003) trong cuốn sách“ System of responsibility accounting in the Jordanian Shareholding companies” thì kế toán trách nhiệm là phương pháp quản trị nhằm thiết kế hệ thống kế toán để kiểm soát các chi phí phát sinh trong quá trình hoạt động của doanh nghiệp thông qua mối quan hệ trực tiếp giữa báo cáo kế toán với người đứng đầu của một bộ phận hay các trung tâm được phân quyền. Hệ thống kế toán này cung cấp thông tin nhằm đánh giá trách nhiệm và thành quả của mỗi nhà quản lý các cấp trong doanh nghiệp.

- Nhóm tác giả Clive R. Emmanuel, David. T. Otley, KennethA. Merchant đã có quan điểm về KTTN như sau: KTTN là việc thu thập và báo cáo những thông tin tài chính về những trung tâm khác nhau trong một tổ chức. Theo quan điểm này, KTTN được xem xét từ chi phí, thu nhập, lợi nhuận đến những người chịu trách nhiệm về các chỉ tiêu đó. KTTN phù hợp với các tổ chức mà ở đó, nhà quản lý cấp cao thực hiện chuyển giao quyền ra quyết định cho các cấp dưới.

- Tác giả Nguyễn Hữu Phú, Trong luận án tiến sỹ của mình cho rằng “ Kế toán trách nhiệm được coi là một trong những công cụ tài chính hữu ích cho việc kiểm soát và điều hành hoạt động kinh doanh của các nhà quản trị trong doanh nghiệp. Việc chú ý nội dung kế toán trách nhiệm sẽ giúp doanh nghiệp phát huy tối đa nguồn lực hiện có và phát triển một cách bền vững” [9]

- Tác giả Nguyễn Thái An, Đại học Công nghệ giao thông vận tải cho rằng “ KTTN là một hệ thống thừa nhận mỗi bộ phận trong một tổ chức có quyền chỉ đạo và chịu trách nhiệm về những nghiệp vụ riêng biệt thuộc về phạm vi quản lý của mình. Họ phải xác định đánh giá và báo cáo cho tổ chức, thông qua đó cấp quản lý cao hơn sử dụng những thông tin này để đánh giá thành quả trong tổ chức” [1]. Trên một góc độ khác, các tác giả này còn cho rằng “ KTTN là một công cụ để đo lường về kết quả hoạt động của khu vực nào đó trong tổ chức, qua đó giúp nhà quản trị kiểm soát và đánh giá trách nhiệm quản trị ở từng cấp quản trị khác nhau” [1]

Tùy thuộc vào đặc điểm cơ cấu tổ chức, mức độ phân cấp quản lý và mục tiêu của nhà quản trị doanh nghiệp mà chia ra thành các trung tâm trách nhiệm tương ứng. Mỗi trung tâm trách nhiệm trong một tổ chức được toàn quyền kiểm soát các hoạt động của trung tâm mình như quản lý về chi phí, doanh thu và các khoản đầu tư. Các trung tâm trách nhiệm tạo ra mối quan hệ liên hoàn trong hệ thống quản lý của doanh nghiệp.

Như vậy, hiện nay có rất nhiều quan niệm khác nhau về KTTN. Mỗi quan niệm đều thể hiện ở một góc độ khác nhau. Theo tác giả, *kế toán trách nhiệm là một bộ phận của KTQT, dựa trên cơ sở phân cấp, phân quyền cho các nhà quản trị, các bộ phận/đơn vị trong doanh nghiệp sử dụng tổng hợp các phương pháp kế toán chi phí và phương pháp đánh giá thành quả để đo lường, đánh giá thành quả đạt được nhằm cung cấp thông tin về tình hình tài chính và phi tài chính cho nhà quản trị các cấp, qua đó kiểm soát hoạt động sản xuất kinh doanh để đạt được mục tiêu đề ra.*

1.3. Phân loại kế toán trách nhiệm

Trong cuốn sách “ Management Accounting... (2005) ”, tác giả Hansen và MoWen cho rằng kế toán trách nhiệm gồm 3 loại, đó là: (1). Kế toán trách nhiệm dựa trên chức năng; (2). Kế toán trách nhiệm dựa trên hoạt động và (3). Kế toán trách nhiệm dựa trên chiến lược [3].

+ Kế toán trách nhiệm dựa trên chức năng là KTTN thực hiện việc phân bổ trách nhiệm đến các bộ phận/đơn vị trong doanh nghiệp. Loại kế toán này căn cứ vào các chỉ số tài chính để đo lường thành quả của các bộ phận/đơn vị. Đối với loại kế toán trách nhiệm dựa theo chức năng phù hợp với những doanh nghiệp sản xuất, chế biến hàng loạt sản phẩm trong môi trường ổn định, áp lực cạnh tranh thấp, quy trình sản xuất giản đơn. Vì lẽ đó, loại KTTN dựa trên chức năng rất hạn chế cho việc áp dụng trong các doanh nghiệp hiện nay, bởi môi trường kinh doanh hiện nay theo cơ chế thị trường, áp lực cạnh tranh giữa các doanh nghiệp ngày càng cao và môi trường kinh doanh thường có biến động. Bởi vậy, cần phải có một loại kế toán phù hợp hơn với môi trường kinh doanh hiện nay.

+ Kế toán trách nhiệm dựa trên hoạt động là loại KTTN dựa trên hoạt động phân bổ trách nhiệm đến quá trình quản lý, quy trình sản xuất kinh doanh. Loại kế toán này vừa căn cứ vào các chỉ số tài chính,

vừa căn cứ vào các chỉ số phi tài chính, đồng thời chú trọng cả về mặt tài chính, cả về mặt quy trình để đo lường thành quả của các bộ phận/đơn vị. KTTN thuộc loại này được áp dụng phù hợp với các doanh nghiệp có môi trường kinh doanh thường xuyên biến động, sản phẩm và quy trình luôn luôn được cải tiến, đổi mới; áp lực cạnh tranh cao, mối quan hệ khách hàng và nhà cung cấp đa dạng. Vì thế, loại KTTN này phù hợp với môi trường kinh doanh theo cơ chế thị trường hiện nay. Như vậy, kế toán trách nhiệm dựa trên hoạt động thực chất là kế toán trách nhiệm dựa trên chức năng được bổ sung thêm khía cạnh quy trình vào khía cạnh tài chính. Nếu như KTTN dựa trên chức năng chỉ căn cứ vào chỉ số tài chính để đo lường thành quả thì KTTN dựa trên hoạt động sử dụng cả chỉ số tài chính và chỉ số phi tài chính để đo lường thành quả. Tuy nhiên, KTTN loại này chưa đem lại cho nhà quản trị một tầm nhìn mang tính chiến lược dài hạn. Bởi vậy, cần phát triển KTTN hoạt động theo định hướng chiến lược và xác định mục tiêu rõ ràng nhằm cung cấp cho nhà quản trị một tầm nhìn xa hơn, tổng quát hơn và mang tính chiến lược dài hạn trong sản xuất kinh doanh.

+ Kế toán trách nhiệm dựa trên chiến lược là loại KTTN chuyển chiến lược của doanh nghiệp thành mục tiêu kinh doanh và các thước đo đánh giá thành quả. Loại KTTN này sử dụng chỉ số tài chính và phi tài chính để đo lường thành quả trên cơ sở căn cứ vào chiến lược định hướng và tầm nhìn tổng thể của doanh nghiệp. Việc áp dụng KTTN chiến lược là xu thế tất yếu của các doanh nghiệp trong giai đoạn kinh tế thị trường ngày càng phát triển nhằm đảm bảo sự phát triển bền vững trong môi trường cạnh tranh ngày càng khốc liệt cả trong và ngoài nước.

1.4. Đối tượng sử dụng thông tin của kế toán trách nhiệm

Kế toán trách nhiệm là một bộ phận quan trọng của kế toán quản trị. Do đó, thông tin của KTTN được các nhà quản trị các cấp trong doanh nghiệp sử dụng nhằm kiểm soát chi phí, doanh thu và lợi nhuận, đồng thời đánh giá trách nhiệm quản trị của các bộ phận cấu thành từng cấp quản lý hay từng trung tâm trách nhiệm cụ thể. Thông qua đó, tạo nên cho nhà quản trị các cấp một trách nhiệm và tinh thần tự chủ, sáng tạo trong hoạt động của mình nhằm đạt được mục tiêu chung của doanh nghiệp.

+ **Đối với nhà quản trị cấp cao:** Bất kể loại hình doanh nghiệp nào thì nhà quản trị cấp cao trong doanh nghiệp đều có trách nhiệm cao nhất trong việc quản lý và điều hành toàn bộ các bộ phận/trung tâm trong doanh nghiệp, chịu trách nhiệm về kết quả hoạt động kinh doanh của doanh nghiệp. Vì vậy, họ cần sử dụng các thông tin của KTTN cung cấp, nhằm mục đích hệ thống hóa các công việc của từng bộ phận/trung tâm, trên cơ sở đó thiết lập được hệ thống chỉ tiêu đánh giá đối với từng trung tâm một cách hợp lý nhất. Từ đó, phục vụ cho việc quản lý điều hành chung toàn doanh nghiệp bằng các quyết định tối ưu nhất. Trên cơ sở các kế hoạch giao cho từng bộ phận/trung tâm theo từng kỳ kinh doanh và các thông tin thực tế thu thập được bởi hệ thống kế toán trách nhiệm cung cấp, nhà quản trị cấp cao có thể phân tích đánh giá mức độ hoàn thành kế hoạch ở từng bộ phận/trung tâm. Qua đó, xác định thành quả cũng như trách nhiệm của các nhà quản trị ở các bộ phận/trung tâm trực thuộc doanh nghiệp, đồng thời là cơ sở để giao nhiệm vụ kế hoạch cho kỳ kinh doanh tới.

1.4.1. Đối với nhà quản trị cấp trung:

Kế toán trách nhiệm cung cấp các thông tin cho việc thực hiện các chức năng kiểm soát tài chính và kiểm soát quản lý. Nhà quản trị cấp trung có thể sử dụng thông tin do KTTN cung cấp để phân tích, đánh giá chi tiết về chi phí, doanh thu, lợi nhuận và các khoản đầu tư của từng bộ phận/trung tâm. Trên cơ sở đó, phát hiện những khâu yếu, những khả năng tiềm tàng chưa được khai thác để có biện pháp khắc phục và điều chỉnh nhằm nâng cao hiệu quả công tác quản trị vốn, tăng doanh thu, tiết kiệm chi phí và tăng lợi nhuận.

1.4.2. Đối với nhà quản trị cấp thấp:

Có thể hiểu nhà quản trị cấp thấp là những người trực tiếp có trách nhiệm thực hiện một trong những nhiệm vụ của một bộ phận/trung tâm phù hợp với bộ phận/trung tâm được giao quyền và trách nhiệm thuộc hệ thống toàn doanh nghiệp. Nhà quản trị cấp thấp sử dụng thông tin do KTTN cung cấp nhằm kết nối với mục tiêu chung của doanh nghiệp, sao cho mỗi bộ phận/trung tâm có sự phối hợp chặt chẽ với nhau trong quá trình SXKD của toàn doanh nghiệp. Các nhà quản trị ở mỗi bộ phận/TTTN trong việc tổ chức hệ thống kế toán để cung cấp thông tin, trước hết cho công việc quản trị của mình ở mỗi bộ phận/trung tâm độc lập. Ví dụ trung tâm mua hàng có nhiệm vụ chủ yếu là cung cấp đầy đủ hàng hóa, vật tư phục vụ cho quá trình sản xuất kinh doanh với chi phí bỏ ra thấp nhất, nghĩa là mang lại cho bộ phận này thành quả cao nhất; bộ phận hay trung tâm chi phí có nhiệm vụ chủ yếu là kiểm soát chi phí thông qua việc lập dự toán, thu thập số liệu thực hiện về chi phí để phân tích đánh giá mức độ tiết kiệm chi phí....

1.5. Vai trò kế toán trách nhiệm trong doanh nghiệp

Là một trong những công cụ hữu hiệu, giúp nhà quản trị trong việc điều hành toàn bộ hoạt động SXKD để đạt được mục tiêu đã đề ra của doanh nghiệp, KTTN thể hiện vai trò sau đây:

+ Kế toán trách nhiệm đo lường chi phí, doanh thu và lợi nhuận liên quan đến các trung tâm trách nhiệm trong doanh nghiệp; thực hiện phân bổ các khoản chi phí, doanh thu nhằm lập kế hoạch/dự toán và đánh giá thành quả của các nhà quản trị các cấp. Qua đó, cung cấp thông tin tin cậy cho nhà quản trị ra quyết định kiểm soát chi phí, doanh thu và lợi nhuận.

+ Kế toán trách nhiệm đánh giá thành quả của các bộ phận/đơn vị từ cấp cơ sở đến cấp cao nhất trong doanh nghiệp bằng cách sử dụng các tiêu chuẩn đo lường thành quả ở các cấp quản trị khác nhau thông qua các báo cáo kế toán trách nhiệm. Qua đó, nhà quản trị có những giải pháp tốt nhất nhằm điều chỉnh quá trình sản xuất kinh doanh đạt hiệu quả mong muốn.

+ Kế toán trách nhiệm tạo điều kiện cho các bộ phận/đơn vị cũng như người lao động hiểu rõ hơn về bản chất của chi phí, doanh thu và lợi nhuận của doanh nghiệp theo nguyên tắc trách nhiệm, phân cấp, ủy quyền từ các nhà quản trị cấp cao đến các nhà quản trị cấp dưới; giúp các nhà quản trị quan tâm và có trách nhiệm hơn với những quyết định của họ trong quá trình điều hành sản xuất kinh doanh.

+ Kế toán trách nhiệm cung cấp thông tin phục vụ cho công tác dự toán một cách chi tiết, đồng thời nắm được chi phí thực tế phát sinh ở các trung tâm trách nhiệm. Trên cơ sở đó, giúp nhà quản trị kiểm soát được chi phí phát sinh nhằm tối thiểu hóa chi phí, nâng cao doanh thu và đạt lợi nhuận mục tiêu.

+ Kế toán trách nhiệm giúp các nhà quản trị trong doanh nghiệp thiết lập một hệ thống tiền lương, tiền thưởng hợp lý, khuyến khích những người làm tốt trong doanh nghiệp.

+ Kế toán trách nhiệm giúp các nhà quản trị các cấp xác định rõ trách nhiệm của mình đối với nhà quản trị cấp trên trong việc thực hiện các nhiệm vụ được giao; giúp cho nhà quản trị cấp dưới chủ động, sáng tạo trong việc ra các quyết định kinh doanh, các nhà quản trị cấp cao có điều kiện tập trung vào các quyết định chiến lược của doanh nghiệp.

1.6. Các yếu tố của kế toán trách nhiệm

Khi quy mô hoạt động của doanh nghiệp tăng lên, phát triển nhiều loại hoạt động khác nhau, khi đó nhà quản trị không thể kiểm soát tốt nhiều hoạt động hàng ngày, hàng giờ diễn ra trong doanh nghiệp. Điều đó tất yếu hình thành các TTTN để phân quyền trong quản lý. TTTN có thể là một pháp nhân hoặc không phải là một pháp nhân. Các TTTN này có thể thực hiện một hay nhiều mục tiêu nhằm giúp doanh nghiệp đạt được mục

tiêu chung. Như vậy, có thể nói, yếu tố của KTTN gồm các TTTN. Các trung tâm này là một đơn vị/bộ phận trong doanh nghiệp, ở đó các nhà quản trị bộ phận phải chịu hoàn toàn về kết quả hoạt động của mình đối với các nhà quản trị cấp cao hơn. Như vậy, sự phân cấp, phân quyền trong doanh nghiệp sẽ tạo thành hệ thống các TTTN tương ứng. Các trung tâm này là cốt lõi của hệ thống KTTN. Mỗi trung tâm trách nhiệm này có nhiệm vụ độc lập và khác nhau bởi chức năng của nó nhưng lại có mối quan hệ ràng buộc nhau trong việc thực hiện nhiệm vụ chung toàn doanh nghiệp. Mỗi TTTN có nhà quản trị đứng đầu, thực hiện nhiệm vụ lập các dự toán và triển khai thực hiện dự toán, lập báo cáo thành quả và chịu trách nhiệm về mọi mặt hoạt động của TTTN đó.

1.6.1. Nếu xét theo quy trình sản xuất kinh doanh thì KTTN gồm có 2 loại trung tâm trách nhiệm, đó là trung tâm chính và trung tâm phụ.

* Trung tâm chính: Là các trung tâm hoạt động và thực hiện các chức năng chủ yếu của doanh nghiệp. Tùy theo lĩnh vực kinh doanh mà tên gọi, chức năng của các trung tâm này khác nhau như:

+ Trung tâm tiếp liệu (đối với doanh nghiệp sản xuất) trung tâm mua hàng (đối với doanh nghiệp thương mại). Trung tâm này có nhiệm vụ chủ yếu là cung cấp NVL phục vụ cho quá trình SX hay cung cấp hàng hóa cho quá trình kinh doanh thương mại.

+ Trung tâm chế tạo, sản xuất. Trung tâm này có nhiệm vụ chủ yếu là chế tạo, sản xuất sản phẩm theo kế hoạch đã đề ra.

+ Trung tâm bán hàng. Trung tâm này có nhiệm vụ chủ yếu là tổ chức bán hàng;

*Trung tâm phụ: Trung tâm phụ có nhiệm vụ chủ yếu là cung cấp lao vụ phục vụ cho quá trình hoạt động của các trung tâm chính. Trong doanh nghiệp thường có các trung tâm phụ sau đây:

+ Trung tâm hành chính, quản trị, tài chính: Trung tâm này có nhiệm vụ chủ yếu là thực hiện các công việc quản lý chung, phục vụ cho SXKD, cung cấp vốn cho các hoạt động đầu tư, mua hàng hóa, vật liệu, đảm bảo tiền lương cho cán bộ quản lý và công nhân viên toàn doanh nghiệp...

+ Trung tâm quản lý nhân sự: Trung tâm này có nhiệm vụ chủ yếu là quản lý nhân sự, thực hiện công tác định mức lao động và tiền lương, quản lý lao động toàn doanh nghiệp.

+ Trung tâm quản lý dụng cụ: Trung tâm này có nhiệm vụ chủ yếu là quản lý công cụ, dụng cụ trong các phân xưởng sản xuất, đảm bảo đầy đủ các loại công cụ, dụng cụ phục vụ cho sản xuất kinh doanh toàn doanh nghiệp.

1.6.2. Nếu xét theo quan điểm hoạt động chi phí đầu vào và kết quả đầu ra thì các yếu tố của KTTN gồm các trung tâm trách nhiệm sau:

+ Trung tâm trách nhiệm doanh thu: Là trung tâm mà ở đó nhà quản trị chịu trách nhiệm về việc bán hàng hóa, sản phẩm sao cho đạt được doanh thu cao nhất và đáp ứng nhu cầu thị hiếu người tiêu dùng. Vì thế, nhà quản trị cần phải có những thông tin tốt nhất về tình hình thị trường, nhu cầu thị hiếu, tập quán tiêu dùng của khách hàng ở từng thời điểm, từng khu vực; có trách nhiệm kiểm soát quá trình bán hàng và doanh thu bán hàng; lập báo cáo về tình hình dự toán và thực hiện dự toán doanh thu chung, doanh thu thu tiền ngay, doanh thu bán chịu cũng như các loại doanh thu theo các phương thức bán hàng khác nhau. ...

+ Trung tâm trách nhiệm chi phí: Là trung tâm mà ở đó nhà quản trị chịu trách nhiệm kiểm soát chi phí chặt chẽ nhằm giảm chi phí đến mức thấp nhất. Do đó, nhà quản trị trung tâm này phải thường xuyên quan tâm đến việc lập các kế hoạch/dự toán chi phí ngắn hạn cũng như dài hạn; thu thập đầy đủ thông tin về hao phí thực tế sản xuất sản phẩm để kiểm soát chi phí sản xuất và giá thành sản phẩm; phân tích chênh lệch và nguyên nhân dẫn đến chênh lệch giữa thực tế với dự toán nhằm có phương án xử lý phù hợp.

+ Trung tâm trách nhiệm lợi nhuận: Là trung tâm mà ở đó nhà quản trị có trách nhiệm thực hiện mục tiêu tối đa hóa lợi nhuận. Do đó, nhà quản trị của trung tâm này cần có sự phối hợp chặt chẽ với trung tâm doanh thu và trung tâm chi phí để kiểm soát được doanh thu, chi phí theo hướng tăng doanh thu, giảm chi phí để đạt được lợi nhuận cao nhất. Tại trung tâm này, nhà quản trị thường được tự định giá bán sản phẩm, hàng hóa, lựa chọn thị trường bán hàng, thiết kế cấu trúc sản phẩm, ra quyết định về sản lượng bán ra...

+ Trung tâm đầu tư: Là trung tâm mà ở đó nhà quản trị chịu trách nhiệm về việc xác định vốn đầu tư và những quyết định đầu tư vốn cho những hoạt động sản xuất kinh doanh tối ưu nhất. Do đó, nhà quản trị cần thiết phải phối hợp với các trung tâm khác trong doanh nghiệp để thực hiện việc hoạch định, kiểm soát toàn bộ hoạt động của doanh nghiệp, nắm bắt được nhu cầu về vốn, về đầu tư vào các ngành nghề kinh doanh khác nhau sao cho đạt hiệu quả cao.

1.6.3. Nếu xét theo sự tiếp cận về nội dung thì kế toán trách nhiệm gồm các yếu tố sau:

+ Phân công trách nhiệm: Mỗi doanh nghiệp gồm nhiều bộ phận/đơn vị khác nhau. Xuất phát từ sự phân cấp, phân quyền trong quản lý của doanh nghiệp nên có sự phân công trách nhiệm cho các bộ phận/đơn vị trong việc thực hiện nhiệm vụ cụ thể được giao phù hợp với chức năng của từng bộ phận/đơn vị thuộc doanh nghiệp. Nhà quản trị trong các bộ phận/đơn vị này chịu trách nhiệm toàn bộ hoạt động của bộ phận/đơn vị mình đứng đầu.

+ Xây dựng các tiêu chuẩn và các thước đo thành quả: Để các bộ phận/đơn vị hoạt động đạt được hiệu quả, đồng thời có cơ chế kiểm soát của nhà quản trị cấp cao đối với các bộ phận/đơn vị thì doanh nghiệp cần có những tiêu chuẩn nhất định đối với từng chỉ tiêu cụ thể phù hợp với chức năng, nhiệm vụ của từng bộ phận/đơn vị. Vì thế, cần xây dựng được các tiêu chuẩn, định mức, các thước đo thành quả của các bộ phận/đơn vị. Các tiêu chuẩn được xây dựng khách quan và phù hợp với thực tế trong từng thời kỳ nhất định.

+ Đánh giá thành quả: Để đánh giá thành quả hoạt động của các nhà quản trị các cấp trong doanh nghiệp, cần phải thu thập được đầy đủ thông tin hoạt động theo chức năng, nhiệm vụ được giao. Trên cơ sở các tiêu chuẩn đã xây dựng, nhà quản trị đối chiếu với thực tế hoạt động để đánh giá thành quả đạt được của mỗi bộ phận/đơn vị.

+ Khen thưởng: Căn cứ vào kết quả đánh giá về thành quả hoạt động của mỗi bộ phận/đơn vị để việc khen thưởng được thực hiện khách quan theo tinh thần bộ phận/đơn vị, nhà quản trị nào đạt được thành quả cao nhất sẽ được thưởng nhiều nhất và ngược lại.

1.6.4. Nếu xét theo sự tiếp cận về nội dung mở rộng thì kế toán trách nhiệm gồm các yếu tố sau:

+ Thực hiện phân chia cơ cấu tổ chức thành những trung tâm trách nhiệm khác nhau căn cứ vào đặc điểm cụ thể của từng doanh nghiệp.

+ Thực hiện phân quyền cho các nhà quản trị tại các trung tâm trách nhiệm với những quyền cụ thể, rõ ràng, đồng thời nhà quản trị phải chịu hoàn toàn trách nhiệm về những thành quả của trung tâm mình;

+ Thực hiện phân bổ doanh thu và chi phí tới các trung tâm trách nhiệm theo khả năng và giới hạn quyền lực của trung tâm đó; xác định trách nhiệm và tính toán chi phí, doanh thu và giá chuyển nhượng nội bộ giữa các trung tâm trách nhiệm.

+ Thực hiện liên kết giữa dự toán với thành quả thực tế tại trung tâm trách nhiệm. Kế toán trách nhiệm khuyến khích tất cả người lao động trong trung tâm thực hiện lập dự toán nhằm đảm bảo tính dân chủ, sự phù hợp khách quan của dự toán và khả năng thực hiện tốt mục tiêu chung toàn doanh nghiệp.

+ Lập các báo cáo phân tích chênh lệch của thành quả thực tế với dự toán nhằm xác định người chịu trách nhiệm. Các nhà quản trị, đứng đầu các bộ phận/đơn vị đều phải phân tích nguyên nhân chênh lệch giữa thành quả thực hiện với dự toán. Báo cáo kế toán trách nhiệm được phân loại theo từng cấp độ trách nhiệm khác nhau từ cấp thấp nhất đến cấp cao nhất. Ở mỗi cấp phải thực hiện việc liệt kê các chi phí trực

tiếp theo dự toán và chi phí thực tế phát sinh, đồng thời các đơn vị này cũng được phân bổ những khoản chi phí chung có liên quan đến hoạt động chung toàn doanh nghiệp. Tổng cộng các khoản chi phí trực tiếp và chi phí chung được phân bổ sẽ cung cấp thông tin cho nhà quản trị về trách nhiệm thực hiện công tác kiểm soát chi phí của mình.

+ Thiết lập hệ thống khuyến khích có quan hệ chặt chẽ với thành quả khi lập dự toán tại các trung tâm trách nhiệm nhằm hạn chế những chênh lệch không mong muốn và thúc đẩy những chênh lệch tốt. Mặt khác, xác định người chịu trách nhiệm về những chênh lệch gây thiệt hại và những chênh lệch mang lại thành quả nhằm có chế độ đãi ngộ thỏa đáng với người lao động.

1.7. Tác động của kế toán trách nhiệm đến thành quả của doanh nghiệp

Nhìn chung, thành quả của doanh nghiệp do nhiều yếu tố tác động đến. Song, trong phạm vi bài viết này, tác giả đề cập đến tác động của KTTN đến thành quả của doanh nghiệp trên một số điểm cơ bản dưới đây:

Một là, KTTN có tác động đến việc cải thiện thành quả hoạt động của doanh nghiệp.

Thật vậy, thông qua việc cung cấp thông tin hoạt động của từng bộ phận/đơn vị trong doanh nghiệp và với chức năng kiểm soát chi phí, doanh thu trong quá trình hoạt động ở các bộ phận/đơn vị này nhằm phát hiện kịp thời khả năng giảm thấp chi phí, tăng doanh thu để tăng lợi nhuận. Trong quản trị doanh nghiệp, việc đo lường thành quả của từng bộ phận/đơn vị nói riêng và toàn doanh nghiệp nói chung là rất phức tạp, đòi hỏi phải có phương pháp nhất định. Bằng việc cung cấp các thông tin về chi phí hoạt động của từng bộ phận/đơn vị cũng như những thông tin về chi phí liên quan đến nhiều bộ phận/đơn vị cần phải phân bổ cho từng bộ phận/đơn vị theo tiêu thức hợp lý nhằm xác định được chi phí và kết quả của từng bộ phận/đơn vị, kế toán trách nhiệm cung cấp cho nhà quản trị đầy đủ thông tin về chi phí phát sinh trực tiếp và chi phí được phân bổ cho từng bộ phận/đơn vị. Đồng thời, với việc khuyến khích lợi ích vật chất, khuyến khích phát huy tinh thần chủ động, sáng tạo và đổi mới đối với từng bộ phận, từng cá nhân trong doanh nghiệp đã thúc đẩy tăng năng suất lao động và chất lượng công tác nên hiệu quả hoạt động toàn doanh nghiệp được nâng cao.

Hai là, Kế toán trách nhiệm có tác động tích cực đến việc hoàn thành mục tiêu của doanh nghiệp.

Mục tiêu phát triển bền vững là một trong những mục tiêu lớn, mang tính chiến lược của bất kể doanh nghiệp nào. Song, để thực hiện được mục tiêu này cần thiết phải đạt được mục tiêu về lợi nhuận tối đa trên cơ sở tăng doanh thu, giảm chi phí. Kế toán trách nhiệm được các nhà quản trị sử dụng để kiểm soát các hoạt động ở từng bộ phận của doanh nghiệp, trong đó kiểm soát chi phí dựa trên dự toán/định mức nhằm phát hiện kịp thời những lãng phí chi phí để giảm giá thành sản phẩm tăng lợi nhuận. Đồng thời, có những biện pháp tối ưu nhằm tạo sự giảm chi phí nhưng vẫn nâng cao được chất lượng sản phẩm, đẩy nhanh quá trình tiêu thụ sản phẩm, hàng hóa.

Ba là, kế toán trách nhiệm có tác động tích cực đến việc đổi mới phương thức kinh doanh và lề lối làm việc trong doanh nghiệp.

Trong bối cảnh kinh tế thị trường hiện nay ở nước ta, quá trình hội nhập ngày càng sâu, rộng của nền kinh tế với kinh tế thế giới và khu vực, vấn đề đổi mới phương thức kinh doanh và lề lối làm việc của doanh nghiệp là hết sức cần thiết và mang tính thời sự cấp bách. Thông qua việc cung cấp thông tin kịp thời và chi tiết về hoạt động ở từng bộ phận trong doanh nghiệp bởi kế toán trách nhiệm mà các nhà quản lý các cấp nắm được đầy đủ thông tin tin cậy để từ đó đề ra được giải pháp tối ưu cho những quyết định kinh doanh ngắn hạn, trung hạn và dài hạn, góp phần tạo dựng phương thức kinh doanh mới, lề lối làm việc mới, lấy năng suất, chất lượng hiệu quả làm mục tiêu hành động ở từng bộ phận, cá nhân trong doanh nghiệp.

Bốn là, tác động của kế toán trách nhiệm đến việc nâng cao uy tín của doanh nghiệp trên thương trường và thúc đẩy quá trình cạnh tranh của doanh nghiệp

Trong cơ chế thị trường hiện nay, uy tín của doanh nghiệp là cực kỳ cần thiết, có thể được coi như một tài sản vô hình vô giá. Uy tín của doanh nghiệp thể hiện ở chất lượng sản phẩm, sự đáp ứng thị hiếu tiêu dùng và sự hài lòng cho người tiêu dùng, khả năng thanh toán và đạo đức kinh doanh... Chính KTTN tạo nên tiền đề để giảm chi phí, tăng doanh thu, sử dụng vốn có hiệu quả cao và đạt lợi nhuận tối đa thông qua sử dụng phương pháp kiểm soát chi phí hiệu quả nhất và khuyến khích người lao động trong các bộ phận cũng như toàn doanh nghiệp chủ động, sáng tạo trong công việc để thực hiện được các mục tiêu đề ra trong từng thời kỳ nhất định.

Với vai trò quan trọng của KTTN đối với sự phát triển bền vững của doanh nghiệp hoạt động trong môi trường cạnh tranh ngày càng gay gắt, KTTN có tác động tích cực đến các quyết định kinh doanh của nhà quản trị. Các nhà quản trị sử dụng KTTN trong việc kiểm soát các chi phí và đo lường thành quả của một bộ phận/đơn vị của doanh nghiệp. Từ đó, giúp họ có được thông tin đáng tin cậy trong việc ra các quyết định kinh doanh tối ưu nhằm đạt được mục tiêu kinh doanh đã đề ra.

Trong cuốn sách “responsibility Accounting”(2002), Dunn, Philip E đã cho rằng: “Kế toán trách nhiệm sẽ giúp cho các công ty đạt được mục tiêu của mình. KTTN sẽ cung cấp thông tin kịp thời, chính xác đầy đủ, giúp cho các nhà quản trị các cấp đưa ra các quyết định kinh doanh phù hợp, nhờ đó sẽ cải thiện thành quả cả về tài chính và phi tài chính của doanh nghiệp khi doanh nghiệp áp dụng kế toán trách nhiệm” [2].

Kế toán trách nhiệm và những yếu tố cơ bản của nó là một trong những công cụ quan trọng để nâng cao hiệu quả quản trị và cải thiện thành quả hoạt động của doanh nghiệp. KTTN có quan hệ mật thiết với thành quả của doanh nghiệp. Doanh nghiệp áp dụng đầy đủ nội dung, nguyên tắc của KTTN trong quản trị sẽ giúp cho hiệu quả tốt hơn và thành quả cao hơn những doanh nghiệp không áp dụng hoặc áp dụng không đầy đủ những nội dung và nguyên tắc của KTTN.

Trong công tác quản trị doanh nghiệp, nhà quản trị các cấp thường quan tâm đến việc kiểm soát chi phí, doanh thu và lợi nhuận nhằm tối thiểu hóa chi phí, tăng doanh thu và tối đa hóa lợi nhuận. KTTN cung cấp các thông tin về dự toán cũng như tình hình thực tế triển khai thực hiện các dự toán chi phí, doanh thu và lợi nhuận, đồng thời sử dụng các chỉ tiêu tài chính và phi tài chính giúp đo lường được thành quả và xác định trách nhiệm ở mỗi bộ phận/ đơn vị cũng như toàn doanh nghiệp. Trên cơ sở đó, doanh nghiệp thực hiện được việc đổi mới quy trình và phương pháp quản trị phù hợp hơn nhằm thực hiện tốt trách nhiệm của mỗi nhà quản trị các cấp trong doanh nghiệp, tạo điều kiện cho doanh nghiệp phát triển bền vững.

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MÔ HÌNH TĂNG TRƯỞNG CỦA CÁC CÔNG TY CỔ PHẦN XÂY DỰNG NIÊM YẾT – NHỮNG THAY ĐỔI VỀ CHIẾN LƯỢC

Lưu Hữu Đức*

TÓM TẮT: Ngành xây dựng là một trong những ngành có quy mô lớn trong nền kinh tế, tạo điều kiện thuận lợi cho việc hình thành những công ty có quy mô lớn trong ngành. Quá trình tăng trưởng của các công ty xây dựng đã đòi hỏi huy động một lượng vốn lớn của nền kinh tế, tuy nhiên, hiệu quả của quá trình tăng trưởng ở nhiều công ty xây dựng đầu ngành chưa cao, một số công ty kinh doanh kém hiệu quả, gặp khó khăn trong thanh toán nợ đến hạn. Điều này đòi hỏi sự nghiên cứu kỹ lưỡng những nguyên nhân thành công và thất bại của các chiến lược tăng trưởng, từ đó, đề xuất giải pháp nhằm giúp các công ty xây dựng nâng cao hiệu quả của chiến lược tăng trưởng, hướng đến sự tăng trưởng bền vững và hiệu quả cao.

Bài nghiên cứu được chia làm các phần chính: Thứ nhất, tổng quan về chiến lược tăng trưởng của các công ty ngành xây dựng, cung cấp cái nhìn tổng quát nhất về chiến lược tăng trưởng chung của các công ty xây dựng lớn. Thứ hai, các nguyên nhân thành công và thất bại trong thực thi chiến lược tăng trưởng. Thứ ba, đánh giá hiệu quả của chiến lược tăng trưởng, sử dụng các chỉ tiêu tài chính nhằm đánh giá hiệu quả của các chiến lược tăng trưởng. Thứ tư, các kiến nghị nhằm nâng cao hiệu quả quá trình hoạch định và thực thi chiến lược tăng trưởng của các công ty xây dựng. Bài viết được thực hiện dựa trên việc chọn mẫu nghiên cứu 18 công ty xây dựng lớn.

Từ khóa: Chiến lược cạnh tranh, hiệu quả kinh doanh, công ty xây dựng

Abstract: A construction sector, one of the large-scale sector in Vietnam's economy, is likely to create advantages in formatting large-scale companies in the industry. The growth process of the construction companies were required to mobilize a large amount of capital in the economy, however, the efficiency of the growth process in many leading construction companies is not significant, there are companies running business inadequately and having difficulties in paying maturing debts. It is required to have a comprehensive study of the causes of success and failure of growth strategies, thus, recommending solutions to help construction companies improve the efficiency of growth strategies, and targeting sustainable growth with high efficiency.

The paper is divided into the main parts: First, an overview of the growth strategies of the company construction industry, which provides an overview of the most common growth strategies of the large construction companies. Second, the causes of success and failure in implementing growth strategies. Third, evaluating the effectiveness of the growth strategies, the use of financial indicators to assess the effectiveness of the growth strategies. Fourth, the recommendation to improve the efficiency of the process of planning and implementing growth strategies of the construction company. This paper is produced using selected sample of 18 major construction companies.

Keywords: Competitive strategy, business efficiency, construction companies

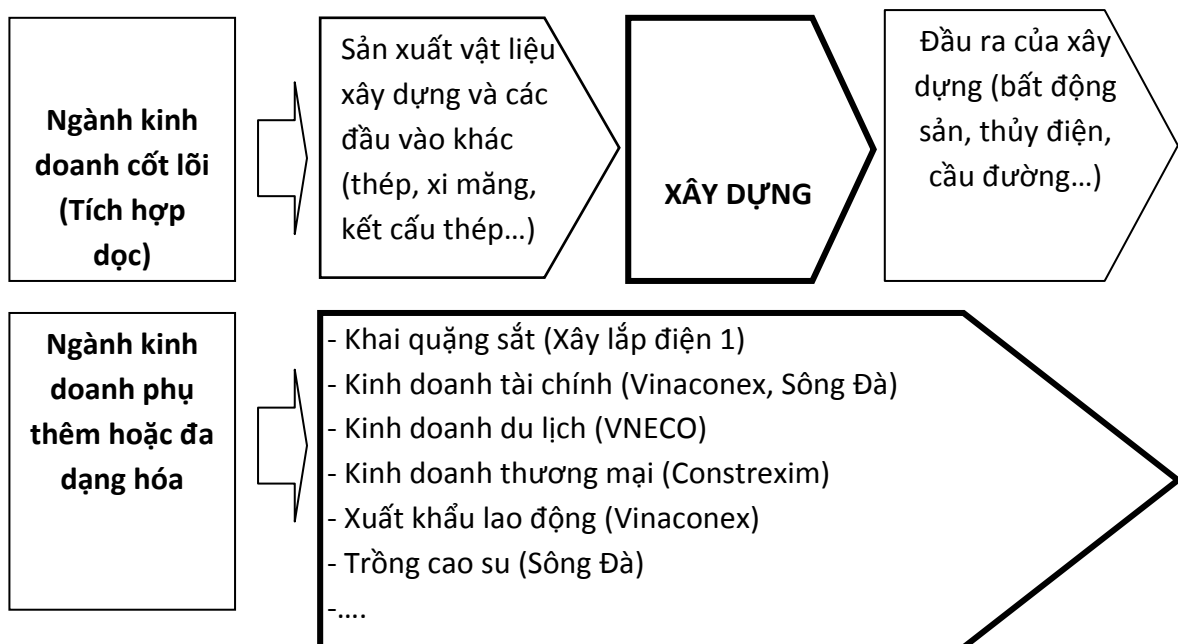
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1. CHIẾN LƯỢC TĂNG TRƯỞNG CỦA CÁC CÔNG TY XÂY DỰNG

1.1. Tổng quan về chiến lược tăng trưởng của các công ty xây dựng

Chiến lược cạnh tranh của các công ty trong ngành thời gian qua có thể khái quát về tổng thể đó là, khép kín chuỗi giá trị thông qua tích hợp dọc kết hợp với kinh doanh đa dạng hóa, từng bước nâng cao năng lực thi công để có thể đảm nhận các dự án tổng thầu lớn, mở rộng độ bao phủ thị trường trên toàn quốc và tiến ra thị trường nước ngoài.

Sơ đồ 1: Chuỗi giá trị của các công ty lớn của ngành xây dựng



Thứ nhất, khép kín chuỗi giá trị thông qua chiến lược tích hợp dọc. Chiến lược tích hợp dọc bao gồm chiến lược tích hợp tiến và chiến lược tích hợp ngược với mục đích tiết giảm chi phí, duy trì tốc độ tăng trưởng và gia tăng khả năng sinh lời. Xu hướng tích hợp dọc xuất phát từ việc cạnh tranh trong ngành xây dựng trở nên khốc liệt, do đó, các công ty trong ngành cảm thấy khó khăn trong việc duy trì đà tăng trưởng nếu vẫn tiếp tục chỉ thuần túy hoạt động trong ngành xây dựng. Bên cạnh đó, sau một quá trình phát triển và tích tụ vốn, các công ty lớn trong ngành đều thực hiện tích hợp ngược đầu tư vào lĩnh vực sản xuất vật liệu xây dựng nhằm tự chủ cung ứng những vật tư chủ yếu cho hoạt động xây dựng, tiết kiệm chi phí và tiếp đó, tích hợp tiến đầu tư vào sản phẩm đầu ra của hoạt động xây dựng như đầu tư bất động sản, thủy điện hay dự án cầu đường có thu phí.

Thứ hai, thâm nhập vào nhiều phân khúc trong ngành xây dựng và chú trọng nâng cấp năng lực thi công để đảm nhận tổng thầu xây dựng và tổng thầu EPC. Việc đa dạng hóa các phân khúc xây dựng nhằm giúp các công ty có thể tận dụng và phát huy tối đa kinh nghiệm và thế mạnh xây dựng, tăng doanh thu và giảm rủi ro kinh doanh. Bên cạnh đó, phân khúc tổng thầu thường có biên lợi nhuận tốt và đảm bảo nguồn đầu ra lâu dài cho doanh nghiệp. Điều này đòi hỏi các công ty phải có được nguồn tài chính tốt để tập trung đầu tư cho thiết bị thi công hiện đại, có công nghệ thi công tiên tiến và năng lực quản lý và giám sát tốt.

Thứ ba, mở rộng độ bao phủ thị trường trên toàn quốc, thậm chí mở rộng ra thị trường nước ngoài. Các công ty xây dựng mặc dù có những thị trường chủ lực tập trung ban đầu, tuy nhiên, trong quá trình tăng trưởng luôn cố gắng mở rộng thị trường ra toàn quốc, thậm chí mở rộng thị phần ra nước ngoài. Ví dụ, các

công ty họ Sông Đà đã mở rộng đầu tư thủy điện và xây dựng công trình điện sang Lào, Công ty Xây dựng và Kinh doanh Địa ốc Hòa Bình (HBC) nhận thầu công trình tại Malaysia và Myanmar...

Thứ tư, kinh doanh đa dạng hóa ngành nghề. Bên cạnh ngành kinh doanh cốt lõi là xây dựng, các công ty có xu hướng đa dạng hóa ngành nghề kinh doanh khi nhận thấy những cơ hội kinh doanh hấp dẫn ở những ngành nghề khác và trong điều kiện tiềm lực tài chính tương đối dồi dào, ví dụ như đầu tư vào khai quặng sắt (PCC1), kinh doanh tài chính (VCG, các công ty họ Sông Đà,...), kinh doanh du lịch (VNE) và trồng cây cao su (Sông Đà).

2. CÁC NGUYÊN NHÂN THÀNH CÔNG VÀ THẤT BẠI CỦA CHIẾN LƯỢC TĂNG TRƯỞNG

Phần này sẽ thực hiện đánh giá các nguyên nhân thành công và thất bại của chiến lược tăng trưởng trên các góc độ chính: (1) Chiến lược tăng trưởng dựa trên tích hợp dọc; (2) Chiến lược tăng trưởng dựa trên đa dạng hoá; (3) Cơ cấu tổ chức thực hiện chiến lược tăng trưởng; (4) Về chiến lược tài chính cho quá trình tăng trưởng.

2.1. Chiến lược tăng trưởng dựa trên tích hợp dọc

Mô hình tích hợp dọc kết hợp với đa dạng hóa là một ý đồ chiến lược đúng, tuy nhiên, nhiều công ty đã không thành công với chiến lược này và thu được một tỷ suất lợi nhuận thấp trong khi phải gánh những khoản nợ lớn. Có nhiều nguyên nhân dẫn đến tình trạng này.

Thứ nhất, đối với tích hợp ngược, nguyên nhân của sự thất bại trong chiến lược tích hợp ngược vì quy mô của những khoản đầu tư quá lớn khiến mảng xây lắp không hấp thụ được hết vật liệu xây dựng sản xuất ra. Những công ty thành công với chiến lược này là những công ty tích hợp dọc vào những sản phẩm vật liệu xây dựng đòi hỏi vốn đầu tư thấp và đầu ra được tiêu thụ phần lớn trong nội bộ công ty

Để tích hợp ngược sang mảng sản xuất vật liệu xây dựng có thể thành công thì thông thường cần đảm bảo rằng lĩnh vực xây dựng có thể hấp thụ gần như toàn bộ sản phẩm đầu ra của mảng sản xuất vật liệu xây dựng và công ty có khả năng sản xuất vật liệu xây dựng ở mức giá cung ứng tương đương với các nhà cung cấp độc lập khác. Tuy nhiên, nhiều công ty xây dựng đã không chú trọng đến đặc trưng này và dẫn đến sự thất bại của việc tích hợp ngược sang mảng vật liệu xây dựng, đặc biệt là sản xuất xi măng và thép xây dựng.

Thực tế cho thấy, khủng hoảng của những công ty xây dựng lớn trong giai đoạn 2011 – 2015 thường chỉ tập trung vào một số lượng ít các khoản đầu tư rất lớn nhưng kém hiệu quả, đặc biệt là sản xuất xi măng hoặc sản xuất thép. Việc đầu tư các dự án xi măng vay nợ lớn và bị thua lỗ nặng đã là nguyên nhân chủ đạo nhất dẫn đến kết quả kinh doanh yếu kém và dòng tiền thiếu hụt của các công ty xây dựng lớn như: CTCP xuất nhập khẩu và xây dựng Việt Nam – VCG (Dự án Xi măng Cẩm Phả và Xi măng Yên Bình) Hiện nay các công ty xây dựng đã và đang tiến hành thoái vốn khỏi hai lĩnh vực kinh doanh kém hiệu quả này.

Những nguyên nhân cơ bản có thể chỉ ra liên quan đến sự thất bại của việc tích hợp dọc vào lĩnh vực sản xuất xi măng và sản xuất thép đó là: (1) Đặc thù kinh doanh của sản xuất vật liệu xây dựng như xi măng và thép đòi hỏi vốn đầu tư lớn và thời gian thu hồi vốn dài, điều này đòi hỏi vốn đầu tư lớn, trong khi đó, tiềm lực tài chính về vốn chủ sở hữu của nhiều công ty xây dựng còn khá khiêm tốn; (2) Khoản đầu tư vào ngành xi măng kém hiệu quả do ngành bị bão hòa và và dư thừa công suất, trong khi đó, tiêu thụ xi măng trong nội bộ công ty cho hoạt động xây dựng chỉ hấp thụ được một phần nhỏ đầu ra của các nhà máy xi măng, (3) Thời gian thi công chậm, kéo dài do thiếu vốn làm đội tổng mức đầu tư.

Các công ty xây dựng thành công hơn với việc tích hợp dọc vào những sản phẩm vật liệu xây dựng đòi hỏi vốn đầu tư thấp và đầu ra được tiêu thụ phần lớn trong nội bộ công ty. Các công ty xây dựng thành

công hơn khi lựa chọn sản xuất những vật liệu xây dựng đầu vào đòi hỏi vốn đầu tư thấp vẫn đạt được quy mô hiệu quả và sản phẩm đầu ra có thể được tiêu thụ phần lớn trong nội bộ công ty xây dựng. Các loại vật liệu xây dựng thường được các công ty xây dựng đầu tư thành công là sản xuất gạch và đá ốp lát, và chế tạo kết cấu thép (dùng cho xây lắp điện).

Thứ hai, với chiến lược tích hợp tiến, những công ty thất bại trong chiến lược tích hợp tiến thường là do quy mô quá lớn và đầu tư dàn trải, thiếu trọng điểm. Trong khi đó, những công ty thành công với chiến lược tích hợp tiến là những công ty đầu tư có tính trọng điểm với quy mô vốn vừa phải.

Trong khi tích hợp tiến sang lĩnh vực đầu tư thủy điện, bất động sản hay cầu đường thu phí là một ý tưởng chiến lược hợp lý vì nó tận dụng được năng lực xây dựng của công ty, giúp duy trì đà tăng trưởng tốt, tuy nhiên, lĩnh vực này có đặc trưng là đòi hỏi vốn đầu tư lớn, thời gian thu hồi vốn dài và riêng lĩnh vực bất động sản thì có độ rủi ro cao. Chính vì vậy, trong điều kiện tiềm lực tài chính của các công ty xây dựng còn khiêm tốn, việc tích hợp tiến sang các lĩnh vực này đòi hỏi sự đầu tư với quy mô thận trọng, đầu tư tập trung có trọng điểm theo phương thức gổ đầu, vừa làm vừa tổng kết kinh nghiệm, sẽ đem lại một kết quả tài chính tích cực, hạn chế rủi ro trong quá trình tăng trưởng. Trong khi đó, việc đầu tư ồ ạt sẽ dẫn đến việc huy động vốn gặp căng thẳng và áp lực trả nợ rất cao, các dự án chậm tiến độ vì thiếu vốn, từ đó dẫn đến mất cân đối tài chính và tỷ suất lợi nhuận thấp.

Trong các lĩnh vực tích hợp tiến phổ biến của các công ty trong ngành thì các lĩnh vực đầu tư phổ biến nhất là: Bất động sản, thủy điện, cầu đường, hạ tầng nước. Mặc dù đầu tư vào những lĩnh vực này đều có điểm chung là đòi hỏi vốn đầu tư lớn, thời gian thu hồi vốn dài nhưng chúng lại rất khác nhau về mức độ rủi ro. Đầu tư vào thủy điện và cầu đường (để thu phí dài hạn) có đặc trưng là độ rủi ro thấp do doanh thu và dòng tiền thu về hàng năm ổn định. Trong khi đó, đầu tư vào bất động sản là một lĩnh vực đầu tư có độ rủi ro cao vì tính thanh khoản thấp và sự biến động lớn theo chu kỳ nền kinh tế. Đây là điều mà các công ty xây dựng cần tính đến khi triển khai chiến lược tích hợp tiến.

2.2. Chiến lược tăng trưởng dựa trên đa dạng hoá

Nhiều công ty lớn trong ngành cũng gặp phải những khó khăn từ việc kinh doanh đa dạng hóa, đặc biệt là kinh doanh tài chính như các công ty họ Sông Đà, Vinaconex ... Đặc trưng của ngành kinh doanh đa dạng hóa là nó thường yêu cầu những kinh nghiệm và kỹ năng kinh doanh hoàn toàn mới so với ngành kinh doanh cốt lõi là xây dựng, đặc biệt là kinh doanh tài chính, vốn đòi hỏi năng lực quản trị rủi ro tốt. Chính vì vậy, việc đầu tư sang lĩnh vực đa dạng hóa này với quy mô lớn thường tiềm ẩn rủi ro lớn cho chính công ty mẹ. Nhiều công ty xây dựng hoạt động theo mô hình tổng công ty có công ty tài chính, như Tổng công ty Sông Đà (thành lập Công ty tài chính cổ phần Sông Đà), Tổng Công ty Vinaconex (Công ty tài chính cổ phần Vinaconex Viettel), Tổng Công ty Handico (Công ty tài chính cổ phần Handico). Các công ty này đã sử dụng những khoản vốn rất lớn để góp vào những công ty tài chính và duy trì một danh mục đầu tư tài chính ngoài ngành lớn thông qua việc góp vốn vào rất nhiều các công ty thuộc nhiều ngành khác nhau. Tuy nhiên, hoạt động đầu tư tài chính kém hiệu quả khiến các công ty xây dựng đã và đang tái cấu trúc thông qua việc thoái vốn khỏi các công ty tài chính và các khoản đầu tư tài chính.

2.3. Cơ cấu tổ chức thực hiện chiến lược tăng trưởng

Các công ty khó kiểm soát chiến lược tăng trưởng hiệu quả khi có một cơ cấu tổ chức thiếu sự chuyên môn hóa và thành lập quá nhiều công ty thành viên dẫn đến cơ chế kiểm soát thiếu hiệu quả và khiến đội chi phí quản lý. Những công ty thành công thường có bộ máy quản lý tinh gọn, số lượng công ty con vừa phải để đảm bảo khả năng kiểm soát hiệu quả của công ty mẹ với các công ty con.

Nhiều công ty xây dựng trong ngành đều thành lập quá nhiều công ty con và cho phép các công ty con phát triển tương đối tự phát, vừa xây dựng và vừa đầu tư tích hợp ngược sản xuất vật liệu xây dựng, tích hợp tiến kinh doanh bất động sản, đầu tư thủy điện. Điều này khiến cho công ty mẹ không thể kiểm soát được số vốn đầu tư thực tế phân bổ cho từng lĩnh vực kinh doanh và dẫn đến đầu tư quá nhiều dự án, đầu tư dàn trải. Việc thành lập quá nhiều công ty con khiến cho dòng vốn bị phân tán, quá tải và buông lỏng về kiểm soát, điều này tạo cơ hội cho những sai phạm tại các công ty thành viên và dẫn đến hiệu quả kinh doanh thấp. Hiện nay nhiều công ty đã phải sửa sai bằng việc thoái vốn ở nhiều công ty thành viên kinh doanh kém hiệu quả nhằm tập trung kiểm soát vào một số lượng hạn chế những công ty thành viên chủ chốt.

2.4. Về chiến lược tài chính cho quá trình tăng trưởng

Bảng 01: Hệ số nợ bình quân các CTCP XDNY trong mẫu nghiên cứu

| Hệ số nợ | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| DN NN còn sở hữu CP | 73.4% | 70.2% | 71.2% | 70.9% | 74.6% | 69.5% | 69.0% | 68.5% | 67.5% |
| Doanh nghiệp tư nhân | 77.3% | 70.2% | 77.9% | 80.5% | 79.4% | 84.3% | 83.6% | 82.5% | 80.1% |
| Bình quân | 74.6% | 70.2% | 73.6% | 74.3% | 76.4% | 74.9% | 74.7% | 74.2% | 72.9% |

Nguồn: Tính toán từ báo cáo tài chính

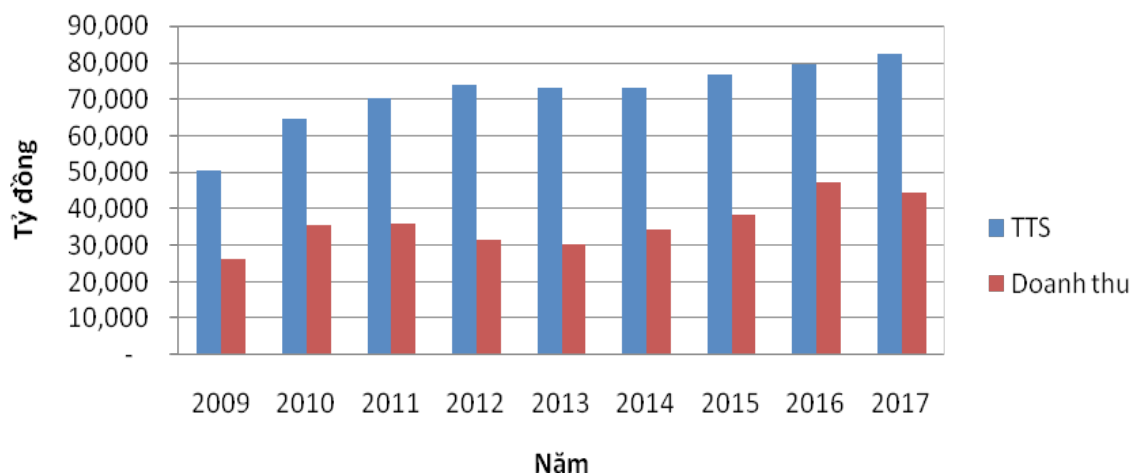
Thứ nhất, tăng trưởng phụ thuộc lớn vào nguồn nợ phải trả. Nhìn chung, các công ty xây dựng của Việt Nam phụ thuộc lớn vào nguồn vốn nợ phải trả để thực hiện các kế hoạch tăng trưởng. Hệ số nợ rất cao ở nhiều công ty xuất phát từ việc nhiều công ty theo đuổi mô hình tăng trưởng nóng thông qua tích hợp dọc và đa dạng hoá bằng việc đòi hỏi nguồn lực quá lớn so với năng lực huy động vốn của doanh nghiệp đặt trong điều kiện tiềm lực vốn chủ sở hữu còn hạn chế. Sự thiếu thận trọng này thường phải trả giá bằng việc đẩy hệ số nợ lên mức rất cao, các dự án dở dang đọng vốn, công ty rơi vào tình trạng gặp khó khăn trong thanh toán nợ đến hạn. Đặc biệt, xu hướng các công ty Nhà nước còn nắm giữ cổ phần có khuynh hướng giảm vay nợ, khuynh hướng này rõ nét từ năm 2013 đến nay. Với áp lực hiệu quả sử dụng vốn buộc các doanh nghiệp này thận trọng hơn trong quyết định huy động vốn của mình. Ngược lại, nhóm doanh nghiệp tư nhân sự lệ thuộc vào vốn vay ngày càng cao.

Thứ hai, nhiều công ty xây dựng tích cực huy động nguồn vốn chủ sở hữu cho quá trình tăng trưởng thông qua việc phát hành cổ phiếu, bao gồm cả việc huy động nguồn vốn quốc tế. Nhằm đáp ứng nhu cầu vốn cho quá trình tăng trưởng, nhiều công ty xây dựng đã và đang tích cực huy động vốn thông qua phát hành cổ phiếu tăng vốn chủ sở hữu, đưa đến việc xuất hiện ngày càng nhiều công ty xây dựng đạt được mức vốn chủ sở hữu vượt trên mức 1.000 tỷ đồng. Nhiều công ty xây dựng tư nhân đã và đang tích cực huy động nguồn vốn từ nhà đầu tư chiến lược nước ngoài như: Công ty Xây dựng Hoà Bình, Công ty Xây dựng Cotec (Cotecons). Trong năm 2012, Cotecons đã huy động thành công 525 tỷ đồng (tương đương 25 triệu USD) thông qua việc phát hành cổ phiếu cho đối tác chiến lược là Kusto Group, một tập đoàn đa ngành của Singapore. Năm 2013, Công ty Xây dựng Hoà Bình đã phát hành 10 triệu cổ phiếu cho đối tác chiến lược là PT.Nikko Securities Indonesia, thành viên của Tập đoàn Sumitomo Mitsui Banking để huy động 208 tỉ đồng tiền vốn cổ phần. Đây là một xu hướng rất phù hợp giúp các công ty không những huy động nguồn vốn lớn cho tăng trưởng mà còn thu hút được kinh nghiệm quản trị, kinh nghiệm thi công của đối tác chiến lược nước ngoài. Bên cạnh đó, để gia tăng tiềm lực vốn chủ sở hữu, các công ty duy trì chính sách chi trả cổ tức với tỷ lệ thấp nhằm ưu tiên lợi nhuận giữ lại phục vụ các kế hoạch tăng trưởng.

3. ĐÁNH GIÁ HIỆU QUẢ CHIẾN LƯỢC TĂNG TRƯỞNG CỦA CÁC CÔNG TY XÂY DỰNG

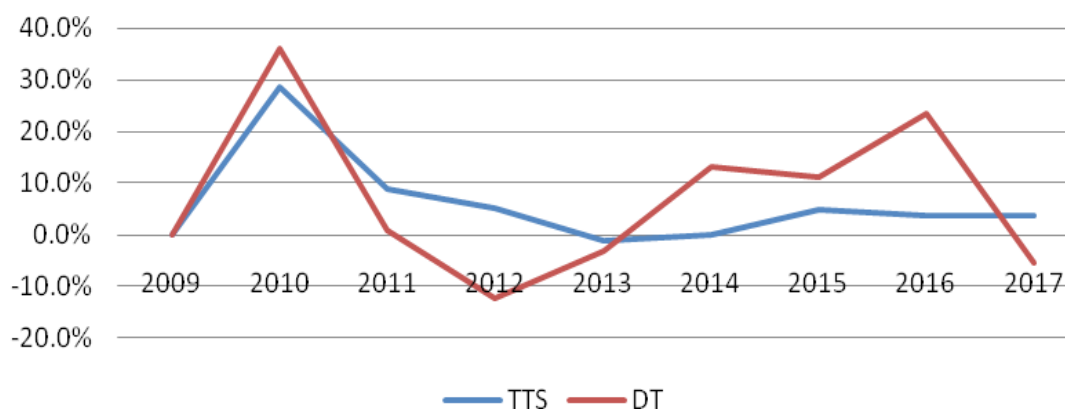
3.1. Tổng quan về quy mô của các công ty xây dựng

Sơ đồ 02: Quy mô tổng tài sản, doanh thu qua các năm các CTCP XDNY trong mẫu nghiên cứu giai đoạn 2009 - 2017



Ngành xây dựng là ngành có dung lượng thị trường rất lớn, từ đó, tạo điều kiện thuận lợi cho việc thực hiện chiến lược tăng trưởng và hình thành các công ty có quy mô lớn trong ngành.

Sơ đồ 03: Tốc độ tăng trưởng tổng tài sản, doanh thu qua các năm các CTCP XDNY trong mẫu nghiên cứu giai đoạn 2009 - 2017



Điểm đáng chú ý, tốc độ tăng trưởng tổng tài sản của các CTCP XDNY trong mẫu nghiên cứu có mức độ biến động thấp, trong khi doanh thu biến động mạnh qua các năm.

3.2. Đánh giá hiệu quả của chiến lược tăng trưởng

Bảng 02: Khả năng sinh lời các CTCP XDNY trong mẫu nghiên cứu

| Chỉ tiêu | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|----------|-------|-------|------|-------|-------|-------|------|-------|-------|
| BEP | 6.4% | 7.6% | 5.1% | 2.4% | 0.1% | 1.5% | 4.5% | 5.0% | 5.9% |
| ROA | 3.7% | 4.2% | 1.9% | -0.2% | -2.1% | -0.2% | 1.8% | 2.8% | 3.3% |
| ROE | 15.1% | 14.9% | 7.3% | -0.7% | -8.8% | -0.7% | 7.2% | 11.0% | 12.1% |

Nguồn: Tính toán dựa trên BCTC các công ty.

Thứ nhất, khả năng sinh lời của nhiều doanh nghiệp cải thiện đáng kể, cho thấy việc điều chỉnh trong chiến lược tăng trưởng bước đầu mang lại hiệu quả. Hoạt động tái cấu trúc mạnh mẽ sau khủng hoảng đã góp phần tinh gọn bộ máy các doanh nghiệp, sử dụng hiệu quả hơn các nguồn lực hiện có, qua đó khuyếch đại tỷ suất lợi nhuận vốn chủ của các doanh nghiệp.

Thứ hai, ở nhiều công ty xây dựng vẫn lãi ổn định ở mảng xây dựng nhưng lỗ nặng ở mảng tích hợp dọc trong việc sản xuất vật liệu xây dựng như xi măng, thép và kinh doanh đa dạng hoá qua đầu tư tài chính. Điều này cũng đặt ra câu hỏi đối với tính thiếu hiệu quả của cơ chế thẩm định và ra quyết định về thực hiện dự án đầu tư ở các công ty xây dựng này. Nhiều công ty xây dựng nhà nước được nhà nước ưu đãi lớn về hợp đồng xây dựng đầu ra và đất đai, tín dụng, tuy nhiên, lại không tận dụng tốt các ưu đãi này để biến thành lợi thế cạnh tranh và tỷ suất lợi nhuận tốt.

4. CÁC KIẾN NGHỊ NHẪM NÂNG CAO HIỆU QUẢ CỦA CHIẾN LƯỢC TĂNG TRƯỞNG

Những khó khăn đã gặp phải này chắc chắn sẽ định hình lại một cách căn bản tư duy tăng trưởng tại nhiều công ty xây dựng lớn của Việt Nam. Có lẽ các doanh nghiệp Việt Nam cần phải quan tâm hơn đến khái niệm tăng trưởng bền vững, theo đó, doanh nghiệp phải kiểm soát được quá trình tăng trưởng và tăng trưởng cần mang lại hiệu quả thực sự cho cổ đông và doanh nghiệp. Để có thể đưa doanh nghiệp phát triển và đạt được các thành tựu lớn, điều quan trọng của nhà lãnh đạo là phải phân biệt rõ ràng giữa một chiến lược đúng đắn với các chiến lược có vẻ đúng đắn. Quá trình phân tích kinh nghiệm thành công và thất bại của các công ty lớn trong ngành xây dựng có thể đưa ra những giải pháp cho quá trình hoạch định và thực thi chiến lược tăng trưởng của các công ty xây dựng trong thời gian tới.

- *Thứ nhất*, cần thực hiện chiến lược tăng trưởng trước hết bằng việc nỗ lực thâm nhập vào nhiều phân khúc xây dựng thông qua chiến lược phát triển trong nội bộ hoặc thông qua mua bán và sáp nhập: Chiến lược này có độ rủi ro thấp hơn và khả năng thành công cao hơn do các lĩnh vực xây dựng có những công đoạn và kỹ thuật tương đối tương đồng và có thể ứng dụng những kinh nghiệm tích lũy của Công ty để phát triển phân khúc xây dựng mới. Trong lĩnh vực xây dựng, năng lực thi công đóng vai trò cốt lõi trong việc nâng cao tỷ suất lợi nhuận. Điều này đòi hỏi các công ty phải đầu tư cho việc nâng cao năng lực quản lý, đặc biệt là năng lực quản lý công trường, xây dựng được đội ngũ cán bộ quản lý và công nhân kỹ thuật có năng lực tốt.

- *Thứ hai*, với chiến lược tích hợp dọc, cần tích hợp dọc thận trọng từng bước phù hợp với năng lực tài chính, đặc biệt là đầu tư bất động sản với quy mô vừa phải, điều này giúp giảm thiểu rủi ro cho quá trình tăng trưởng và giúp các dự án được tập trung vốn để hoàn thành đúng tiến độ, phát huy hiệu quả kinh doanh cao. Với chiến lược này, cần lựa chọn kỹ lưỡng độ sâu của tích hợp dọc và lựa chọn cẩn trọng những mảng nào nên tự sản xuất và mảng nào nên mua từ bên ngoài thì có lợi hơn. Kinh nghiệm cho thấy, việc lựa chọn các sản phẩm tích hợp dọc thành công cần đảm bảo các yếu tố sau đây, sản phẩm tích hợp ngược sản xuất vật liệu xây dựng thuộc ngành đang tăng trưởng và có thể giúp tiêu thụ tốt sản phẩm, hoặc ngành xây dựng của công ty có thể bao tiêu được phần lớn đầu ra về vật liệu xây dựng. Như vậy, lĩnh vực sản xuất xi măng và sản xuất thép sẽ không phải là lựa chọn tối ưu ở hiện tại do ngành này đang có cung vượt cầu và đòi hỏi vốn đầu tư lớn. Đối với tích hợp tiến, cần tránh đầu tư dàn trải, cần đầu tư có trọng điểm và nỗ lực hoàn thành các dự án đúng tiến độ, tránh để tổng mức đầu tư bị đội lên vì chậm tiến độ.

- *Thứ ba*, bộ máy quản lý cần tái cấu trúc lại theo hướng tinh gọn, số lượng công ty con vừa phải để đảm bảo khả năng kiểm soát hiệu quả về mặt chiến lược của công ty mẹ với các công ty con. Đối với các công ty xây dựng quy mô lớn, cần chuyên môn hóa theo từng lĩnh vực để kiểm soát việc quy mô vốn đầu

tư vào từng lĩnh vực, tránh việc để các công ty con tự phát đầu tư đa ngành. Điều này sẽ giúp công ty mẹ có thể kiểm soát được tương đối chính xác mức độ phân bổ vốn đầu tư cho từng lĩnh vực.

- *Thứ tư*, tốc độ tăng trưởng cần phù hợp với năng lực dòng tiền và không đẩy áp lực tăng cao hệ số nợ, hướng đến sự tăng trưởng bền vững. Quy mô đầu tư vốn cần phù hợp với tiềm lực tài chính: Quá trình tăng trưởng cần duy trì tốc độ tăng trưởng ở mức độ vừa phải, phù hợp với năng lực dòng tiền của doanh nghiệp và không đẩy hệ số nợ vượt lên mức quá cao gây mất an toàn tài chính và mất cân đối tài chính. Về nguồn tài trợ cho quá trình tăng trưởng, cần tiếp tục duy trì chính sách cổ tức ưu tiên giữ lại lợi nhuận tái đầu tư kết hợp với huy động vốn bằng các đợt phát hành cổ phiếu để gia tăng tiềm lực tài chính, tích cực tiếp cận các nguồn vốn quốc tế cho quá trình tăng trưởng. Đối với chiến lược đa dạng hóa, cần đầu tư đa dạng hóa có chọn lọc, theo hướng đầu tư vừa phải vào những lĩnh vực có triển vọng dài hạn tốt, trong khi đó, lượng vốn đầu tư vẫn phải dành chủ đạo cho ngành kinh doanh chính là lĩnh vực xây dựng của công ty.

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CƠ CẤU LẠI NGÂN SÁCH NHÀ NƯỚC THÚC ĐẨY PHÁT TRIỂN KINH TẾ NHANH, BỀN VỮNG

Phạm Ngọc Dũng* – Phạm Ngọc Thạch**

TÓM TẮT: *Nâng cao hiệu quả quản lý tài chính – ngân sách và quản lý nợ công là một trong những vấn đề trọng tâm được Đảng và Nhà nước ta đặc biệt quan tâm. Thời gian qua, bên cạnh kết quả đạt được, công tác tài chính - ngân sách nhà nước và quản lý nợ công vẫn còn hạn chế: Quy mô thu ngân sách so với tổng sản phẩm trong nước (GDP) chưa tương xứng, cơ cấu thu chưa hợp lý, thiếu bền vững; các nguồn lực đất đai, tài nguyên, công sản chưa được huy động, quản lý và sử dụng có hiệu quả; tình trạng trốn thuế, thất thu và nợ thuế còn nghiêm trọng, nhu cầu chi ngân sách không ngừng tăng, vượt khả năng cân đối nguồn lực...Để bảo đảm nền tài chính quốc gia an toàn, bền vững, cần có nhiều giải pháp, trong đó các giải pháp cơ cấu lại ngân sách nhà nước phục vụ phát triển kinh tế được chú trọng đặc biệt. Trên cơ sở nhìn nhận cơ cấu và cơ cấu lại Ngân sách nhà nước (NSNN) như một công cụ điều hành kinh tế vĩ mô, thực tế cơ cấu thu- chi NSNN và hiện trạng cân đối NSNN trong giai đoạn 2011-2017, phân tích những tác động không mong muốn của cơ cấu NSNN hiện nay tới phát triển kinh tế, trong phạm vi bài viết, nhóm tác giả đề xuất các khuyến nghị cơ cấu lại NSNN để thúc đẩy nền kinh tế Việt Nam phát triển nhanh, bền vững, bảo đảm an ninh tài chính quốc gia.*

Từ khóa: *Cơ cấu lại ngân sách nhà nước, phát triển kinh tế bền vững, đảm bảo an ninh tài chính quốc gia*

1. BÀI VIẾT CHÍNH

Cơ cấu và cơ cấu lại ngân sách nhà nước

Ngân sách nhà nước là toàn bộ các khoản thu, chi của Nhà nước được dự toán và được thực hiện trong một khoảng thời gian nhất định do cơ quan nhà nước có thẩm quyền quyết định để đảm bảo thực hiện các chức năng, nhiệm vụ của Nhà nước.

Vấn đề cốt lõi của NSNN là thu NSNN, chi NSNN và cân đối NSNN. Thu NSNN là việc động viên, tập trung các nguồn tài chính vào quỹ ngân sách nhà nước. Chi NSNN là việc phân phối, sử dụng quỹ NSNN cho việc thực hiện các nhiệm vụ của nhà nước. Cân đối ngân sách là nghệ thuật bố trí sắp xếp cơ cấu chi hợp lý và khoa học trên cơ sở các khoản thu NSNN được động viên tập trung vào quỹ NSNN nhằm đảm bảo thực hiện nguyên tắc vàng của quản lý ngân sách là : phải đảm bảo cân đối giữa thu và chi ngân sách.

Cơ cấu NSNN được đề cập với nhiều khía cạnh khác nhau: Cơ cấu giữa quy mô NSNN và tổng GDP, cơ cấu giữa thu và chi, mức độ bội chi NSNN, cơ cấu các khoản thu trong tổng thu NSNN, Cơ cấu các khoản chi trong tổng chi NSNN, Cơ cấu giữa tổng thu chi NSTW và NSĐP.

Cơ cấu NSNN chịu sự chi phối của nhiều nhân tố như: Quy mô, trình độ phát triển của quốc gia, nhu cầu phát triển kinh tế xã hội, thể chế chính trị, bộ máy nhà nước và những nhiệm vụ mà nó phải đảm trách,... Vì NSNN có vai trò và là công cụ đặc biệt quan trọng của chính phủ trong can thiệp vào nền kinh tế vĩ mô và thúc đẩy phát triển kinh tế - xã hội. Vì vậy, việc nghiên cứu xác định một cơ cấu NSNN hợp lý

* Học viện Tài chính

** Tổng công ty xây dựng hàng không

và khoa học có ý nghĩa rất quan trọng để thúc đẩy phát triển KT-XH theo các định hướng chiến lược, các kế hoạch dài hạn, ngắn hạn đã xây dựng.

Cơ cấu lại ngân sách (Tái cơ cấu ngân sách).

Cơ cấu lại ngân sách là việc sắp xếp lại hệ thống các khoản thu, chi ngân sách nhà nước theo mức độ động viên và thứ tự ưu tiên cũng như mức độ ưu tiên. Tái Cơ cấu ngân sách là một trong những nội dung của công tác quản lý ngân sách nhà nước, nó có vai trò hết sức quan trọng trong việc quản lý NSNN một cách có hiệu quả, nhằm phát triển kinh tế, ổn định xã hội, đảm bảo cho cân đối ngân sách nhà nước được bền vững.

Trước hết về quy mô NSNN:

Quy mô ngân sách được phản ánh bằng các chỉ tiêu tương đối theo tỷ lệ % của tổng thu và tổng chi NSNN so với GDP. Việc sử dụng các chỉ số này cho phép xem xét mức độ động viên vốn của nhà nước từ các khu vực khác nhau trong nền kinh tế và quy mô chi tiêu từ quỹ NSNN cho đầu tư phát triển KT-XH nhiều hay ít, hợp lý hay không hợp lý. Nếu quy mô NSNN quá lớn so với GDP do động viên quá nhiều và chi NSNN quá lớn so với quy mô của nền kinh tế, trong trường hợp này có thể giúp Chính phủ giải quyết được nhiều nhiệm vụ trong phát triển kinh tế xã hội, nhưng ngược lại sẽ làm giảm nguồn lực của khu vực doanh nghiệp và các hộ gia đình, chèn ép đầu tư tư nhân, có thể sẽ ảnh hưởng tiêu cực đến tăng trưởng kinh tế.

Về cơ cấu thu NSNN

Cơ cấu thu ngân sách nhà nước phản ánh bằng tỷ lệ phần trăm của từng khoản thu so với tổng thu NSNN. Tỷ trọng từng khoản thu trong tổng số thu NSNN cho phép xác định vị trí, mức độ quan trọng của mỗi khoản thu trong việc đảm bảo nguồn tài chính cho thực hiện chức năng, nhiệm vụ của Nhà nước

Trong giai đoạn 2011-2015, và 2 năm 2016, 2017. Mặc dù có những khó khăn trong phát triển kinh tế xã hội, thực hiện các cam kết quốc tế về giảm thuế; giá dầu biến động bất thường, nhưng tổng thu NSNN vẫn tiếp tục tăng, giai đoạn này tăng gần 2 lần so với giai đoạn 2006-2010; bình quân đạt 22,3%GDP.

Bảng 1. Cơ cấu thu NSNN giai đoạn 2011-2017

(Đơn vị: %)

| Năm | 2011 | 2012 | 2013 | 2014 | 2015 | 2011- 2015 | 2016 | 2017 |
|----------------------|-------|-------|-------|-------|-------|------------|-------|-------|
| Tổng thu NSNN (%GDP) | 26,2% | 25,4% | 24,2% | 18,5% | 20,3% | 22,3% | 19,8% | 23,8% |
| Thu nội địa | 64,2% | 66,8% | 66,9% | 68,9% | 70,1% | 67,6% | 77,4% | 81,7% |
| Thu dầu thô | 11,6% | 11,7% | 12,1% | 10,9% | 10,2% | 11,3% | 5,4% | 3,2% |
| Thu XNK | 23,3% | 20,8% | 20,4% | 19,7% | 19,2% | 20,5% | 17,0% | 14,8% |
| Thu viện trợ | 0,8% | 0,7% | 0,6% | 0,6% | 0,5% | 0,6% | 0,3% | 0,3% |

Nguồn: Bộ Tài chính và Tổng cục Thống kê

Theo bảng trên cho thấy: cơ cấu thu có chuyển biến tích cực, tỷ trọng thu nội địa trong tổng thu NSNN ngày càng cao (giai đoạn 2006-2010 là 58,9% và giai đoạn 2011-2015 khoảng 67,6%, riêng năm 2015 khoảng 70,1%,), năm 2016-2017 bình quân là trên 78%, góp phần bù đắp xu hướng giảm thu từ thuế XNK và nguồn thu từ dầu thô.

Cơ cấu chi NSNN

Là tỷ trọng của từng khoản chi trong tổng chi NSNN qua đó cho phép xác định vị trí, tầm quan trọng của mỗi khoản chi trong tổng chi NSNN, gắn liền với các điều kiện kinh tế xã hội của đất nước và các mục tiêu phát triển kinh tế xã hội của nhà nước trong mỗi thời kỳ nhất định.

Bảng 2. Cơ cấu chi NSNN giai đoạn 2011-2017

(Đơn vị: %)

| Năm | 2011 | 2012 | 2013 | 2014 | 2015 | 2011-2015 | 2016 | 2017 |
|----------------------------|-------|-------|-------|-------|-------|-----------|-------|-------|
| Quy mô chi NSNN - %GDP | | 31,0% | 29,3% | 24,9% | 26,2% | 28,1% | 25,0% | 27,3% |
| Cơ cấu (%/tổng chi NSNN) | | | | | | | | |
| Chi ĐTPT | 28,2% | 26,3% | 25,2% | 25,7% | 24,9% | 26,0% | 26,3% | 25,7% |
| Chi Thường xuyên | 64,7% | 66,1% | 67,5% | 64,1% | 64,5% | 65,4% | 64,6% | 64,9% |
| Chi trả nợ lãi và viện trợ | 4% | 5% | 4% | 4% | 6% | 4,7% | 6% | 7% |

Nguồn: Bộ Tài chính và Tổng cục Thống kê.

Cơ cấu chi ở từng lĩnh vực chủ yếu có những thay đổi quan trọng:

- Cơ cấu chi đầu tư phát triển: Chi đầu tư phát triển có xu hướng ổn định, giai đoạn 2011-2015 chiếm tỷ lệ 26,0%, năm 2016: 26,3%, năm 2017: 25,7%. Tuy khó khăn về nguồn, nhưng nhờ bổ sung nguồn từ Trái phiếu Chính phủ, XSKT, các nguồn khác nên cùng với nguồn cân đối NSNN chi đầu tư phát triển đã được tái cơ cấu, đáp ứng các nhu cầu của đầu tư phát triển. Trong đó, Cơ cấu chi đầu tư phát triển từ nguồn NSNN giai đoạn 2011-2015 tập trung cho hạ tầng giao thông chiếm khoảng 23% , Phát triển khu vực nông, lâm, ngư nghiệp và thủy sản: 21,06% ; đầu tư hạ tầng dịch vụ sự nghiệp công chiếm 34,75% phù hợp với chủ trương phát triển KT-XH của Đảng, Nhà nước và thực tế khả năng chi NSNN.

- Nhìn chung, cơ cấu vốn đầu tư phát triển từ nguồn NSNN, vốn trái phiếu Chính phủ giai đoạn qua phục vụ cho việc thực hiện chủ trương của Đảng, Nhà nước trong xây dựng, phát triển cơ sở hạ tầng, tập trung cho các công trình trọng điểm, chú trọng phát triển các ngành kinh tế mũi nhọn, các vùng kinh tế động lực, các khu kinh tế, khu công nghiệp, khu công nghệ cao. Đồng thời, thực hiện điều chỉnh cơ cấu đầu tư trong lĩnh vực nông nghiệp, nông dân, nông thôn theo tinh thần Nghị quyết Trung ương 7 (Khóa X).

- Về cơ cấu chi thường xuyên: Tỷ trọng chi thường xuyên trong tổng chi NSNN có tăng lên, nguyên nhân cơ bản là do thực hiện được các chủ trương, kết luận của Ban Chấp hành Trung ương về cải cách chính sách tiền lương, bảo hiểm xã hội và trợ cấp ưu đãi người có công; đồng thời, thực hiện Nghị quyết số 26-NQ/TW ngày 5/8/2008 của Ban Chấp hành Trung ương về nông nghiệp, nông thôn, nông dân; Nghị quyết số 76/2014/QH13 ngày 24/6/2014 của Quốc hội khóa XIII về đẩy mạnh thực hiện mục tiêu giảm nghèo bền vững đến năm 2020;... Trong tổng chi thường xuyên, xét theo lĩnh vực, chi an ninh quốc phòng tăng từ 19,4% giai đoạn 2006-2010 lên 22% giai đoạn 2011-2015; chi GD-ĐT lần lượt tăng từ 21,4% lên 22,8%; chi y tế, kế hoạch hóa gia đình tăng từ 6,5% lên 7,6%; chi sự nghiệp kinh tế từ 8,9% lên 10%; chi QLHC tăng từ 14,3% lên 14,6%.

- Về nội dung chi có thể thấy là chi cho con người chiếm tỷ trọng rất lớn: chi lương và các khoản phụ cấp chiếm khoảng 54,8% chi thường xuyên giai đoạn 2006-2010, giai đoạn 2011-2015 là 52,8%, cùng các khoản chi đảm bảo an sinh xã hội thì chi cho con người chiếm trên 60% tổng chi thường xuyên NSNN.

Về cơ cấu phân cấp NSNN

- Về thu NSNN, Quán triệt nguyên tắc: Đảm bảo vai trò chủ đạo của NSTW giai đoạn 2011-2015 vẫn được thực hiện, nhưng số liệu bảng 3 cho thấy gần đây có xu hướng giảm, tỷ trọng thu NSTW từ 63,7% tổng thu NSNN giai đoạn 2011-2015 xuống còn khoảng 59% tổng thu NSNN năm 2016-2017.

Bảng 3. Cơ cấu thu NSNN theo phân cấp giai đoạn 2011-2017

(Đơn vị: %)

| | 2011 | 2012 | 2013 | 2014 | 2015 | 2011-2015 | 2016 | 2017 |
|----------|-------|-------|-------|-------|-------|-----------|-------|-------|
| Thu NSTW | 64,6% | 63,6% | 63,7% | 63,3% | 63,6% | 63,7% | 58,8% | 60,2% |
| Thu NSDP | 35,4% | 36,4% | 36,3% | 36,7% | 36,4% | 36,3% | 41,2% | 39,8% |

Nguồn: Tính toán từ số liệu dự toán thu NSNN các năm từ 2011-2017

- Về chi NSNN, tỷ trọng chi NSTW trong tổng chi NSNN có xu hướng giảm từ 55,2% dự toán ngân sách năm 2006 xuống còn 49,2% năm 2018; tỷ trọng chi ĐTPT giảm từ 33,3% giai đoạn 2006-2010 xuống còn khoảng 26-27% giai đoạn 2011-2015. Theo đó, tỷ trọng chi NSDP tăng đã góp phần quan trọng tạo ra tính chủ động của chính quyền địa phương trong phát triển kinh tế xã hội, nhưng mặt trái của nó là ảnh hưởng đến nguyên tắc vai trò chủ đạo của NSTW, khó khăn trong việc tập trung nguồn vốn lớn về cho trung ương thực hiện những nhiệm vụ lớn trên phạm vi toàn quốc.

Bảng 4: Cơ cấu chi NSNN theo phân cấp giai đoạn 2011-2018

Đơn vị: %/tổng chi NSNN

| Năm | 2011 | 2012 | 2013 | 2014 | 2015 | 2011-2015 | 2016 | 2017 | 2018 |
|------|-------|-------|-------|-------|-------|-----------|-------|-------|-------|
| NSTW | 55,2% | 53,7% | 51,2% | 52,1% | 54,3% | 53,3% | 52,4% | 50,9% | 49,2% |
| NSDP | 44,8% | 46,3% | 48,8% | 47,9% | 45,7% | 46,7% | 47,6% | 49,1% | 50,8% |

Nguồn: Tính toán từ số liệu dự toán chi NSNN theo Luật NSNN 2015

Thực trạng cân đối NSNN

Theo Luật NSNN năm 2002, NSNN được cân đối theo nguyên tắc tổng số thu từ thuế, phí, lệ phí phải lớn hơn tổng số chi thường xuyên và góp phần tích lũy ngày càng nhiều cho chi ĐTPT. trường hợp có bội chi, thì số bội chi phải nhỏ hơn số chi ĐTPT, tiến tới cân bằng thu, chi ngân sách. Chiến lược Tài chính 2011-2020 đã xác định mục tiêu cân đối ngân sách tích cực, giảm dần tỷ lệ bội chi ngân sách nhà nước xuống dưới 4,5% GDP vào năm 2015 (tính cả TPCP). Theo số liệu của Bộ Tài chính và Tổng cục Thống kê, bội chi NSNN bình quân giai đoạn 2011-2015 là 5,6%. Việc triển khai tái cơ cấu NSNN, với nỗ lực không ngừng nghỉ của Bộ Tài chính, những biện pháp cụ thể thiết thực nhằm kiểm soát nguồn thu, cắt giảm và tiết kiệm chi tiêu, kể từ năm 2016 bội chi ngân sách nhà nước đã được kiểm soát và có xu hướng giảm dần; năm 2016 là 5,06%GDP (theo GDP kế hoạch là 4,4%), năm 2017 là 3,48% (theo GDP kế hoạch là 3,42%).

Những kết quả đạt được.

Cơ cấu lại NSNN trong thời gian vừa qua đã góp phần cải thiện môi trường đầu tư của Việt Nam. Với những giải pháp đồng bộ thực hiện thời gian qua như: Hoàn thiện chính sách thuế, phí và lệ phí theo xu hướng giảm thuế, thực hiện các cam kết quốc tế, xóa bỏ các loại phí, lệ phí bất hợp lý đã góp phần giảm gánh nặng đóng góp của các thành phần kinh tế, những thủ tục hành chính được cải cách giúp cho môi trường đầu tư thuận lợi hơn, thúc đẩy các nhà đầu tư bỏ vốn đầu tư nhiều hơn trong các lĩnh vực của nền kinh tế.

Có thể so sánh hệ thống thu của Việt Nam với các nước trên thế giới để thấy các nghĩa vụ thu của Việt nam đến năm 2017 đã giảm xuống ở mức tương đối thấp và đặc biệt là thấp hơn nhiều so với 20 nước có mức thuế suất thuế TNDN pháp định cao nhất trên thế giới:

Bảng 5: Thuế suất thuế TNDN và TNCN của Việt nam và các nước năm 2017

Đơn vị: % (tính theo mức thuế suất cao nhất)

| | Nhật | Phi líp pin | Bang la dé | Trung Quốc | Indon esia | Hàn Quốc | Lào | Mã lai | Cam pu chia | Thái Lan | Việt Nam | Xing ga po | Đài Loan |
|-----------|-------|----------------|---------------|---------------|---------------|-------------|-----|--------|----------------|-------------|-------------|---------------|-------------|
| Thuế TNDN | 30,86 | 30 | 25 | 25 | 25 | 25 | 24 | 24 | 20 | 20 | 20 | 17 | 17 |
| Thuế TNCN | 55,95 | 35 | 30 | 45 | 30 | 40 | 24 | 28 | 20 | 35 | 35 | 22 | 45 |

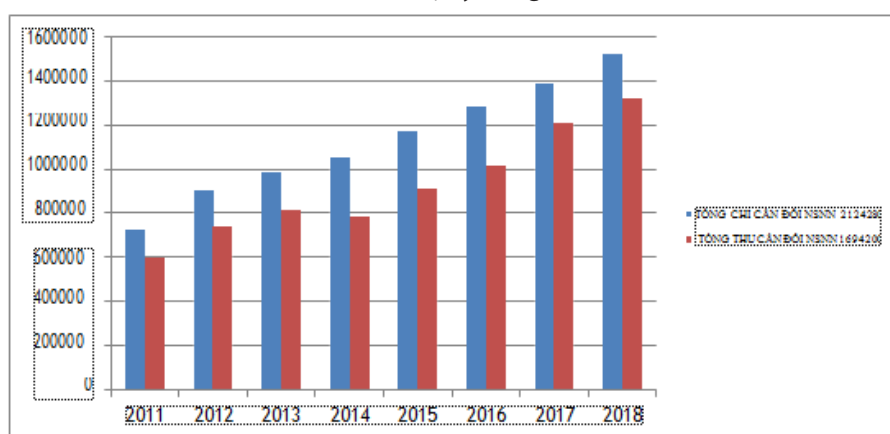
Nguồn: <https://tradingeconomics.com/country-list/>

Với cơ cấu thu hợp lý, đã khuyến khích, huy động được nguồn lực của các thành phần kinh tế đầu tư phát triển kinh tế - xã hội. Tổng vốn đầu tư khu vực nhà nước trong các năm qua bình quân ở mức trên 39% tổng đầu tư xã hội. Tuy nhiên, con số này đã giảm xuống 37,6% năm 2016 và xuống 35,7% năm 2017. Bù lại vốn đầu tư của các khu vực khác đã tăng đáng kể trong tổng đầu tư toàn xã hội.

Quy mô thu ngân sách tăng là nền tảng để tăng chi ngân sách, đây là một trong các yếu tố tăng tổng cầu, thúc đẩy tăng trưởng kinh tế. Tham khảo số liệu quy mô thu, chi ngân sách và liên hệ tốc độ tăng trưởng kinh tế của Việt Nam Bảng 6 và bảng 7 cho thấy:

Biểu đồ 1: Quy mô thu ngân sách và quy mô chi ngân sách 2011-2017

Đơn vị: Tỷ đồng



Nguồn: Dự toán thu, chi ngân sách theo phê duyệt của Quốc hội

Đây là nhân tố quan trọng có đóng góp vào việc duy trì tốc độ tăng trưởng hợp lý thời gian qua, trong bối cảnh kinh tế thế giới suy giảm và phục hồi yếu ớt thời kỳ hậu khủng hoảng tài chính toàn cầu.

Bảng 6. Tốc độ tăng trưởng kinh tế thế giới và Việt Nam

(Đơn vị: %)

| Năm | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------------------|------|------|------|------|------|------|------|------|------|------|------|
| Tốc độ tăng trưởng GDP thế giới | 5.6 | 5.7 | 3 | -0.1 | 5.4 | 4.2 | 3.5 | 3.3 | 3.4 | 3.1 | 3.2 |
| Tốc độ tăng trưởng GDP Việt nam | 7.0 | 7.1 | 5.7 | 5.4 | 6.4 | 6.2 | 5.3 | 5.4 | 6.0 | 6.7 | 6.2 |

Nguồn: Tổng hợp các báo cáo định kỳ về triển vọng kinh tế thế giới – Ngân hàng Thế giới; Số liệu của Tổng cục Thống kê.

- Với Cơ cấu thu NSNN bền vững hơn, Thu nội địa tăng, giảm sự phụ thuộc vào thu XNK, thu dầu thô, tăng tính ổn định, bền vững của NSNN, từ đó phát huy tính chủ động của Chính phủ trong sử dụng các công cụ của chính sách Tài khóa trong điều chỉnh kinh tế vĩ mô. Điều này được thể hiện rõ nét trong điều hành chính sách Tài khóa của Chính phủ thời kỳ 2008- 2009, 2009-2010 và 2011-2015.

- Chi thường xuyên của ngân sách nhà nước tăng nhanh đã đảm bảo các nhu cầu chi con người, đặc biệt là các chế độ lương, phụ cấp; hệ thống an sinh xã hội, là nhân tố quyết định trong việc cải thiện và nâng cao đời sống nhân dân.

- Chi đầu tư phát triển từ nguồn vốn NSNN đã góp phần phát triển hệ thống hạ tầng kinh tế kỹ thuật làm nền tảng cho phát triển kinh tế - xã hội của Việt Nam thời gian qua.

- Mặc dù chi đầu tư phát triển từ NSNN có giảm, nhưng với sự hỗ trợ từ các nguồn khác như: TPCP, XSKT và các khoản NSNN ứng trước cho các dự án đầu tư chưa bố trí được nguồn, nên vẫn giải quyết được các nhu cầu đầu tư phát triển hạ tầng kinh tế xã hội qua đó trì tốc độ tăng trưởng GDP ở mức tương đối cao so với các nước trên thế giới.

Bảng 7. Quy mô tổng đầu tư xã hội và tốc độ tăng trưởng GDP

(Đơn vị: %)

| Năm | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--------------------------------|------|------|------|------|------|------|------|------|------|------|------|------|
| TĐTXH (%/GDP) | 38.1 | 42.7 | 38.2 | 39.2 | 38.5 | 33.3 | 31.1 | 30.5 | 31 | 32.6 | 33 | 33.3 |
| Tốc độ tăng trưởng GDP (%/năm) | 6.98 | 7.13 | 5.66 | 5.4 | 6.42 | 6.24 | 5.25 | 5.42 | 5.98 | 6.68 | 6.21 | 6.81 |

Nguồn: Tổng cục Thống kê

Những tác động không mong muốn của cơ cấu ngân sách hiện nay tới phát triển kinh tế.

Về tác động không mong muốn của cơ cấu thu ngân sách thời gian qua tới phát triển kinh tế:

- Quy mô thu ngân sách có xu hướng giảm dần, trong khi nhu cầu chi vẫn rất lớn, dẫn tới căng thẳng trong cân đối thu – chi NSNN.

- Nguồn thu mặc dù đã được đa dạng hóa, nhưng vẫn còn thiếu một số khoản thu có vai trò ngày càng quan trọng trong hệ thống thu theo thông lệ quốc tế.

- Cơ cấu thu theo phân cấp NSNN chưa phù hợp với thông lệ; chưa gắn được quyền hạn với trách nhiệm của cấp chính quyền địa phương.

Về tác động không mong muốn của cơ cấu chi ngân sách tới phát triển kinh tế.

- Việc thực hiện mục tiêu cơ cấu lại đầu tư công theo hướng tập trung, tránh dàn trải, nâng cao chất lượng, hiệu quả... còn hạn chế.

- Tình trạng phân bổ, giao vốn chậm, giải ngân không đạt dự toán, dẫn tới chuyển nguồn lớn; đầu tư phân tán, kéo dài, không dứt điểm.

- Số vốn bố trí đầu tư cho các công trình trọng điểm quốc gia, chương trình mục tiêu thấp.

- Vốn NSNN Chưa thực sự thực hiện được vai trò vốn môi để huy động các nguồn lực khác, hiệu quả đầu tư công còn thấp.

- Tỷ trọng các khoản chi trực tiếp của NSTW có xu hướng giảm nhanh, ảnh hưởng tới nguyên tắc vai trò chủ đạo của NSTW,

Các khuyến nghị cơ cấu lại NSNN thúc đẩy tăng trưởng kinh tế nhanh, bền vững.

Cơ cấu lại thu ngân sách nhà nước.

Tiếp tục hoàn thiện chính sách chế độ thu NSNN với các nội dung: mở rộng diện thu thuế, điều chỉnh tăng thuế suất, nghiên cứu áp dụng một số loại thuế mới, tăng cường quản lý thu phù hợp với sự phát triển của nền kinh tế, vừa hỗ trợ, vừa tăng cường quản lý nền kinh tế đồng thời tạo nguồn thu bền vững cho ngân sách

Mở rộng diện thu thuế.

- Đối với thuế giá trị gia tăng: Thu hẹp nhóm hàng hóa, dịch vụ không chịu thuế giá trị gia tăng theo thông lệ quốc tế xuống còn 4 đến 8 nhóm, thay vì 25 nhóm như hiện nay.

- Đối với thuế tiêu thụ đặc biệt: Nên bổ sung vào đối tượng chịu thuế tiêu thụ đặc biệt đối với một số hàng hóa, dịch vụ mà đối tượng tiêu dùng là nhóm dân cư có thu nhập cao, như điện thoại di động, camera, nước hoa, mỹ phẩm, dịch vụ thẩm mỹ...

- Đối với thuế bảo vệ môi trường: Trong thời gian tới, có thể nghiên cứu bổ sung vào diện chịu thuế bảo vệ môi trường đối với một số hàng hóa như: pin, ắc quy, các loại thuốc bảo quản thực vật, giấy, các loại hóa chất,... vì đây là những hàng hóa mà quá trình sản xuất và sử dụng gây ô nhiễm môi trường, cần đánh thuế để hướng dẫn sản xuất và tiêu dùng hợp lý,

- Đối với thuế Thu nhập doanh nghiệp: Nên giảm các đối tượng ưu đãi thuế TNDN. Theo đó, nên bỏ ưu đãi mục tiêu xã hội trong chính sách thuế.

- Đối với thuế Thu nhập cá nhân: Nên xem xét lại các khoản thu nhập được trừ không tính vào thu nhập chịu thuế và các khoản thu nhập miễn thuế để vừa mở rộng cơ sở thu ngân sách vừa đảm bảo công bằng trong điều tiết thu nhập. Cũng nên xem lại mức giảm trừ gia cảnh hiện nay cho hợp lý.

Việc nghiên cứu đánh thuế bất động sản với mức khởi điểm đánh thuế hợp lý để vừa không đánh thuế vào người có thu nhập thấp nhưng vẫn đảm bảo có nguồn thu mới cho NSNN, đảm bảo công bằng xã hội.

Về điều chỉnh thuế suất

- Thu hẹp diện chịu thuế suất thuế Giá trị gia tăng mức 5% để bảo đảm minh bạch, công bằng giữa các doanh nghiệp.

- Điều chỉnh tăng mức thuế suất thuế giá trị gia tăng phổ thông lên trên 10% theo lộ trình nhất định và theo thông lệ quốc tế.

- Về thuế suất thuế tiêu thụ đặc biệt: cần điều chỉnh tăng đối với những mặt hàng không khuyến khích sử dụng có hại cho sức khỏe con người và ảnh hưởng nặng đến môi trường trong quá trình sản xuất và tiêu thụ, như: thuốc lá, rượu, bia, Nghiên cứu áp dụng thuế tiêu thụ đặc biệt đối với một số mặt hàng mới.

Cơ cấu lại chi NSNN:

- Cơ cấu lại chi NSNN theo hướng giảm tỷ trọng chi thường xuyên; tăng tỷ trọng chi đầu tư; tái cơ cấu chi đầu tư, chi thường xuyên gắn với việc nâng cao hiệu lực, hiệu quả chi tiêu ngân sách trong thực hiện chủ trương, định hướng, các mục tiêu phát triển kinh tế xã hội.

- Đối với chi thường xuyên: Bố trí hợp lý và triệt để tiết kiệm chi thường xuyên, phần đầu giảm tỷ trọng chi thường xuyên, dành nguồn để tăng chi đầu tư và trả nợ. Trong đó, giảm tỷ trọng chi quản lý hành chính Nhà nước chủ yếu trên cơ sở sắp xếp lại bộ máy, tinh giản biên chế.

- Chi lĩnh vực hành chính gắn với việc triển khai thực hiện Nghị quyết số 18-NQ/TW về sắp xếp lại bộ máy nhà nước, tinh giản biên chế và Nghị quyết số 19-NQ/TW về đổi mới đơn vị sự nghiệp công lập, triển khai thực hiện Nghị định 16/NĐ-CP, giao quyền tự chủ cho các đơn vị sự nghiệp công lập.

KẾT LUẬN

Cơ cấu lại ngân sách nhà nước thúc đẩy phát triển kinh tế là một vấn đề lớn, nó đòi hỏi phải có chủ trương sáng suốt và đúng đắn, sự vào cuộc tích cực và đầy trách nhiệm của cả trung ương và địa phương. Việc cơ cấu lại NSNN được tiến hành một cách đồng bộ, kịp thời, sáng suốt sẽ có tác động tích cực thúc đẩy phát triển kinh tế nhanh và bền vững, nhằm đưa Việt Nam thực hiện được mục tiêu trở thành nước công nghiệp phát triển.

DANH MỤC TÀI LIỆU THAM KHẢO

1. Luật NSNN năm 2015;
2. Nghị quyết số 266/NQ-UBTVQH13 ngày 4/10/2016 ban hành các nguyên tắc, tiêu chí và định mức phân bổ dự toán chi thường xuyên NSNN năm 2017;
3. Nghị quyết 1023/NQ-UBTVQH13 ngày 28/8/2015 ban hành các nguyên tắc, tiêu chí và định mức phân bổ vốn đầu tư phát triển nguồn NSNN giai đoạn 2016-2020;
4. Nghị quyết số 07 - NQ/TW ngày 18/11/2016 của Bộ Chính trị về cơ cấu lại NSNN và nợ công;
5. Nghị quyết 51/NQ-CP ngày 19/6/2017 của Chính phủ về Chương trình hành động triển khai khai hoạch cơ cấu lại NSNN và quản lý nợ công;
6. Kế hoạch tài chính giai đoạn 2016 – 2020 của Chính phủ trình Quốc hội tại kỳ họp thứ 2, khóa XIV;
7. Báo cáo quyết toán NSNN các năm 2011,2012,2013,2014,2015,2016.
8. Báo cáo đánh giá tốc độ tăng trưởng kinh tế Việt Nam trong 10 năm (2006-2016) của Ngân hàng Thế giới;
9. Niên giám thống kê hàng năm (từ 2006 đến năm 2017).

XU HƯỚNG PHÁT TRIỂN KINH TẾ XANH TRÊN THẾ GIỚI VÀ THỰC TIỄN Ở VIỆT NAM

Đặng Thị Thu Giang*

TÓM TẮT: Khai thác và lạm dụng quá mức tài nguyên thiên nhiên, đồng thời gia tăng chóng mặt những chất thải độc hại trong quá trình phát triển của loài người đã làm nảy sinh nhiều hệ lụy và thách thức về ô nhiễm môi trường, khủng hoảng sinh thái, biến đổi khí hậu, thậm chí đang đậm dần nguy cơ hiện hữu đe dọa sự tồn vong của chính xã hội loài người. Kinh tế xanh là một lựa chọn tất yếu có tính thời đại và mang tầm vóc toàn cầu để đối phó với nguy cơ mang tính thảm họa nhân loại này... Bài viết dưới đây muốn nhìn khái quát bức tranh tổng thể về xu hướng kinh tế xanh toàn cầu hiện nay thông qua một số nước điển hình trên thế giới và thực tiễn định hướng phát triển xanh ở Việt Nam

Từ khóa: kinh tế xanh, phát triển bền vững,

Summary: Over exploitation of natural resources and the disposal of hazardous waste during the process of human development has resulted in huge costs in terms of environment pollution, ecological crisis, climate change and the existence of the whole society. Green economy is a method of economics that supports the attempts to sort out these global risks. The article reviews the global trend of Green economy in typical nations across the globe and current situation of green-oriented economy in Vietnam

Keywords: Green economy, Sustainable development.

1. ĐẶT VẤN ĐỀ

Sau hai hội nghị thượng đỉnh của Liên Hợp Quốc (LHQ), Hội nghị Thượng đỉnh Trái đất về Môi trường và phát triển tại Rio de Janeiro, Braxin năm 1992, Hội nghị Thượng đỉnh Thế giới về Phát triển bền vững ở Johannesburg, Nam Phi năm 2002, phát triển bền vững (PTBV) đã trở xu thế chung mà toàn nhân loại đang nỗ lực hướng tới và cũng là mục tiêu chiến lược quan trọng mà Việt Nam quyết tâm thực hiện.

Qua 20 năm PTBV, mô hình phát triển của thế giới vẫn là kinh tế “nâu”, phụ thuộc nhiều vào tài nguyên thiên nhiên, nhiên liệu hóa thạch, gây ô nhiễm môi trường, suy thoái tài nguyên và mất cân bằng sinh thái. Gần đây trên phạm vi toàn cầu, lại liên tiếp xảy ra những cuộc khủng hoảng mới, trong đó biến đổi khí hậu (BĐKH) được cho là thách thức lớn nhất của nhân loại trong thế kỷ XXI. Cuộc chiến chống BĐKH còn rất cam go, căng thẳng (nhất là từ sau COP13, 2007) và cho đến nay (tại COP18, 2011), cộng đồng quốc tế vẫn chưa có được những cam kết pháp lý để ứng phó với BĐKH, thay thế cho Nghị định thư Kyoto (KP) đã hết hiệu lực vào năm 2012 (COP18 gia hạn hiệu lực KP đến năm 2020).[5]

Trong bối cảnh đó, ở các nước tiên tiến, kinh tế công nghiệp đang chuyển dần thành kinh tế hậu công nghiệp và từng bước chuyển sang kinh tế tri thức. Cùng với nó, các dạng thức kinh tế của thế giới cũng

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đang có xu hướng chuyển dần sắc thái từ kinh tế “nâu” sang kinh tế “xanh”. Thuật ngữ “kinh tế xanh”, “tăng trưởng xanh” đã và đang được thừa nhận và phát triển kinh tế xanh đang trở thành mô hình phát triển tiên tiến, được nhiều nước trên thế giới hướng tới, thậm chí đang lan tỏa thành một trào lưu tốt đẹp tăng trưởng phát triển và tạo ra công bằng xã hội.

Việt Nam, sau 30 năm đổi mới, đã thu được những thành tựu nhất định. Tuy nhiên, sự phát triển vẫn chưa bền vững, đất nước vẫn phải đối mặt với rất nhiều vấn đề về ô nhiễm môi trường, thậm chí hủy hoại và lãng phí tài nguyên thiên nhiên, lãng phí nguồn lực. Để giải quyết những khó khăn, thách thức này, Chính phủ đã ban hành những chiến lược có liên quan đến tăng trưởng xanh, kinh tế xanh rộng khắp trên nhiều lĩnh vực. Bài viết này muốn đưa ra một góc nhìn về xu thế kinh tế xanh trên thế giới và qua đó nhìn nhận về con đường phát triển cho Việt Nam theo xu hướng toàn cầu hiện nay.

2. NỘI DUNG

2.1. Thế giới với xu hướng đổi màu từ “nâu” sang “xanh”

Mô hình phát triển kinh tế thế giới trong giai đoạn hiện nay là theo kiểu nền kinh tế “nâu”, đó là một nền kinh tế khai thác và sử dụng quá nhiều năng lượng từ nhiên liệu hóa thạch và các nguồn tài nguyên thiên nhiên, gây ra những tổn hại to lớn cho môi trường như ô nhiễm không khí, nguồn nước và đại dương, suy thoái đất, mất rừng và suy giảm đa dạng sinh học. Người ta cho rằng với phương thức phát triển cũ đã phát thải quá nhiều khí gây hiệu ứng nhà kính như CO₂, SO₂, CH₄... là nguyên nhân gây ra biến đổi khí hậu diễn ra với quy mô toàn cầu đe dọa cuộc sống con người và gây ra tổn thất cho hoạt động kinh tế. Nhằm thay đổi tình trạng này, Chương trình môi trường Liên Hợp Quốc (UNEP) đã đưa ra một hướng tiếp cận mới cho phát triển kinh tế được nhiều quốc gia đồng tình hưởng ứng, đó là phát triển nền kinh tế xanh (Green Economy).

Từ năm 2008, trong chiến lược phát triển kinh tế của mình, nhiều tổ chức quốc tế như LHQ, Tổ chức Hợp tác và Phát triển Kinh tế (OECD), Liên hiệp Châu Âu (EU), Ngân hàng Thế giới (WB), Quỹ Tiền tệ Quốc tế (IMF)... cũng như các quốc gia có nền kinh tế phát triển, đã triển khai và thúc đẩy các dự án xanh và coi đây là một trong những giải pháp giúp chúng ta thoát khỏi tình trạng suy thoái hiện nay. Nhận thức về “kinh tế xanh”, “tăng trưởng xanh” là gì và nội hàm bao gồm những nội dung nào đã được đem ra thảo luận trên rất nhiều diễn đàn.

Theo Chương trình Môi trường Liên hợp quốc UNEP (United Nations Environment Programme), nền kinh tế xanh là “nền kinh tế nâng cao đời sống của con người và cải thiện công bằng xã hội, đồng thời giảm thiểu những rủi ro môi trường và những thiếu hụt sinh thái là nền kinh tế phát thải ít cacbon, tiết kiệm tài nguyên và hướng tới nâng cao đời sống của con người và cải thiện công bằng xã hội, đồng thời giảm đáng kể những rủi ro môi trường và những thiếu hụt sinh thái”. [6]

Theo Ủy ban kinh tế xã hội khu vực châu Á- Thái Bình Dương của Liên hiệp quốc (UNESCAP) “*Tăng trưởng xanh là chiến lược tìm kiếm sự tối đa hoá sản lượng kinh tế, trong khi giảm thiểu gánh nặng sinh thái*”, tìm kiếm sự hài hoà giữa tăng trưởng kinh tế và tính bền vững môi trường thông qua thay đổi căn bản trong phương thức sản xuất và tiêu dùng xã hội. [8]

Ngân hàng Thế giới (WB) cho rằng tăng trưởng xanh là quá trình tăng trưởng sử dụng tài nguyên hiệu quả, sạch hơn và tăng cường khả năng chống chịu mà không làm chậm quá trình này. Hoặc có thể nói tăng trưởng xanh là con đường, là cách thức chủ yếu để đạt được kinh tế xanh.

Theo Luật khung về Tăng trưởng xanh, ít các bon của Hàn Quốc: “*Tăng trưởng xanh là tăng trưởng đạt được sự hài hoà giữa kinh tế và môi trường bằng việc tiết kiệm và sử dụng hiệu quả năng lượng, tài*

nguyên nhằm giảm thiểu biến đổi khí hậu và suy thoái môi trường; đồng thời phát triển nghiên cứu năng lượng sạch và công nghệ xanh để đảm bảo động lực tăng trưởng mới và tạo ra những việc làm mới”.

Các khái niệm của các tổ chức khác nhau có cách diễn đạt khác nhau nhưng chúng đều quy tụ 3 điểm chính :

(i) Kinh tế xanh là nền kinh tế thân thiện với môi trường, giảm phát thải khí nhà kính để giảm thiểu biến đổi khí hậu.

(ii) Kinh tế xanh là nền kinh tế tăng trưởng theo chiều sâu, hao tổn ít nhiên liệu, tăng cường các ngành công nghiệp sinh thái, đổi mới công nghệ.

(iii) Kinh tế xanh là nền kinh tế tăng trưởng bền vững, xóa đói giảm nghèo và phát triển công bằng. Về bản chất, phát triển kinh tế xanh, tăng trưởng xanh là thực hiện sự PTBV trong điều kiện mới, là phải nâng cao GDP, cải thiện chất lượng sống gắn liền với mục tiêu chung là giữ gìn, tái tạo lại môi trường, đảm bảo sự kết hợp hài hòa giữa kinh tế với môi trường, còn chiến lược phát triển và phương thức thực hiện phải căn cứ vào điều kiện thực tế cho phù hợp từng quốc gia và giai đoạn cụ thể.[3]

Nội hàm kinh tế xanh và tăng trưởng xanh mang tính mở cao và ngày càng định hình đầy đủ hơn, với các điểm nhấn về “Xanh hoá” bao phủ ngày càng rộng khắp các lĩnh vực sản xuất và tiêu dùng xã hội: “Công nghệ Xanh”; “Việc làm Xanh”; “Công nghiệp Xanh” “Nông nghiệp Xanh”; “Năng lượng Xanh”; “Giao thông Xanh”; “Đô thị Xanh”; “Cảng Xanh”; “Lối sống xanh”; “Tiêu dùng xanh”; “Mô hình nhà ở xanh”; “Chi tiêu công xanh”; v.v... Thị trường toàn cầu hóa sẽ đi theo những chuỗi giá trị cung-cầu xanh, với các dòng chảy mậu dịch và đầu tư được quy định nghiêm ngặt theo những nguyên lý bền vững.

Một nền kinh tế xanh được hiểu là một nền kinh tế có mức phát thải thấp, sử dụng hiệu quả và tiết kiệm tài nguyên thiên nhiên, đảm bảo tính công bằng về mặt xã hội và ngăn chặn sự suy giảm đa dạng sinh học và dịch vụ của hệ sinh thái. Khác với trước đây trong nền kinh tế nâu, đầu tư công trong kinh tế xanh cần phải ưu tiên cho duy trì và phát triển nguồn vốn tự nhiên, nhất là những nguồn tài sản thuộc sở hữu chung, mang lại lợi ích cho mọi người. Sự đầu tư đó cũng cần chú ý tới nhóm người nghèo, bởi sinh kế và an sinh của họ phụ thuộc nhiều vào tự nhiên và họ là những đối tượng dễ bị tổn thương do tác động của thiên tai cũng như sự biến đổi khí hậu.

- 1) Thiết lập đủ khuôn khổ thể chế, pháp luật liên quan đến các khía cạnh của nền kinh tế xanh.
- 2) Hạn chế chi tiêu và trợ cấp của chính phủ trong những lĩnh vực kinh tế nâu
- 3) Sử dụng các công cụ thuế và thị trường như thế nào để thúc đẩy đầu tư xanh, sáng kiến xanh (VD thuế phí môi trường, thuế carbon, thuế tài nguyên...)
- 4) Phát triển giáo dục đào tạo và năng lực hành chính để nâng cao nhận thức về phát triển kinh tế xanh. [2]

Các tiêu chí đánh giá nền kinh tế xanh bao gồm các tiêu chí về chỉ số kinh tế (đầu tư R&D cho kinh tế xanh, thuế nhiên liệu hoá thạch, ngành năng lượng tái tạo, chi tiêu cho thu mua bền vững, sản lượng CO₂...); chỉ số môi trường (phát thải CO₂, tiêu dùng năng lượng, rừng, nguồn nước, tỷ lệ bảo tồn đất đai và biển, chất thải, tái chế chất thải...), chỉ số xã hội (chỉ số thu nhập, Gini, tỷ lệ tiếp cận nước sạch, tỷ lệ tiếp cận năng lượng sạch, tỷ lệ chất độc hại trong đồ uống/không khí..., tỷ lệ ung thư...)

UNEP phối hợp với các đối tác như OECD và WB để phát triển một bộ các chỉ tiêu mà từ đó các chính phủ có thể lựa chọn các chỉ tiêu phù hợp tùy thuộc vào tình hình của mỗi quốc gia. Các chỉ số đang được phát triển này có thể được tạm chia thành ba nhóm sau đây:

1) Các chỉ số kinh tế: chỉ số về tỉ lệ đầu tư, tỉ lệ sản lượng và việc làm trong các lĩnh vực đáp ứng các tiêu chuẩn bền vững, chẳng hạn như GDP xanh.

2) Các chỉ số môi trường: chỉ số sử dụng hiệu quả tài nguyên, về ô nhiễm ở mức độ ngành hoặc toàn nền kinh tế (ví dụ như hệ số sử dụng năng lượng/GDP, hoặc hệ số sử dụng nước/GDP).

3) Các chỉ số tổng hợp về tiến bộ và phúc lợi xã hội: ví dụ như các chỉ số tổng hợp về kinh tế vĩ mô, bao gồm ngân sách quốc gia về kinh tế và môi trường, hoặc những chỉ số đem lại cái nhìn toàn diện hơn về phúc lợi, ngoài định nghĩa hẹp của GDP bình quân đầu người. [7]

Tổ chức hợp tác phát triển kinh tế (OECD) cũng có bộ tiêu chí đánh giá tăng trưởng xanh nhưng chỉ đóng vai trò định hướng cho các nước trong việc tự xây dựng bộ chỉ tiêu cho chính mình, bởi mỗi nước có trình độ phát triển kinh tế, điều kiện tự nhiên, môi trường, trình độ dân trí khác nhau. Bên cạnh đó, trong từng giai đoạn của nền kinh tế, mỗi chỉ tiêu đánh giá tăng trưởng xanh có mức tác động khác nhau đối với chính sách trong ngắn hạn, dài hạn của Chính phủ.

Theo kết quả nghiên cứu của các tác giả trong tài liệu “Hướng tới nền kinh tế xanh” do Chương trình môi trường Liên Hợp Quốc (UNEP) công bố năm 2011, mô hình kịch bản đầu tư xanh với số vốn khoảng 2% GDP toàn cầu (khoảng 1300 tỷ USD), trong đó khoảng một phần tư của tổng số (0,5% GDP) tương đương với số tiền 350 tỷ USD được đầu tư cho các lĩnh vực sử dụng nhiều vốn tự nhiên như các ngành nông nghiệp, lâm nghiệp, nước sạch và thủy sản. Trong mô hình kinh tế vĩ mô, các tác giả cũng đã tính toán và chỉ ra rằng, xét trong dài hạn, đầu tư vào nền kinh tế xanh sẽ cải thiện hiệu quả kinh tế và tăng tổng lượng của cải trên toàn cầu. Mặt khác, sự đầu tư đó sẽ đem lại hiệu quả trong việc phục hồi các nguồn tài nguyên có khả năng tái tạo, giảm thiểu những rủi ro môi trường và tái thiết sự thịnh vượng cho tương lai. Như vậy, xây dựng một nền kinh tế xanh cũng không thay thế và mâu thuẫn với phát triển bền vững, vì phát triển bền vững thực chất là sự phát triển đáp ứng được các nhu cầu của hiện tại mà không làm tổn hại đến khả năng đáp ứng các nhu cầu của các thế hệ tương lai, phát triển bền vững nhằm đạt tới mục tiêu dài hạn (mục tiêu thiên niên kỷ), còn xanh hóa nền kinh tế là phương tiện đưa chúng ta tới đích của phát triển bền vững.[6]

Tựu chung lại, về bản chất, kinh tế xanh là nền kinh tế đạt được trạng thái cân bằng giữa ba yếu tố là **tăng trưởng kinh tế, công bằng xã hội và bảo vệ môi trường**. Còn tăng trưởng xanh là định hướng mới thúc đẩy kinh tế phát triển theo những mô hình **tiêu thụ và sản xuất bền vững**, nhằm đảm bảo nguồn vốn tự nhiên tiếp tục cung cấp những nguồn lực và dịch vụ sinh thái mà đời sống của chúng ta phụ thuộc vào, cho thế hệ này cũng như cho những thế hệ mai sau.

2.2. Kinh tế xanh xu hướng phát triển của một số nước trên thế giới

2.2.1 Mỹ, tập trung phát triển kỹ thuật sản xuất xanh

Ở Mỹ, kể từ sau khủng hoảng tài chính năm 2008 đang có một sự xem xét lại và chuyển đổi phương thức phát triển kinh tế nhằm thúc đẩy tăng trưởng kinh tế, tăng việc làm, áp dụng chiến lược “tái công nghiệp hóa”. Tháng 11 năm 2009 tổng thống Obama tuyên bố Mỹ phải chuyển sang mô hình tăng trưởng bền vững. Trong chiến lược tái công nghiệp hóa cho giai đoạn 10 năm tới nhằm phát triển công nghệ mới, khuyến khích các doanh nghiệp đổi mới công nghệ, tiết kiệm năng lượng, nhất là các doanh nghiệp vừa và nhỏ; Mỹ muốn trở thành nước đi đầu trong công nghệ sạch. Hướng tiếp cận mới theo cách “kinh tế các-bon thấp”, giảm thiểu phát thải khí nhà kính được thể hiện trong một số đạo luật đang được đưa ra bàn thảo để đi đến quyết định ban hành, như đạo luật AB 32 liên quan đến tiêu chuẩn môi trường, giảm thiểu khí thải gây ô nhiễm và phát thải gây hiệu ứng nhà kính. Cách tiếp cận ở Mỹ luôn lấy tiêu chí hiệu quả kinh tế để thực thi chính sách, động lực thị trường thúc đẩy đổi mới công nghệ, thực thi bảo vệ môi trường có khoa

học và kế hoạch rõ ràng chia theo giai đoạn, trước hết người dân phải hiểu, thứ đến phải có can thiệp khoa học và cuối cùng thực hiện theo chương trình kế hoạch đã có. Tuy nhiên, tùy theo đặc trưng từng vùng có kế hoạch khác nhau, ví dụ vùng cần bảo vệ nguồn nước có chương trình riêng của lĩnh vực này, bảo vệ đất hay duy trì đa dạng sinh học có chương trình cụ thể thích hợp cho từng loại đất. Trong nông nghiệp, sản xuất sản phẩm hữu cơ và kết hợp nhiều loại sản phẩm khác nhau trong một trang trại sản xuất được chủ trang trại phát huy cao độ. Cây trồng vật nuôi được kết hợp và phù hợp với đặc điểm sinh thái của nơi sản xuất, duy trì chất lượng đất. Tại trang trại sản xuất nông nghiệp, xu hướng tiết kiệm năng lượng, sử dụng năng lượng mặt trời khá phổ biến. Chủ trang trại luôn tính toán hiệu quả kinh tế của các phương án sản xuất và tiêu thụ sản phẩm, gắn sản xuất với tiêu thụ thông qua việc hoàn thiện sản phẩm từ khâu thu hoạch đến đóng gói, đưa trực tiếp sản phẩm tới các siêu thị để đến người tiêu dùng nhanh nhất, hạn chế chi phí qua trung gian, tăng lợi nhuận. Việc sử dụng hầm Biogas, trợ cấp cho năng lượng sạch được thực hiện ở các vùng sản xuất nông nghiệp và chăn nuôi quy mô lớn. Cơ quan dịch vụ sản xuất nông trại - FSA (Farm Service Agency) khuyến khích trang trại không sử dụng hoá chất diệt côn trùng và các dịch vụ hỗ trợ khoa học kỹ thuật khác. Trong công nghiệp, vấn đề được chú trọng nhất là tiết kiệm năng lượng và sử dụng năng lượng thay thế nhằm hạn chế sử dụng nhiên liệu hoá thạch. Để quyết định lựa chọn theo hướng nào, bài toán kinh tế được tính toán theo vận hành của cơ chế thị trường. Xu hướng sử dụng năng lượng mặt trời từ việc sản xuất ra nhiều tấm pin đã và đang được triển khai, hiện nay có khoảng 22 thành phố đã sản xuất và sử dụng, không chỉ giải quyết công ăn việc làm, mà còn tiết kiệm năng lượng, mang lại hiệu quả và tiếp cận theo hướng cac-bon thấp. Những nơi chịu nhiều rủi ro của thiên nhiên và con người như New Olean, sau cơn bão Cachina, nhiều vùng không có người quay lại sinh sống ở các ngôi nhà cũ. Chính quyền địa phương đã thiết lập lại quy hoạch khu dân cư mới với nguồn đóng góp vốn của cộng đồng và các nhà tài trợ khác, quy hoạch mới tính tới ảnh hưởng của bão, lụt và phù hợp hơn với điều kiện sinh thái tự nhiên của vùng. Từ hướng tiếp cận kinh tế cac-bon thấp, đối với phát triển đô thị, những khu đô thị mới, chẳng hạn khu vực sân bay cũ nay không còn sử dụng ở gần thành phố Austin thuộc bang Texas, được quy hoạch lại chuyển đổi sang phát triển khu dân cư sinh sống, một tổ chức phi lợi nhuận với sự tài trợ của Chính phủ và tham gia của nhiều doanh nghiệp, tiến hành quy hoạch, thiết kế các ngôi nhà và toàn bộ khu dân cư thân thiện môi trường, các ngôi nhà xanh được hình thành (Green houses). Những ngôi nhà đó so với các kiểu nhà trước đây sẽ tiết kiệm năng lượng nhiều hơn, sử dụng năng lượng mặt trời, mang lại lợi ích nhiều hơn cho chủ hộ sử dụng. Hệ thống hạ tầng đồng bộ từ đường sá, thu gom phân loại và xử lý rác, các công nghệ mới được đưa vào ngôi nhà, không gian xanh phù hợp. Khái niệm “nhà không dây điện” đã xuất hiện. Xu hướng mới xây dựng nhà công sở cũng đã được thiết kế và xây dựng ở thành phố Austin, thuộc bang Texa, một ngôi nhà công sở được thiết kế theo dạng ngôi nhà xanh, tiết kiệm năng lượng, sử dụng được nước mưa, các vật dụng trang trí tận dụng chất thải và nhiều sáng kiến khác được đưa vào là hướng tiếp cận mới đã được thực hiện ở Mỹ. Hệ thống giao thông, nhất là đối với các đường cao tốc quy hoạch giải phân cách xanh là yêu cầu bắt buộc. Mặc dù cách giải quyết ở Mỹ theo kiểu kinh tế cac-bon thấp, nhưng với cách tiếp cận đó cũng là nội dung hướng tới phát triển nền kinh tế xanh.

Mỹ cũng tung ra các chính sách phát triển thể chế kinh tế xanh với 80 tỉ USD được dùng để thực hiện các dự án xanh, trong đó có 20 tỉ USD chi cho năng lượng tái sinh, 22 tỉ USD cho việc sử dụng hiệu quả hơn tài nguyên thiên nhiên và năng lượng. Chính quyền Washington còn dành 15 tỉ USD mỗi năm, từ năm 2012, phát triển công nghệ năng lượng sạch như gió và mặt trời, tăng gấp đôi nguồn cung năng lượng tái sinh. Người Mỹ sẽ nhận khoảng 63 tỉ USD tiền cắt giảm thuế và sự hỗ trợ khác để chuyển sang sử dụng công nghệ năng lượng sạch.

Ở Mỹ, những ngành công nghệ tốt cho môi trường đứng hàng thứ ba trong các lĩnh vực được ưu tiên đầu tư, sau viễn thông và công nghệ sinh học. Thị trường sản xuất và dịch vụ môi trường ước tính mỗi năm mang lại 1.370 tỉ USD. Con số này sẽ tăng gấp đôi từ nay đến năm 2020, nhu cầu đầu tư phát triển cơ sở hạ tầng xanh như xây dựng, năng lượng, vận tải ở các nước đang phát triển có thể lên tới 563 tỷ USD vào năm 2030 cùng với 100 tỷ USD để thích nghi với biến đổi khí hậu. Những dữ liệu thực tế này cho thấy, gieo mầm kinh tế xanh, tạo nên tăng trưởng tăng là chiến lược cho phát triển bền vững ở tương lai, là tăng trưởng cần thiết trong thời gian khủng hoảng kinh tế, khủng hoảng sinh thái trên toàn thế giới, như một phương thức tối ưu mà các nhà kinh tế, môi trường nghĩ đến để ngăn chặn những thách thức của biến đổi khí hậu đang ngày càng ảnh hưởng mạnh mẽ đến đời sống con người, được nhiều quốc gia lựa chọn là mô hình phát triển mới để giải quyết đồng thời những vấn nạn đang tiếp diễn phức tạp: tài nguyên trên thế giới đang dần cạn kiệt, đa dạng sinh học bị suy giảm, ô nhiễm môi trường tiếp tục gia tăng, biến đổi khí hậu ngày càng rõ nét.

Mỹ lựa chọn việc phát triển năng lượng thay thế làm hướng đi chính cho sự phát triển kinh tế xanh. Nền kinh tế lớn nhất thế giới đặt mục tiêu đến năm 2030, 65% năng lượng tiêu thụ và 35% nhiệt lượng là năng lượng từ lắp đặt tấm pin mặt trời.

Trong chiến lược tiết kiệm năng lượng, Mỹ đặt mục tiêu đến 2025, nguồn năng lượng tái tạo chiếm 25% lượng phát điện và nhu cầu điện sẽ giảm 15% đến năm 2030. Chính phủ Mỹ cũng thành lập cơ quan chuyên ngành nhằm huy động và giải ngân đầu tư cho các chương trình xanh, có tên gọi Cơ quan Triển khai năng lượng sạch (CEDA).

Đồng thời, Mỹ đã triển khai Đạo luật Chống biến đổi khí hậu với mục tiêu giảm khí thải nhà kính và cho phép các công ty xả khí thấp hơn hạn ngạch có thể bán phần hạn mức cho doanh nghiệp khác. Mỹ yêu cầu các công ty sản xuất ô tô chuyển sang các mẫu xe sử dụng cả điện và xăng dầu, cải tiến động cơ tiết kiệm nhiên liệu.

2.2.2. Hàn Quốc: Tăng trưởng xanh, ít các-bon

Hàn Quốc là quốc gia châu Á đi đầu về phát triển xanh và coi tăng trưởng xanh là một phần trong chiến lược quốc gia. Trong Chiến lược “Tăng cường xanh, ít các-bon” của Hàn Quốc được coi là nền tảng cho tiến trình phát triển kinh tế của nước này trong 60 năm tới với mục tiêu chuyển từ mô hình phát triển kinh tế phụ thuộc năng lượng hóa thạch, tăng trưởng theo chiều rộng sang mô hình phát triển dựa vào năng lượng tái tạo, tăng trưởng theo chiều sâu và bền vững, thân thiện với môi trường hơn. Theo chiến lược này, Hàn Quốc sẽ thúc đẩy phát triển kinh tế với 3 nguyên tắc: (i) duy trì hoạt động kinh tế hiệu quả trong khi tối thiểu hóa sử dụng năng lượng và tài nguyên; (ii) tối thiểu hóa áp lực về môi trường với việc sử dụng mỗi nguồn năng lượng và tài nguyên; (iii) đầu tư vào môi trường như một công cụ để phát triển kinh tế. Chiến lược này nhằm duy trì quy mô hoạt động sản xuất kinh tế nhằm tối ưu hóa nguồn tài nguyên thiên nhiên, hạn chế tối đa ảnh hưởng môi trường lên các nguồn năng lượng và tài nguyên, đồng thời chuyển đổi đầu tư sang các hoạt động môi trường và tăng trưởng kinh tế.

Khi cuộc khủng hoảng tài chính toàn cầu nổ ra thì Hàn Quốc là một trong những quốc gia đi đầu trong việc kết hợp giải quyết khủng hoảng kinh tế với gói kích thích chi tiêu xanh. Gói kích cầu “Kế hoạch tăng trưởng xanh mới” gồm 36 dự án trị giá 37,8 tỷ USD, tạo 1 triệu việc làm trong 4 năm nhằm đổi mới công nghệ, tăng cường năng lực cạnh tranh và nâng cao chất lượng sống ở Hàn Quốc.

Những thành quả bước đầu cho thấy, chính sách tăng trưởng xanh của Hàn Quốc mang tính khả thi. Kể từ năm 2010 đến nay, ở Hàn Quốc, riêng ngành sản xuất năng lượng tái sinh mới, số doanh nghiệp đã tăng lên 2,2 lần, số việc làm tăng lên 3,6 lần, kim ngạch xuất khẩu tăng 5,9 lần, đầu tư tư nhân tăng 5 lần.

Mua sắm công cộng xanh năm 2009 chỉ đạt 2.000 tỷ won đến năm 2017 đã đạt tới 5.000 tỷ won. Những sản phẩm tiết kiệm năng lượng như đèn hình LED, LED TV, pin thể hệ 2, thiết bị điện mặt trời, điện gió, điện hạt nhân... đã gia tăng về số lượng sản xuất và xuất khẩu. Những kết quả thiết thực này đem lại hy vọng về một động lực tăng trưởng mới cho Hàn Quốc cũng như hợp tác quốc tế về tăng trưởng xanh.

Bất chấp những ảnh hưởng khủng hoảng toàn cầu, giá trị của ngành kinh tế xanh nói chung và năng lượng sạch nói riêng sẽ được đẩy mạnh trong tương lai. Dự báo trong 20-25 năm tới, các nước G20 đạt tốc độ tăng trưởng cao và gia tăng đáng kể tỉ trọng ngành công nghiệp xanh, đặc biệt trong lĩnh vực năng lượng sạch. Đến năm 2025, thị trường thế giới với các thiết bị xanh sẽ đạt khoảng 4,4 nghìn tỷ € (khoảng 6.000 tỷ USD), nền kinh tế xanh đạt mức tăng trưởng trung bình hàng năm trên 30%, tăng lượng đóng góp cho GDP thế giới lên 6-7%.

Để hiện thực hóa chiến lược, Hàn Quốc đã ban hành gói kích cầu “Hiệp định tăng trưởng xanh mới” (tháng 1/2009) trị giá 50 nghìn tỷ Won trong 4 năm với 9 dự án xanh, tạo 956.000 việc làm.

Cũng trong tháng 1/2009, “Kế hoạch Nghiên cứu và phát triển toàn diện về công nghệ xanh” kêu gọi tăng 2 lần chi phí cho công nghệ xanh vào năm 2012, tập trung vào các lĩnh vực như tái sử dụng rác thải, chế tạo và sử dụng pin năng lượng mặt trời, dự đoán biến đổi khí hậu, lưu giữ carbon...

Trong giai đoạn 2010-2011, chính phủ Hàn Quốc tập trung thúc đẩy phát triển ngành năng lượng gió, năng lượng mặt trời, hỗ trợ các doanh nghiệp trong ngành công nghiệp xanh và ban hành luật Hạn chế khí thải, phát triển quản lý năng lượng. Đã có nhiều dự án xanh ở Hàn Quốc được người dân tích cực tham gia như “Thành phố mặt trời”, “Ngôi nhà xanh trị giá 2 triệu”, “Thành phố và dòng sông xanh hơn”...

Từ năm 2011, Hàn Quốc đã chi khoảng 60 tỷ USD trong 5 năm cho phát triển xanh, tạo hơn 1,8 triệu việc làm. Cũng trong giai đoạn này, Hàn Quốc xây dựng hệ thống “thẻ thanh toán xanh” để kích thích tiêu thụ hàng hóa xanh. Với sự hỗ trợ của thẻ này, việc sử dụng hàng hóa xanh và sản phẩm tiết kiệm năng lượng ngày càng được phổ biến. Theo đó, người tiêu dùng có thể sử dụng các sản phẩm thân thiện với môi trường và tiết kiệm chi tiêu thông qua điểm thưởng. Điểm thưởng có thể quy đổi ra tiền mặt, hoặc trừ vào các hóa đơn thanh toán.

Một chương trình khác do chính quyền Seoul khởi xướng đó là, nếu người dân tiết kiệm nước thì họ sẽ được giảm giá khi mua các sản phẩm xanh. Chính phủ Hàn Quốc tuyên bố sẽ cắt giảm lượng khí thải nhà kính tới 30% vào năm 2020.

2.2.3. Nhật bản chính sách thuế xanh

Xanh hóa hệ thống thuế là một trong các công cụ được sử dụng để thúc đẩy các sáng kiến xanh. Nội dung của Chính sách này bao gồm: đầu tư xanh, R&D, cơ sở hạ tầng, carbon thấp, công cụ thuế, phối hợp thị trường lao động với chính sách giáo dục và hợp tác quốc tế. Để thúc đẩy tiêu dùng xanh định hướng cho sản xuất xanh trên tất cả các lĩnh vực. Nhật Bản đã tổ chức phổ biến và tổ chức hội chợ trưng bày, giới thiệu và bán các sản phẩm xanh trong công nghiệp, nông nghiệp, giao thông, xây dựng, sản xuất năng lượng. Nhật Bản chú trọng không chỉ chất lượng sản phẩm mà còn quảng bá giới thiệu các sản phẩm đó tới người tiêu dùng, tạo lòng tin cho người tiêu dùng về những sản phẩm xanh có chất lượng cao, thân thiện với môi trường, an toàn sức khỏe.

+ Thuế năng lượng, mức thuế năng lượng của Nhật Bản còn khá thấp so với các nước trong Tổ chức Hợp tác và Phát triển kinh tế (OECD). Trong đó, thuế xăng dầu chiếm gần 83% nguồn thu từ thuế năng lượng. Nhật Bản cũng là một trong số ít các quốc gia OECD áp dụng thuế xăng dầu cho các chuyến bay nội địa. Tuy nhiên, mức giá nhiên liệu ở Nhật Bản so với các nước trong OECD lại tương đối cao, đặc biệt giá khí tự nhiên và dầu cao hơn nhiều so với các nước công nghiệp phát triển.

+ Thuế phương tiện giao thông vận tải Thập niên đầu thế kỉ XXI, Nhật Bản bắt đầu áp dụng thuế kích thích tiêu dùng xe thân thiện với môi trường ở cả cấp độ quốc gia và địa phương. Năm 2001, thuế ô tô tăng 25 - 50% tùy theo hiệu suất tiêu thụ nhiên liệu và mức độ phát thải, đối với ô tô cũ mức thuế này được cộng thêm 10%. Đến năm 2009, chính sách miễn giảm thuế được áp dụng cho thuế giá trị gia tăng và thuế tài trọng phương tiện. Các loại phương tiện thế hệ mới, bao gồm xe hybrid, xe điện, xe động cơ diesel sạch và xe dùng khí tự nhiên đều được miễn giảm thuế. Cải tiến công nghệ và ưu đãi thuế đã tạo điều kiện thuận lợi nâng cao hiệu suất tiêu thụ năng lượng của các phương tiện giao thông đường bộ, phát triển các loại xe nhỏ hơn và tiết kiệm nhiên liệu hơn. Bên cạnh đó, một số địa phương còn áp dụng thuế chất thải công nghiệp cho xe không sử dụng nữa. Nguồn thu từ loại thuế này được dùng cho việc quản lý chất thải, tái chế và các biện pháp xử lý khác.

+ Thuế carbon Tháng 9/2012, Nhật Bản bắt đầu áp dụng biểu thuế mới nhằm tăng cường cắt giảm phát thải carbon và khuyến khích phát triển các nguồn năng lượng tái tạo. Để đạt được mục tiêu một xã hội ít carbon, Nhật Bản phải cắt giảm 80% khí nhà kính từ nay đến năm 2050. Trong đó, khoảng 90% khí nhà kính ở Nhật Bản là khí CO₂ thải ra từ việc tiêu thụ năng lượng. Để cắt giảm mạnh khí nhà kính, Nhật Bản tập trung kiểm soát lượng phát thải CO₂ trong trung và dài hạn. Đây là lí do khiến Chính phủ đưa thuế giảm thiểu biến đổi khí hậu hay còn gọi là thuế Carbon vào chương trình cải cách hệ thống thuế năm 2012. Dự kiến nguồn thu từ biểu thuế này sẽ đạt 262 tỷ yên Nhật Bản (2,7 tỷ USD) vào năm tài chính 2016. Các khoản thu từ thuế carbon sẽ được chi cho các giải pháp công nghệ kiểm soát phát thải CO₂. Theo dự báo, lượng khí CO₂ sẽ giảm từ 0,5% đến 2,2% nhờ tác động của chính sách thuế và các biện pháp kiểm soát phát thải. Chính phủ đã ban hành Kế hoạch hành động nhằm thực hiện mục tiêu đề ra trong Nghị định thư Kyoto dựa trên cơ chế của Luật Xúc tiến các giải pháp đối phó hiện tượng nóng lên toàn cầu, trong đó:

- Bắt buộc các doanh nghiệp phải tính toán và báo cáo lượng khí nhà kính mà các doanh nghiệp này thải ra;

- Áp dụng cơ chế thử nghiệm giao dịch khí phát thải tự nguyện đầu tiên tại Nhật Bản;

- Yêu cầu các địa phương phải xây dựng kế hoạch hành động nhằm cắt giảm phát thải khí nhà kính;

- Thành lập cơ chế cấp tín dụng khí phát thải. Kế hoạch hành động nhằm đạt được mục tiêu xã hội ít carbon được khởi động từ năm 2008 và kết thúc vào năm 2012 đã đưa ra cơ chế thử nghiệm cho phép thị trường nội địa được tham gia vào hệ thống thương mại khí phát thải (ETS). Mục đích của ETS là tăng cường đổi mới công nghệ và thúc đẩy các nỗ lực cắt giảm khí CO₂, tiến tới đạt được mục tiêu cam kết trong Nghị định thư Kyoto. Những doanh nghiệp có lượng CO₂ phát thải ra thấp hơn hạn mức sẽ được bán quyền phát thải của mình cho những doanh nghiệp khác.

+ Ưu đãi thuế Chính phủ Nhật Bản đã hỗ trợ tài chính dưới nhiều hình thức cho doanh nghiệp và hộ gia đình nhằm khuyến khích các đối tượng này hạn chế tiêu thụ năng lượng hóa thạch và tăng cường sử dụng những sản phẩm thân thiện với môi trường. Giai đoạn 2008 - 2009, Nhật Bản tung ra gói kích thích tài chính cho doanh nghiệp lên tới 0,5% tổng sản phẩm quốc nội (GDP) và trở thành một trong bốn nước có tỷ lệ trợ cấp về môi trường trên tổng thu nhập quốc dân cao nhất trong các nước OECD. Một phần đáng kể của gói kích thích được dùng để hỗ trợ doanh nghiệp thực hiện các mục tiêu về môi trường đã cam kết. Các biện pháp trong gói kích thích kinh tế bao gồm: giảm thuế cho xe tiết kiệm nhiên liệu và các loại xe sạch hơn; thưởng điểm sinh thái cho người tiêu dùng mua các thiết bị tiết kiệm điện; ưu đãi về thuế đối với các khoản đầu tư vào tiết kiệm năng lượng và năng lượng tái tạo; hỗ trợ tài chính cho R&D, đặc biệt là cho các doanh nghiệp vừa và nhỏ; hỗ trợ chi phí và ưu đãi thuế lắp đặt các tấm quang điện và các thiết bị tiết kiệm năng lượng; hỗ trợ tăng cường

hiệu quả sử dụng năng lượng và sử dụng sinh khối trong nông nghiệp; chăm sóc rừng để tăng cường khả năng hấp thụ khí nhà kính và hỗ trợ cho đầu tư xanh ở cấp địa phương thông qua Quỹ thỏa thuận xanh địa phương. Giai đoạn 2005 - 2009, người mua xe đạt ít phát thải khí nhà kính và có chứng nhận tiết kiệm năng lượng sẽ được giảm thuế tùy theo mức độ phát thải khí và tiết kiệm năng lượng. Giai đoạn 2009 - 2010, Chính phủ thực hiện Chương trình khuyến khích tiêu thụ xe xanh với việc miễn giảm thuế cho các loại xe xanh. Ngân sách cho chương trình này là 370 tỷ yên (3,7 tỷ USD). Chương trình đã giúp tăng doanh số ô tô xanh bán ra lên đến 690.000 chiếc chỉ trong 2 năm thực hiện. Chương trình điểm sinh thái được khởi động từ giữa năm 2009 cũng khuyến khích các hộ gia đình mua sắm các trang thiết bị tiết kiệm điện như tivi, tủ lạnh, điều hòa... Người tiêu dùng sẽ được nhận điểm khi mua sắm thiết bị điện tùy theo hiệu suất tiết kiệm điện của thiết bị. Điểm này sẽ được tích lũy và dùng để mua sắm các hàng hóa khác trong cả nước. Riêng năm 2014, Chính phủ Nhật Bản đã chi đến 100 tỷ Yên (1 tỷ USD) cho chương trình này.

2.3. Bài học rút ra cho phát triển kinh tế xanh ở Việt Nam

Việt Nam đã đạt được những thành tựu to lớn và có ý nghĩa quan trọng trong phát triển của đất nước; song, những thành tựu đạt được chưa vững chắc. Chất lượng tăng trưởng, năng suất, hiệu quả, sức cạnh tranh của nền kinh tế thấp, chủ yếu dựa vào tăng vốn đầu tư, khai thác và sử dụng nhiều tài nguyên, lao động giá rẻ... khiến tài nguyên thiên nhiên ngày càng cạn kiệt, ô nhiễm môi trường gia tăng. Việt Nam còn là một trong số các quốc gia sẽ chịu tác động rất lớn của biến đổi khí hậu toàn cầu.

Phát triển kinh tế xanh, thực hiện tăng trưởng xanh là đáp ứng xu hướng chung và cũng là thiết thực cải thiện môi trường sống của Việt Nam.

Ở Việt Nam, chủ trương phát triển kinh tế xanh, bền vững đã được nhận thức rất sớm và thể hiện nhất quán với nội dung ngày càng hoàn thiện trong những cam kết mạnh mẽ, cũng như trong thực tiễn lãnh đạo, quản lý, điều hành tiến trình phát triển của đất nước trong nhiều thập kỷ qua.

Chiến lược Phát triển kinh tế - xã hội 1991 – 2000 của Việt Nam đã nhấn mạnh “*Tăng trưởng kinh tế phải gắn liền với tiến bộ và công bằng xã hội, phát triển văn hóa, bảo vệ môi trường*” và “*phát triển lực lượng sản xuất, công nghiệp hoá đất nước theo hướng hiện đại gắn liền với phát triển một nền nông nghiệp toàn diện là nhiệm vụ trung tâm, nhằm từng bước xây dựng cơ sở vật chất - kỹ thuật của CNXH, nâng cao năng suất lao động xã hội và cải thiện đời sống cho nhân dân-; thực hiện mục tiêu dân giàu nước mạnh theo con đường XHCN..., cải biến căn bản tình trạng kinh tế - xã hội kém phát triển của nước ta...*”

Chiến lược Phát triển kinh tế - xã hội 2001 - 2010 của Việt Nam tiếp tục khẳng định “*Phát triển nhanh, hiệu quả và bền vững, tăng trưởng kinh tế đi đôi với thực hiện tiến bộ, công bằng xã hội và bảo vệ môi trường*”. Ngoài các nội dung phát triển kinh tế, xã hội, môi trường, Chiến lược này còn bổ sung yêu cầu *phát triển toàn diện con người, thực hiện dân chủ* và xác định mục tiêu tổng quát của Kế hoạch 5 năm 2006 - 2010 là “*Phấn đấu tăng trưởng kinh tế với nhịp độ nhanh, chất lượng cao và bền vững hơn, gắn với phát triển con người*”.

Đặc biệt, ngày 12/4/2012, Thủ tướng Chính phủ đã ký Quyết định số 432/QĐ-TTg, chính thức phê duyệt *Chiến lược Phát triển bền vững Việt Nam giai đoạn 2011 – 2020*; Theo đó, Việt Nam chủ trương coi phát triển bền vững là yêu cầu xuyên suốt trong quá trình phát triển đất nước và là sự nghiệp của toàn Đảng, toàn dân, các cấp chính quyền, các Bộ, ngành và địa phương, các cơ quan, doanh nghiệp, đoàn thể xã hội, các cộng đồng dân cư và mỗi người dân.

Ngày 25 tháng 9 năm 2012, Thủ tướng Chính phủ đã ban hành Quyết định số 1393/QĐ-TTg phê duyệt Chiến lược quốc gia về tăng trưởng xanh. Chiến lược đưa ra quan điểm, mục tiêu, nhiệm vụ, giải pháp thực

hiện tăng trưởng xanh thời kỳ 2011-2020 và tầm nhìn đến năm 2050. Đây là căn cứ pháp lý rất quan trọng cho các ngành, các địa phương hoạch định chiến lược phát triển kinh tế- xã hội của mình.

Cụ thể hoá thêm một bước, ngày 20 tháng 3 năm 2014, Thủ tướng Chính phủ ban hành Quyết định số 403/QĐ-TTg Phê duyệt Kế hoạch hành động quốc gia về tăng trưởng xanh giai đoạn 2014-2020, với các mục tiêu và nội dung cụ thể về nhận thức, thể chế, cơ cấu kinh tế ngành, địa phương và doanh nghiệp và đổi mới công nghệ ...[1]

Trong quá trình phục hồi nền kinh tế thế giới sau khủng hoảng, nhiều quốc gia đã cân nhắc việc biến đổi mô hình phát triển kinh tế sang hướng “xanh” hơn và “sạch” hơn. Từ kinh nghiệm phát triển kinh tế xanh của một số nước, có thể rút ra một số khuyến nghị cần thiết đối với quá trình phát triển chiến lược kinh tế xanh, bao gồm:

Thứ nhất, phát triển kinh tế xanh là một quá trình lâu dài có thể chưa mang lại lợi ích trong ngắn hạn, vì vậy cần kết hợp chiến lược phát triển xanh dài hạn, gắn với chiến lược phát triển chung của Chính phủ. Chính phủ các nước nên xem xét điều chỉnh hệ thống luật pháp hiện hành và xây dựng các quy định mới cho phù hợp với thông lệ quốc tế theo xu hướng phát triển kinh tế xanh. Mặt khác, Chính phủ cũng đồng thời cần nâng cao năng lực quản lý của các cơ quan nhà nước và đầu tư nhằm hỗ trợ quản lý việc chuyển đổi sang mô hình kinh tế xanh. Chính phủ cũng cần có những quy định khuyến khích doanh nghiệp đào tạo kỹ năng, nâng cao tay nghề cho đội ngũ lao động phục vụ nền kinh tế xanh.

Thứ hai, cần tăng đầu tư và chi tiêu trong các lĩnh vực thúc đẩy phát triển kinh tế xanh, khuyến khích khu vực tư nhân tham gia vào các lĩnh vực kinh tế xanh như tài chính xanh, đầu tư xanh, ngân hàng xanh. Đầu tư cho phát triển xanh hiện chiếm 14% tổng giá trị các gói kích thích kinh tế toàn cầu (khoảng 3 nghìn tỷ USD), trong đó tập trung chủ yếu vào các lĩnh vực sau đây: (i) Xây dựng nhà ở sử dụng hiệu quả năng lượng; (ii) phát triển năng lượng thay thế và tái tạo; (iii) xây dựng mạng lưới giao thông tiết kiệm năng lượng; (iv) phát triển nông nghiệp bền vững, sử dụng nước hiệu quả.

Thứ ba, cần mở rộng thị trường các sản phẩm và dịch vụ thân thiện với môi trường, giảm bớt chi tiêu cho Chính phủ vào các lĩnh vực sử dụng nguồn lực tự nhiên không thể tái tạo. Đặc biệt, Chính phủ các quốc gia cần rà soát và từng bước nâng cao các tiêu chuẩn công nghệ, môi trường, đồng thời tăng cường công tác quản lý chuyên gia và nhập khẩu công nghệ...

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KIỂM SOÁT CHUYỂN GIÁ CỦA DOANH NGHIỆP FDI Ở VIỆT NAM

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TÓM TẮT: Sau hơn 30 năm mở cửa thu hút đầu tư trực tiếp nước ngoài (FDI), Việt Nam đã trở thành điểm sáng trên bản đồ đầu tư thế giới với ngày càng nhiều các công ty đa quốc gia (viết tắt là MNC - Multinational Coporation) đầu tư mạnh mẽ vào Việt Nam. Tuy nhiên, bên cạnh những đóng góp tích cực cho nền kinh tế, các MNC cũng đã và đang bộc lộ những vấn đề gây ảnh hưởng tiêu cực đến nguồn thu của ngân sách, đến môi trường cạnh tranh, đó là hiện tượng chuyển giá, trốn thuế, tạo nên tình trạng lỗ giả, lãi thật, gây thất thu ngân sách, tạo ra sự cạnh tranh không lành mạnh với các doanh nghiệp trong nước, tác động không tốt đến môi trường thu hút đầu tư. Thực trạng này đòi hỏi cần phải có những giải pháp phù hợp để kiểm soát chuyển giá và chuyển lợi nhuận, ngăn ngừa trốn lậu thuế của các công ty này trong điều kiện hội nhập.

Từ khóa: Kiểm soát; chuyển giá, doanh nghiệp FDI, Việt Nam

ABSTRACT: After over 30 years opening to attract foreign direct investment (FDI), Vietnam has become a bright spot on the war investment map with more and more multinational corporations (for short MNC) strongly invest in Vietnam. However, beside from all the positive contributions to the economy, MNCs have been also exposing problems that have negative impact on these revenue of the budget, to the competitive environment, it's price transfer phenomenon, taxes evasion creation fake losses and real interest status, cause loss budget and establish unfair competition with the domestic enterprises, have a bad effect on the investment attracting environment. This circumstance demands suitable solutions to control price transfer and profits tranfer, to prevent tax evasion of these companies in the context of integration.

Keywords: control, price transfer, FDI enterprises, international business

1. KHÁI NIỆM VÀ ĐẶC ĐIỂM CỦA HOẠT ĐỘNG CHUYỂN GIÁ

Theo Tổng cục Thuế, Tạp chí Thuế nhà nước (2018), thì “chuyển giá là thuật ngữ để chỉ các MNC lợi dụng giá cao hơn hay thấp hơn nhằm tối đa hóa lợi nhuận của mình, mà không tính đến quyền lợi của các nước”. Một số tài liệu khác thì đưa ra khái niệm: chuyển giá được hiểu là việc thực hiện chính sách giá đối với hàng hóa, dịch vụ và tài sản được chuyển dịch giữa các thành viên trong MNC qua biên giới không theo giá thị trường nhằm tối thiểu hóa số thuế của các MNC trên toàn cầu. Hay, chuyển giá là hành vi mang tính phổ biến toàn cầu, khi các MNC tiến hành đầu tư vào một quốc gia khác, bằng các “thủ thuật” tác động vào giá cả, “né” chính sách thuế nhằm thu lợi nhuận cao nhất...

Từ một số cách tiếp cận về khái niệm chuyển giá, theo tác giả, có thể thấy một số đặc điểm tiêu biểu trong hành vi chuyển giá như sau:

(i) Chuyển giá vừa là một phương pháp để tránh thuế thu nhập doanh nghiệp hợp pháp, đồng thời có thể được sử dụng như thủ đoạn để trốn thuế thu nhập doanh nghiệp. Ngoài ra, lợi dụng quyền tự định đoạt

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giá mua, giá bán, đã xuất hiện hiện tượng chuyển giá để mua lỗ của các công ty không có quan hệ liên kết nhằm làm giảm số thuế phải nộp, hoặc chuyển giá để tạo lãi giả trên thị trường chứng khoán. Các nhóm lợi ích này sử dụng chuyển giá như một thủ thuật để gia tăng lợi ích nhóm, không tạo ra giá trị mới cho xã hội.

(ii) Hành vi chuyển giá được thực hiện trong nội bộ MNC. Vì các MNC có sự liên kết chặt chẽ, thống nhất trong cơ cấu tổ chức, điều hành sản xuất kinh doanh nên việc chuyển giá diễn ra rất dễ dàng. Hoạt động của các MNC có sự chuyên môn hóa cao trong các khâu sản xuất nên các giao dịch giữa các công ty con của MNC hay công ty con với công ty mẹ trong MNC xảy ra thường xuyên với các mức giá khác nhau rất khó kiểm soát và pháp luật quốc gia từng nước không thể điều chỉnh, nên việc chuyển giá không gì thuận lợi hơn là thực hiện trong nội bộ MNC.

(iii) Đối tượng hưởng đến của hành vi chuyển giá chính là giá cả. Việc mua bán với ai và giá cả của sản phẩm như thế nào là do các công ty tự quyết định. Xuất phát từ quyền tự do kinh doanh và tự do định đoạt nên các MNC có thể bán sản phẩm với các mức giá cao hơn hoặc thấp hơn giá thị trường, và việc so sánh, định giá để phát hiện và chứng minh hành vi chuyển giá của MNC là rất khó khăn cho các nước tiếp nhận đầu tư.

(iv) Chuyển giá là một chiến lược kinh tế của MNCs nhằm mục đích tối đa hóa lợi nhuận sau thuế. Mặc dù giá bán của sản phẩm, dịch vụ khác nhau giữa các công ty tại mỗi quốc gia cụ thể, nhưng MNC là một thể thống nhất về tổ chức với chiến lược kinh doanh chung. Tổng lợi nhuận họ thu về không đổi, nhưng sẽ làm tổng số thuế phải nộp thay đổi. Các MNC sẽ chuyển lợi nhuận từ nước đánh thuế thu nhập doanh nghiệp cao sang nước đánh thuế thu nhập doanh nghiệp thấp, khiến các quốc gia tiếp nhận đầu tư chỉ thu được một phần thuế hoặc không thu về được đồng thuế nào, thậm chí các doanh nghiệp FDI còn được bù lỗ cho năm sau. Bằng cách này, các MNC sẽ tránh được một khoản thuế lớn mà lẽ ra họ phải nộp vào ngân sách nước chủ nhà, tiết kiệm được hàng nghìn tỷ đồng mỗi năm, mà không cần phải thêm vốn để mở rộng sản xuất, kinh doanh.

2. CHÍNH SÁCH ƯU ĐÃI THUẾ ĐỐI VỚI CÁC DOANH NGHIỆP FDI Ở VIỆT NAM

Hiện nay, để thu hút FDI, nước ta đã ban hành nhiều chính sách phù hợp với từng giai đoạn nhằm điều chỉnh các hoạt động đầu tư nước ngoài, gần đây nhất là Luật Đầu tư năm 2014 được đánh giá là khá hoàn thiện, đặc biệt là những lĩnh vực ngành nghề ưu đãi đầu tư, điều kiện nguyên tắc ưu đãi theo hướng có chọn lọc, tập trung vào các ngành sử dụng công nghệ cao, kỹ thuật hiện đại các dự án sản xuất quy mô lớn, các dự án đầu tư tại khu vực nông thôn có sử dụng nhiều lao động, các sản phẩm công nghệ hỗ trợ, các dự án sử dụng phương thức xã hội hóa...

Đặc biệt, trong những năm gần đây, với sự nỗ lực trong công tác quản lý thuế, quản lý các giao dịch liên kết của Chính phủ Việt Nam, nhiều chính sách mới đã được ban hành và có những tác động tích cực nhất định đến hoạt động đầu tư của nhiều doanh nghiệp FDI tại Việt Nam. Điển hình có thể kể đến Nghị định số 20/2017/NĐ-CP, ngày 24/02/2017 quy định về quản lý thuế đối với doanh nghiệp có giao dịch liên kết. Riêng về chính sách thuế hiện nay đang áp dụng 30 lĩnh vực khuyến khích đầu tư và 37 lĩnh vực đặc biệt ưu đãi đầu tư... Nhìn chung, các chính sách ưu đãi thuế thu nhập doanh nghiệp của Việt Nam khá thuận lợi cho các doanh nghiệp với mặt bằng thuế suất khá thấp so với các quốc gia khác.

Cải cách thuế giai đoạn 2011-2020 của Việt Nam đã có được những kết quả như: chính sách thuế không có sự phân biệt, đối xử giữa các thành phần kinh tế, giữa doanh nghiệp trong nước với doanh nghiệp FDI, bình đẳng về nghĩa vụ thuế cho tất cả các nhà đầu tư; tạo môi trường kinh doanh cạnh tranh bình đẳng và một bước tiến quan trọng chung cho đầu tư trong nước và đầu tư nước ngoài [5]. Tuy nhiên, các chính sách ưu đãi thuế đang nghiêng theo hướng ưu đãi địa bàn hơn là theo lĩnh vực. Các ngành dịch vụ có giá trị gia tăng cao chưa có cơ chế ưu đãi hợp lý. Trên thực tế, thời gian hoàn thành thủ tục đầu tư kéo dài hơn rất nhiều so với quy định, đặc biệt tại khâu xin giấy phép (thời gian có thể kéo dài đến 2-3 tháng); chưa có sự

đồng nhất, phối hợp giữa các cơ quan, dẫn đến chông chéo trong thủ tục. Bên cạnh đó, nhiều doanh nghiệp nước ngoài đang gặp khó trong việc tiếp cận các thông tin giới thiệu đầu tư, hướng dẫn các thủ tục về đăng ký dự án và thành lập doanh nghiệp tại Việt Nam.

Ngoài ra, chính sách thuế đã rất mở, ưu đãi đầu tư tập trung vào các chính sách thuế, các ngành nghề trên địa bàn, các thủ tục cấp phép đầu tư thuận lợi là những quan tâm hàng đầu của các nhà đầu tư nước ngoài khi thực hiện hoạt động đầu tư trực tiếp tại Việt Nam, nhưng đồng thời doanh nghiệp lại có “kế hở” để chuyển giá. Một số quy định nhằm kiểm soát vấn đề này đã được triển khai. Tuy nhiên, theo nhìn nhận của nhà đầu tư thì vô hình chung các quy định lại làm khó doanh nghiệp. Chẳng hạn, có một số điểm khác biệt trong quy định ở Việt Nam dường như nghiêm ngặt hơn, ví dụ như không chế chi phí lãi vay được trừ. Bên cạnh đó là hiện tượng áp dụng cứng nhắc, không thống nhất ở các địa phương đang làm nản lòng nhà đầu tư.

3. THỰC TRẠNG CHUYỂN GIÁ CỦA CÁC DOANH NGHIỆP FDI Ở VIỆT NAM HIỆN NAY

Theo Cục Tài chính doanh nghiệp (Bộ Tài chính), từ năm 2012 đến năm 2016, quy mô hoạt động sản xuất, kinh doanh của doanh nghiệp FDI ở Việt Nam luôn duy trì tăng trưởng ở mức cao (Bảng 1).

Bảng 1. Báo cáo tài chính của doanh nghiệp FDI các năm 2012-2016 (Đơn vị: %)

| Chỉ tiêu | 2012/2011 | 2013/2012 | 2014/2013 | 2015/2014 | 2016/2015 |
|---------------------------------------|-----------|-----------|-----------|-----------|-----------|
| Tăng trưởng doanh thu | 30 | 26 | 15 | 21,2 | 21,7 |
| Tăng trưởng tài sản | 21 | 21 | 17 | 20,9 | 18,6 |
| Tăng trưởng vốn đầu tư của chủ sở hữu | 33 | 22 | 9 | 17,2 | 15,5 |

Nguồn: Cục Tài chính doanh nghiệp (2018)

Bên cạnh đó, khả năng sinh lời của doanh nghiệp này cũng rất khả quan. Theo đó, tỷ suất lợi nhuận trước thuế trên vốn chủ sở hữu (ROE) năm 2016 đạt ở mức cao là 16,3%, cao hơn mức 13,82% của năm 2015. Bên cạnh đó, tỷ suất lợi nhuận ròng trên tài sản (ROA) của doanh nghiệp FDI năm 2016 là 5,82%, tăng so với mức 4,79% của năm 2015 (Bảng 2).

Bảng 2. Khả năng sinh lời của doanh nghiệp FDI các năm 2012-2016 (Đơn vị: %)

| Chỉ tiêu | 2012 | 2013 | 2014 | 2015 | 2016 |
|----------------|------|------|------|------|------|
| ROE trước thuế | 9,8 | 14,4 | 14,6 | 13,8 | 16,3 |
| ROA sau thuế | 3,6 | 5,7 | 5,48 | 4,8 | 5,8 |

Nguồn: Cục Tài chính doanh nghiệp (2018)

Tuy nhiên, tỷ lệ doanh nghiệp FDI lỗ lũy kế đến hết năm 2016 là 61%, cao hơn các năm từ 2012-2015 (Bảng 3).

Bảng 3. Doanh nghiệp FDI báo lỗ lũy kế các năm 2012-2016 (Đơn vị: %)

| Chỉ tiêu | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------------------------|------|------|------|------|------|
| Tỷ lệ doanh nghiệp báo lỗ năm báo cáo | 48 | 45 | 44 | 51 | 50 |
| Tỷ lệ doanh nghiệp lỗ lũy kế | 59 | 51 | 52 | 59 | 61 |
| Tỷ lệ doanh nghiệp lỗ mất vốn | 15 | 14 | 14 | 17 | 16 |

Nguồn: Cục Tài chính doanh nghiệp (2018)

Bảng 3 cho thấy, số lượng doanh nghiệp FDI báo lỗ hàng năm là từ 44% đến 51% (đặc biệt năm 2015 là 51% và năm 2016 là 50% trên số lượng doanh nghiệp có báo cáo). Đồng thời, tốc độ tăng của quy mô đầu tư và hoạt động của các doanh nghiệp báo lỗ và doanh nghiệp lỗ lũy kế cao hơn tốc độ tăng về số lượng doanh nghiệp báo lỗ và doanh nghiệp lỗ lũy kế cho thấy, tình trạng chuyển giá của khu vực FDI ngày càng gia tăng, phức tạp.

Bên cạnh hiện tượng chuyển giá từ Việt Nam ra nước ngoài của nhóm doanh nghiệp FDI, còn xuất hiện hiện tượng chuyển giá, chuyển lợi nhuận ngược (từ nước ngoài vào Việt Nam) của một bộ phận doanh nghiệp FDI trong nước được hưởng ưu đãi lớn về thuế suất thuế thu nhập doanh nghiệp và thời gian miễn, giảm thuế thu nhập doanh nghiệp. Điều này thể hiện qua số liệu về tỷ suất lợi nhuận trước thuế trên vốn chủ sở hữu (ROE) bình quân của doanh nghiệp FDI trong một số ngành qua các năm luôn duy trì ở mức rất cao, như: “Linh kiện điện tử, máy vi tính, thiết bị ngoại vi”, “Viễn thông, phần mềm” (ROE trước thuế trên 30%)... (Cục Tài chính doanh nghiệp - Bộ Tài chính, 2018).

Giao dịch liên kết là một phần của thương mại toàn cầu. Từ năm 2016, cơ quan chức năng áp dụng biện pháp quản lý rủi ro, việc thanh tra chống chuyển giá được tăng cường đẩy mạnh. Năm 2016, sau khi thanh tra 329 doanh nghiệp có giao dịch liên kết, cơ quan chức năng truy thu 607 tỷ đồng và giảm lỗ hơn 5.000 tỷ đồng. Năm 2017, cơ quan chức năng thanh tra chống chuyển giá đã tiến hành thanh tra 734 doanh nghiệp có hoạt động giao dịch liên kết. Cơ quan chức năng truy thu, truy hoàn và phạt 2.270 tỷ đồng, giảm lỗ của doanh nghiệp hơn 7.100 tỷ đồng [5].

Từ những đặc điểm và thực trạng trên, theo tác giả, biểu hiện chuyển giá phổ biến ở Việt Nam của các MNC trong những năm qua đó là:

Thứ nhất, chuyển giá thông qua góp vốn đầu tư. Ở Việt Nam, lợi dụng sự yếu kém về trình độ và khâu quản lý, các MNC thường góp vốn bằng máy móc và thiết bị hiện đại, trong khi các chuyên gia của Việt Nam chưa đủ trình độ để thẩm định giá, nên giá của các loại máy móc, thiết bị được đem vào góp vốn sẽ được các công ty của MNC định giá cao hơn so với giá thị trường. Do giá trị máy móc và thiết bị cao, nên mức độ khấu hao tài sản hữu hình cũng tăng lên tương ứng làm giảm mức lợi nhuận thu về, trong khi doanh nghiệp phải chi một khoản không nhỏ cho việc quảng cáo sản phẩm làm cho doanh nghiệp sẽ bị thua lỗ kéo dài. Điều này dẫn đến việc bên liên kết sẽ không đủ tiềm lực để duy trì việc kinh doanh và buộc phải bán lại phần vốn góp cho doanh nghiệp của MNC. Với tiềm lực tài chính dồi dào của MNCs, hàng loạt công ty liên doanh của Việt Nam đã phải mất hết vốn, công ty liên kết trở thành công ty 100% vốn nước ngoài.

Thứ hai, chuyển giá thông qua việc chuyển giao công nghệ. Hiện tượng phổ biến trong các hợp đồng chuyển giao công nghệ của các doanh nghiệp FDI là giá cả cao hơn nhiều so với mua công nghệ của các nước phát triển. MNC rất hạn chế chuyển giao những công nghệ mới, có tính cạnh tranh cao cho các chi nhánh của họ ở nước ngoài vì sợ lộ bí mật hoặc mất bản quyền công nghệ do việc bắt chước, cải biến công nghệ của các doanh nghiệp trong nước. Khi chuyển giao công nghệ, các MNC sẽ được thu phí bản quyền. Đây là một loại phí chiếm tỷ trọng lớn do khấu hao giá trị tài sản cố định vô hình, nên mặc dù việc kinh doanh thường xuyên thua lỗ, bên liên kết chịu thiệt hại nặng nề về kinh tế, nhưng doanh nghiệp của MNC vẫn nhận đủ tiền từ bản quyền chuyển giao công nghệ và chi phí bản quyền thì ngày càng tăng cao.

Thứ ba, chuyển giá thông qua việc nâng giá đầu vào nguyên vật liệu, hàng hóa mua từ công ty mẹ ở chính quốc. Cụ thể: Với nhóm doanh nghiệp FDI sản xuất hàng hóa tiêu thụ nội địa, hàng hóa tiêu thụ trong nước rất khó tùy tiện tăng giá so với mặt bằng chung nên họ phải tìm mọi cách để nâng chi phí đầu vào sản xuất. Lỗ hổng để nâng giá dễ nhất là điều chỉnh con số ở thiết bị vật tư, nguyên liệu, định mức tiêu hao vật tư trên một đơn vị sản phẩm, chi phí phân bổ từ công ty mẹ ở nước ngoài. Theo đó, chi phí tăng sẽ kéo giảm lợi nhuận, doanh nghiệp giảm hoặc không có lãi, thậm chí lỗ sẽ giảm và trốn được trách nhiệm nộp thuế thu nhập doanh nghiệp. Hầu hết các doanh nghiệp của MNC đều thực hiện chiêu thức này. Điển hình như tại Công ty Coca Cola Việt Nam. Theo Cục thuế TP.Hồ Chí Minh, Coca Cola Việt Nam luôn kê khai lỗ ở

chi phí nguyên phụ liệu, trong đó chủ yếu là hương liệu được nhập trực tiếp từ Công ty mẹ với giá rất cao, chiếm trên 70% giá vốn, cá biệt năm 2006-2007, chi phí nguyên phụ liệu lên đến 80%-85% giá vốn. Với Coca-Cola từ khi bắt đầu hoạt động ở Việt Nam năm 1992, Công ty này liên tục báo lỗ cho đến cuối năm 2012. Việc thua lỗ của Coca-Cola Việt Nam không phải do tăng trưởng doanh số yếu, thực tế sản lượng của công ty vẫn tăng trưởng trên 25% mỗi năm [6].

Đến thời điểm tháng 12/2012, tổng số lỗ lũy kế của Coca-Cola Việt Nam lên đến 3.768 tỉ đồng, vượt quá số vốn đầu tư ban đầu 2.950 tỷ đồng. Như vậy, về mặt kỹ thuật, lẽ ra Coca-Cola Việt Nam đã phải phá sản. Tuy nhiên, thay vì đóng cửa hay thu hẹp quy mô hoạt động, năm 2014 Coca-Cola tiếp tục đầu tư thêm 210 triệu USD để mở rộng kinh doanh ở Việt Nam. Sau nhiều nỗ lực đấu tranh của phía Việt Nam, đến năm 2013 Coca-Cola Việt Nam đã bắt đầu báo lãi và nộp thuế thu nhập doanh nghiệp cho Chính phủ Việt Nam.

Thứ tư, chuyển giá thông qua việc hạ giá thành, tăng cường quảng cáo, khuyến mại sản phẩm. Cụ thể: nhóm doanh nghiệp FDI làm hàng xuất khẩu dùng “kỹ thuật” ép giá bán sản phẩm xuống tối thiểu. Ví dụ, chi phí làm ra một đôi giày xuất khẩu là 10 USD, thị trường châu Âu chấp nhận mua vào với giá 12 USD, lợi nhuận tạm tính mỗi đôi giày 2 USD là phần thu nhập chịu thuế. Thế nhưng, doanh nghiệp lại “biến hóa” để giá xuất khẩu thấp hơn để giảm thuế. Liên quan đến thuế xuất nhập khẩu, doanh nghiệp FDI đã trốn thuế bằng cách hàng sản xuất tại Việt Nam xuất khẩu lòng vòng qua một nước trung gian có thuế suất thấp, thông qua một nhà thương mại để đưa hàng vào châu Âu... Mục tiêu của hành vi này là nhằm chiếm lĩnh thị trường trong nước, đè bẹp các đối thủ cạnh tranh khác cùng kinh doanh các loại sản phẩm tương tự. Đồng thời, gây lỗ nghiêm trọng cho bên liên doanh buộc họ lâm vào tình trạng phá sản và buộc bán lại cổ phần cho doanh nghiệp của MNC. Trong khi doanh nghiệp MNC chỉ lỗ ảo, do họ không phải nộp thuế thu nhập doanh nghiệp, tổng lợi nhuận trong tập đoàn thu về không đổi và với tiềm lực tài chính vững mạnh của mình, sau khi thôn tính đối thủ, họ sẽ có chiến lược kinh doanh mới để bù lỗ.

Thứ năm, chuyển giá thông qua kẽ hở về ưu đãi thuế. Một trong những nguyên nhân dẫn đến hành vi chuyển giá là có sự chênh lệch thuế do áp dụng thuế suất ưu đãi và các ưu đãi khác, như: miễn, giảm thuế là tiền đề để các doanh nghiệp FDI thực hiện hành vi chuyển giá. Tại Việt Nam, địa phương nào cũng muốn cấp phép ưu đãi, còn ở cấp độ Nhà nước, thì việc quản lý thuế bị buông lỏng, thiếu giám sát. Sự chênh lệch về thuế suất giữa các quốc gia, giữa những đối tượng khác nhau trong một quốc gia, những quy định về mức thuế suất ưu đãi, miễn giảm thuế... đã tạo động cơ tránh thuế, không chỉ với doanh nghiệp FDI mà cả các doanh nghiệp đầu tư trong nước.

Trong khi chính sách thuế đã rất mở, ưu đãi đầu tư tập trung vào các chính sách thuế, các ngành nghề, địa bàn, các thủ tục cấp phép đầu tư thuận lợi là những quan tâm hàng đầu của nhà đầu tư nước ngoài khi thực hiện hoạt động đầu tư trực tiếp tại Việt Nam, nhưng đồng thời đây cũng lại là “kẽ hở” để doanh nghiệp thực hiện hành vi chuyển giá.

Thứ sáu, chuyển giá thông qua cung cấp dịch vụ. Việc cung cấp dịch vụ giữa công ty mẹ với các công ty trong nội bộ tập đoàn và giữa các công ty trong nội bộ tập đoàn với nhau thường rất khó định giá và khó xác định có thực sự phát sinh hay không. Lợi dụng đặc tính này, trong những năm qua, một số tập đoàn đa quốc gia đầu tư vốn vào Việt Nam thực hiện hành vi cung cấp các dịch vụ quản lý và hỗ trợ quản lý cho cả tập đoàn (dịch vụ kế toán, tài chính, tư vấn, quản lý tài sản...), tính giá dịch vụ ở mức cao để chuyển lợi nhuận từ công ty con tại Việt Nam sang công ty mẹ ở nước ngoài nhằm tối thiểu hoá nghĩa vụ thuế của công ty con tại Việt Nam.

Thứ bảy, chuyển giá thông qua chi trả lãi vay vốn sản xuất, kinh doanh. Một trong những hành vi tương đối phổ biến của các doanh nghiệp FDI nhằm tránh nghĩa vụ thuế thu nhập doanh nghiệp tại Việt Nam trong thời gian qua là thực hiện chuyển giá thông qua hình thức vay vốn từ bên liên kết ở nước ngoài và trả lãi suất vay vốn với mức rất cao. Với phương thức này, lợi nhuận từ doanh nghiệp FDI tại Việt Nam đã được chuyển sang cho bên

liên kết tại nước ngoài có thuế suất thuế thu nhập doanh nghiệp thấp hơn thuế suất thuế thu nhập doanh nghiệp tại Việt Nam, qua đó, tối thiểu hoá nghĩa vụ thuế của cả tập đoàn. Hành vi này thường xảy ra tại các ngành nghề sản xuất kinh doanh có sử dụng vốn lớn như: khai thác mỏ, sản xuất, lắp ráp các phương tiện vận tải...

4. MỘT SỐ ĐỀ XUẤT

Nhằm hạn chế hành vi chuyển giá của các MNC, theo tác giả, cần thực hiện có hiệu quả một số giải pháp như sau:

Một là, hoàn thiện và thực hiện nghiêm hệ thống pháp lý về chống chuyển giá: Mặc dù Chính phủ đã ban hành Nghị định số 20/2017/NĐ-CP, ngày 24/02/2017 quy định về quản lý thuế đối với doanh nghiệp có giao dịch liên kết, nhằm chống được hành vi chuyển giá, tạo môi trường cạnh tranh lành mạnh, đảm bảo thu đúng, thu đủ vào ngân sách nhà nước. Tuy nhiên, về lâu dài, Nhà nước cần xây dựng Luật Chống chuyển giá, đồng thời sửa đổi bổ sung các văn bản pháp luật có liên quan, như: Luật Doanh nghiệp, Luật Đầu tư, Luật Thương mại, Luật Cạnh tranh, Luật Thuế thu nhập doanh nghiệp, Bộ Luật Dân sự. Đồng thời, cần hình thành cơ quan chuyên trách chống chuyển giá ở cấp Trung ương và các tỉnh, thành phố để có sự chỉ đạo thực hiện thông suốt từ Trung ương đến các ngành, các địa phương.

Hai là, cơ quan thuế cần có cơ chế khuyến khích các doanh nghiệp có giao dịch liên kết áp dụng phương pháp định giá (APA - cơ chế thoả thuận trước về xác định giá). Biện pháp này đang được áp dụng rộng rãi tại châu Âu và nhiều nước trong khu vực, như: Trung Quốc, Indonesia, Thái Lan, Malaysia... Tại Việt Nam, theo quy định tại Luật sửa đổi, bổ sung một số điều của Luật Quản lý thuế, từ 01/07/2013, cơ quan thuế được phép áp dụng APA. Theo cơ chế này, doanh nghiệp MNC phải chủ động đề xuất biện pháp tính giá hoặc mức giá mua, bán hàng hóa, dịch vụ giữa các thành viên trong tập đoàn, trước khi kê khai và nộp thuế. Cơ quan thuế sẽ phối hợp với cơ quan thuế nước ngoài đã ký kết hiệp định tránh đánh thuế hai lần với Việt Nam tổ chức giám sát, kiểm soát để chống gian lận thuế. Về lý thuyết, APA có thể giúp giảm bớt tình trạng khai gian giá và điệp khúc “lố giá, lã thật” mà dư luận đã nhắc tới ở nhiều doanh nghiệp.

Ba là, Chính phủ và các cơ quan chức năng cũng cần rà soát, điều chỉnh theo hướng thu hẹp khoảng cách về các ưu đãi thuế giữa các ngành, lĩnh vực và vùng miền, địa phương. Theo đó, Chính phủ cần xem xét lại toàn bộ khung chính sách ưu đãi đầu tư hiện tại và tái thiết lập sự cân bằng giữa các chính sách ưu đãi “dựa trên lợi nhuận” bằng các chính sách ưu đãi “dựa trên hiệu quả”. Theo đó, cần chuyển tương ứng các quy định về ưu đãi từ Luật Đầu tư sang Luật Thuế và Luật Hải quan, với sự hỗ trợ của một hệ thống giám sát và đánh giá hiệu quả. Cụ thể: cần triển khai một hệ thống giám sát đánh giá dựa trên mục tiêu chính sách được xác định rõ ràng. Hệ thống này còn theo dõi hiệu quả hoạt động của cả chi phí và lợi ích của chính sách ưu đãi được áp dụng.

Đặc biệt, cần hoàn thiện chính sách thuế để tiếp tục thu hút FDI theo hướng như sau: việc ban hành chính sách mới, trong đó có chính sách ưu đãi thuế, ưu đãi đầu tư cần tuân thủ nghiêm các nguyên tắc, các cam kết mà Việt Nam đã cam kết thực hiện với các tổ chức quốc tế. Đồng thời, cần đảm bảo đúng mục tiêu công bằng và không có sự phân biệt đối xử với các doanh nghiệp FDI. Khắc phục tính dàn trải, phức tạp của chính sách ưu đãi thuế; Tăng tính minh bạch, đồng bộ các hệ thống văn bản pháp luật hiện nay với chính sách thuế, tránh tình trạng quy định ưu đãi thuế được quy định trong nhiều văn bản pháp luật khác như hiện hành...

Ngoài ra, cần khuyến khích đầu tư thông qua các chính sách ưu đãi, đơn giản hóa các thủ tục đầu tư, thông qua các gói giải pháp về ưu đãi thuế (việc khuyến khích hoạt động công nghệ cao thông qua việc đơn giản và minh bạch hóa thủ tục xin xác nhận về các lĩnh vực này, bổ sung chính sách ưu đãi với một số ngành dịch vụ như giáo dục tài chính); tiếp tục lộ trình đơn giản hóa thủ tục đầu tư, như: thực hiện cơ chế một cửa quốc gia và ASEAN; hỗ trợ đơn giản hóa thủ tục đầu tư với các ngành nghề có điều kiện, xây dựng hồng tin tiếp cận các nhà đầu tư.

Ngoài ra, để tránh tình trạng các doanh nghiệp FDI cố tình khai báo lỗ hàng năm, cần nhắc nghiên cứu ban hành một loại thuế đánh vào vốn đầu tư thay cho thuế thu nhập doanh nghiệp, gọi là thuế vốn đầu tư FDI, với thuế suất tối thiểu có thể là 2% trên tổng vốn FDI giải ngân của doanh nghiệp FDI và được thu đều đặn hàng năm.

Bốn là, cơ quan thuế các cấp cần tăng cường thanh tra giá chuyển giao, xem đây là một trong những nhiệm vụ trọng tâm của ngành thuế. Chú trọng việc thanh tra, kiểm tra giá chuyển giao đối với các doanh nghiệp có nhiều thành viên; các ngành nghề có dấu hiệu rủi ro lớn về thuế do hành vi chuyển giá của doanh nghiệp liên kết, các doanh nghiệp đã và đang thực hiện tái cơ cấu có khả năng lợi dụng chuyển giá để tránh thuế. Đối với các trường hợp chuyển giá, phải có chế tài xử phạt theo hướng tăng mức phạt và hình thức phạt so với quy định hiện tại để đảm bảo tính nghiêm minh của pháp luật.

Năm là, cần có văn bản quy định nhiệm vụ cụ thể cho các ngành có liên quan, như: cơ quan thuế, hải quan, quản lý đầu tư, công an, viện kiểm sát, tòa án, ngân hàng thực hiện tốt việc phối hợp theo thẩm quyền về trao đổi, cung cấp thông tin, nhằm kịp thời phát hiện và xử lý nghiêm các hành vi vi phạm pháp luật trong hoạt động giao dịch liên kết và chuyển giá của các doanh nghiệp FDI. Theo đó, cơ quan quản lý thuế được quyền áp dụng những biện pháp tạm dừng hoàn thuế giá trị gia tăng đối với các doanh nghiệp khai báo kết quả kinh doanh lỗ quá vốn chủ sở hữu cho đến khi doanh nghiệp khắc phục được tình trạng liên tục kê khai lỗ, vừa phù hợp với thông lệ quốc tế, vừa đồng bộ với Bộ Luật Dân sự của Việt Nam quy định về các điều kiện tồn tại pháp nhân kinh tế.

Sáu là, tăng cường đào tạo, phát triển nguồn nhân lực cho ngành thuế để chuyên theo dõi, kiểm soát chuyển giá, trong đó chú trọng đào tạo về kỹ năng xác định giá thị trường, trang bị kiến thức về kinh tế ngành, kỹ năng tin học, ngoại ngữ...

KẾT LUẬN

Hoạt động chống chuyển giá có thể tác động đến khả năng thu hút đầu tư FDI vào Việt Nam trong ngắn hạn theo hướng giảm số lượng dự án và vốn đầu tư, song về dài hạn sẽ nâng cao chất lượng thu hút FDI bằng việc hạn chế các nhà đầu tư không hiệu quả và tăng đóng góp của khu vực đầu tư nước ngoài, thu hút được các nhà đầu tư có uy tín, môi trường đầu tư Việt Nam sẽ phát triển theo hướng tích cực, lành mạnh hơn. Đã đến lúc các ngành chức năng, các địa phương cần kiên quyết và quyết liệt hơn nữa trong thực hiện các biện pháp đồng bộ chống chuyển giá, để tránh những thua thiệt khi thu hút FDI./.

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ĐỘNG LỰC VÀ ÁP LỰC PHÁT TRIỂN KINH TẾ BỀN VỮNG NĂM 2018

Phạm Thái Hà*

TÓM TẮT: Năm 2018 bên cạnh những thời cơ, thuận lợi và động lực mới được ghi nhận và phát huy, cũng có không ít khó khăn, thách thức, với nhiều vấn đề mới phức tạp phát sinh từ thực tiễn thế giới và trong nước. Nhờ có sự đổi mới mạnh mẽ, năng động, quyết liệt trong lãnh đạo, chỉ đạo tổ chức thực hiện và sự nỗ lực phấn đấu của toàn Đảng, toàn dân, toàn quân, kinh tế - xã hội nước ta tiếp tục chuyển biến tích cực, khá toàn diện trên hầu hết các lĩnh vực...

Tiếp tục khai thác các động lực tăng trưởng bền vững, nhận diện và xử lý hiệu quả các thách thức đa dạng còn tồn tại và mới phát sinh là vấn đề có ý nghĩa chiến lược và tầm quan trọng đặc biệt, quyết định thành công của sự nghiệp đổi mới trong bối cảnh mới.

Từ khóa: Tăng trưởng, động lực, phát triển bền vững

1. TỪ NHỮNG ĐỘNG LỰC VÀ ĐỘNG THÁI TÍCH CỰC

Bước vào năm 2018, Chính phủ, Thủ tướng Chính phủ đã chỉ đạo các bộ, ngành, địa phương tập trung triển khai thực hiện quyết liệt, đồng bộ các nhiệm vụ, giải pháp theo các nghị quyết của Đảng, Quốc hội, Chính phủ; Đồng thời, với phương châm “Kỷ cương, liêm chính, hành động, sáng tạo, hiệu quả”, các bộ, ngành, địa phương đã sớm ban hành các chương trình, kế hoạch hành động; xây dựng kịch bản tăng trưởng theo quý đối với từng ngành, lĩnh vực và thường xuyên kiểm tra, đánh giá thực hiện; tập trung rà soát, hoàn thiện thể chế, đẩy mạnh cải cách thủ tục hành chính; đổi mới, tìm các lĩnh vực còn dư địa để có giải pháp thúc đẩy phát triển; tổ chức các hội nghị toàn quốc về: phòng chống thiên tai, thúc đẩy tăng trưởng, xuất khẩu, logistics, tháo gỡ khó khăn, vướng mắc trong đầu tư xây dựng...

Động lực tăng trưởng năm 2018 được hội tụ và lan tỏa từ tổ hợp các giải pháp của Chính phủ và nỗ lực tìm thấy hướng đi, cơ hội phát triển mới của doanh nghiệp, nhất là từ sự phát triển ngành chế biến, chế tạo; Sự bứt phá trong xuất khẩu rau quả nhờ áp dụng công nghệ sản xuất sạch hơn và công nghệ bảo quản hiện đại hơn; Sự hồi sinh và gia tăng mạnh mẽ khu vực doanh nghiệp và thúc đẩy quá trình cổ phần hóa DNNN; duy trì động lực tăng trưởng và xuất khẩu từ khu vực FDI; Du lịch tiếp tục tăng trưởng tốt và thị trường tài chính mở rộng hơn, tăng trưởng tín dụng tích cực với nền lãi suất tương đối ổn định; Cơ cấu tín dụng đang tiếp tục theo hướng tập trung vào các lĩnh vực ưu tiên như nông nghiệp, xuất khẩu, công nghiệp hỗ trợ, doanh nghiệp vừa và nhỏ nhằm hỗ trợ có hiệu quả hơn cho tăng trưởng kinh tế.

Ngoài ra, động lực tăng trưởng còn được tiếp sức từ sự gia tăng tổng đầu tư xã hội và duy trì tổng cầu tiêu dùng trong nước cao; tiếp tục mở rộng xuất khẩu. Và tiếp tục kiểm soát tốt thị trường tài chính-tiền tệ nhờ áp dụng chế độ tỷ giá trung tâm linh hoạt; thu hẹp dần giãn cách giá vàng trong nước với thế giới

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Đặc biệt, động lực tăng trưởng năm 2018 được tiếp tục và lan tỏa ra từ sự cải thiện môi trường đầu tư, đẩy mạnh cải cách hành chính, giảm nhẹ gánh nặng chi phí tài chính; giảm nợ xấu, cải thiện điều kiện tiếp cận tín dụng và các chi phí khác cho doanh nghiệp; làm tốt công tác bình ổn và lưu thông hàng hóa; ổn định thị trường ngoại hối; mở rộng tự do hóa và quản lý cạnh tranh lành mạnh. Động lực tăng trưởng còn được gia tăng từ lòng tin thị trường, củng cố vị thế quốc tế và kỳ vọng những cơ hội mới tới từ các kết quả đàm phán, ký kết và triển khai các cam kết và chủ động hội nhập quốc tế của Việt Nam.

Động lực tăng trưởng cũng đến từ những chuyển động tích cực về tái cơ cấu kinh tế, nhất là trong mua bán, sáp nhập các ngân hàng và chuyển nhượng dự án bất động sản; thu hồi các dự án chậm triển khai, dùng sai mục đích sử dụng đất; cổ phần hóa đơn vị sự nghiệp công và tăng cường sử dụng giống mới, ứng dụng công nghệ bảo quản, chế biến nông sản hiện đại; mở rộng sự tham gia của DN đầu tư vào nông nghiệp theo mô hình liên kết chuỗi và quy mô công nghiệp.

Động lực tăng trưởng đang được tiếp sức bởi sự chuyển động của cả bộ máy quản lý và hệ thống chính trị, tạo mọi điều kiện, tháo gỡ mọi rào cản cho sản xuất, kinh doanh của người dân và doanh nghiệp, thúc đẩy khởi nghiệp; phát triển các ngành công nghiệp hỗ trợ, chế biến, chế tạo, gắn với các lợi thế về nguồn nguyên liệu nông, lâm nghiệp, thủy sản; Thực hiện tốt công tác dự báo thị trường, xúc tiến thương mại, tìm kiếm, mở rộng thị trường xuất khẩu. Chủ động nhận diện và cập nhật các rào cản kỹ thuật để chủ động xây dựng các biện pháp khắc phục kịp thời; kiểm soát lạm phát, lãi suất, tỷ giá phù hợp với diễn biến thị trường tiền tệ trong nước và quốc tế; chống thất thu, nợ đọng thuế, Triệt để tiết kiệm chi NSNN; nâng cao năng suất, chất lượng và hiệu quả sản xuất. Thực hiện tốt các chính sách an sinh xã hội, phúc lợi xã hội; bồi thường, hỗ trợ người dân ở các tỉnh bị thiệt hại do sự cố ô nhiễm môi trường biển sớm khôi phục sản xuất và ổn định đời sống...

Những điểm trên cho thấy, kinh tế của nước ta đang chuyển mạnh từ động lực tăng trưởng dựa trên vốn đầu tư, sang khai thác, củng cố và phối hợp các động lực tăng trưởng bền vững về thể chế, công nghệ và niềm tin, đáp ứng yêu cầu ổn định và phát triển kinh tế nhanh, hiệu quả hơn, chuẩn bị cho đất nước phát triển với nhiều kỳ vọng lớn lao và tự tin hơn trong năm 2018.

Nhờ vậy, về tổng thể, nền kinh tế cả nước tiếp tục tăng trưởng ổn định và đồng đều, lạm phát được kiểm soát. Chính sách tiền tệ được điều hành chủ động, linh hoạt; hỗ trợ kịp thời các tổ chức tín dụng gặp khó khăn, bảo đảm thanh khoản và an toàn hệ thống. Mặt bằng lãi suất ổn định; tín dụng tập trung cho sản xuất kinh doanh và các lĩnh vực ưu tiên với lãi suất giảm; Tỷ giá, thị trường ngoại hối ổn định; dự trữ ngoại hối nhà nước đạt 63,5 tỷ USD. Năng lực tài chính của các tổ chức tín dụng được cải thiện (cuối tháng 3, tỷ lệ nợ xấu còn 2,18%) và phát triển các dịch vụ thanh toán, tín dụng bán lẻ, tiêu dùng; NHNN đã có giải pháp kiểm soát hoạt động liên quan đến tiền ảo. Cải cách thủ tục hành chính có nhiều tiến bộ, đã rà soát, có phương án cắt giảm khoảng 50% điều kiện đầu tư kinh doanh trong các lĩnh vực công thương, y tế, giao thông vận tải, xây dựng, nông nghiệp... Chỉ số cạnh tranh cấp tỉnh (PCI) bình quân đạt mức cao nhất kể từ khi thực hiện năm 2005 đến nay. Công tác cổ phần hóa doanh nghiệp nhà nước (DNNN) được nhiều bộ ngành, địa phương triển khai tích cực; bán cổ phần lần đầu tại một số doanh nghiệp lớn đạt kết quả tốt. Thành lập Ủy ban quản lý vốn nhà nước tại doanh nghiệp; rà soát, hoàn thiện Điều lệ và tổ chức hoạt động của một số tập đoàn, tổng công ty nhà nước. Việc xử lý các dự án, doanh nghiệp thua lỗ, thất thoát lớn đạt kết quả bước đầu, giảm lỗ và một số dự án đã có lãi

Nông, lâm nghiệp và thủy sản phát triển khá thuận lợi, năng suất và sản lượng; cây con ổn định, dù một phần diện tích đất nông nghiệp tiếp tục bị thu hẹp.

Ngày 17/5/2018, Bộ Nông nghiệp và Phát triển nông thôn đã tổ chức triển khai Quyết định của Thủ tướng Chính về Chương trình mỗi xã một sản phẩm (OCOP) với tổng kinh phí dự kiến khoảng 45.000 tỷ đồng, nhằm phát triển các hình thức tổ chức sản xuất, kinh doanh (ưu tiên phát triển hợp tác xã, doanh nghiệp nhỏ và vừa) để sản xuất các sản phẩm, dịch vụ có lợi thế đạt tiêu chuẩn, có khả năng cạnh tranh trên thị trường trong nước và quốc tế. Theo thống kê, đến hết tháng 4/2018, cả nước đã có 60/63 tỉnh, thành triển khai xây dựng khung Chương trình OCOP cấp tỉnh

Chỉ số sản xuất toàn ngành công nghiệp 5 tháng qua có 3 điểm nổi bật là: Mức tăng cao 9,7% (cao hơn mức tăng 6,6% của cùng kỳ năm 2017); ngành chế biến, chế tạo tăng trưởng cao nhất 11,8% (dù có xu hướng tăng chậm dần (2 tháng đầu năm nay tăng 15,5%; 3 tháng tăng 14,1%; 4 tháng tăng 12,5%) và ngành khai khoáng giảm 2,2% (khai thác dầu thô giảm 10,2%). Đặc biệt, Chỉ số nhà quản trị mua hàng (PMI) của Việt Nam tháng 5 tăng lên 53,9 điểm, cao nhất trong ASEAN;

Niềm tin thị trường và vốn đầu tư xã hội đang có cải thiện tích cực: Vốn đầu tư từ khu vực doanh nghiệp tăng mạnh, với tổng số vốn đăng ký bổ sung thêm vào nền kinh tế trong 5 tháng đầu năm là 1.419,1 nghìn tỷ đồng từ 52.322 doanh nghiệp (DN) đăng ký mới (tăng 3,5% về số lượng và tăng 6,4% về số vốn đăng ký); Đặc biệt, số vốn đầu tư tăng thêm của các DN cao gần gấp đôi số đăng ký mới; Ngoài ra, còn có 13.267 DN quay trở lại hoạt động, giảm nhẹ 1,4% so với cùng kỳ năm trước. Tuy nhiên, vẫn có tới 33.399 DN tạm ngừng hoạt động, tăng 3,9% so với cùng kỳ, bằng 2/3 số DN thành lập mới. Rõ ràng khu vực DN vẫn còn nhiều khó khăn và cần nhiều hơn các giải pháp hỗ trợ thực chất từ phía nhà nước và ngân hàng.

Vốn đầu tư thực hiện từ ngân sách nhà nước (NSNN) đạt 96,1 nghìn tỷ đồng, bằng 28,4% kế hoạch năm và tăng 8,8% so với cùng kỳ năm trước (cùng kỳ năm 2017 bằng 28,7% và tăng 5,5%).

Vốn FDI trong 5 tháng qua đang thu hút theo đúng định hướng và được triển khai có hiệu quả: Dù tổng số vốn FDI đăng ký mới và tăng thêm đạt 7.150,1 triệu USD, giảm 30,8%, nhưng FDI thực hiện ước đạt 6,75 tỷ USD, tăng 9,8% và vốn góp, mua cổ phần của nhà đầu tư nước ngoài là 2,75 tỷ USD, tăng 53,5% so với cùng kỳ năm 2017. Ngành công nghiệp chế biến, chế tạo chiếm 62,3% tổng vốn đăng ký... Thành phố Hồ Chí Minh có số vốn đăng ký lớn nhất với 540,9 triệu USD, chiếm 11,6% tổng vốn đăng ký cấp mới; Hàn Quốc là nhà đầu tư lớn nhất trong số 50 quốc gia, vùng lãnh thổ có vốn FDI mới, với 1.019,5 triệu USD, chiếm 21,9% tổng vốn đăng ký cấp mới.

Vốn đầu tư của Việt Nam ra nước ngoài 5 tháng đầu năm đạt 184,7 triệu USD, tập trung vào lĩnh vực tài chính, ngân hàng (đạt 105,8 triệu USD, chiếm 57,3%); Lào đứng đầu (chiếm 43,4% tổng vốn đầu tư) trong 24 quốc gia, vùng lãnh thổ nhận đầu tư của Việt Nam.

Động lực phát triển từ thị trường trong nước và nước ngoài tiếp tục mở rộng, với tổng mức bán lẻ hàng hóa và doanh thu dịch vụ tiêu dùng ước đạt 1.752,7 nghìn tỷ đồng, tăng 10,1% so với cùng kỳ năm trước, nếu loại trừ yếu tố giá tăng 8,3% (cùng kỳ năm 2017 tăng 7,5%). Tổng kim ngạch hàng hóa xuất khẩu ước đạt 93,09 tỷ USD, tăng 15,8%; Tổng kim ngạch nhập khẩu ước đạt 89,70 tỷ USD, tăng 8,2% so với cùng kỳ năm trước; tức xuất siêu 3,39 tỷ USD (khu vực kinh tế trong nước nhập siêu 10,39 tỷ USD, bằng gần 3,6% kim ngạch xuất khẩu.. Tuy nhiên, sau 4 tháng liên tiếp xuất siêu, tháng 5/2018 ước tính nhập siêu 500 triệu USD do xuất khẩu điện thoại bắt đầu có xu hướng giảm...

Một số mặt hàng nông sản có lượng xuất khẩu tăng, nhưng kim ngạch giảm: Cà phê lượng tăng 1,8%, kim ngạch giảm 12%; tương ứng cao su tăng 19,6% và giảm 10,8%; hạt tiêu tăng 6,2% và giảm 37,1%. Riêng dầu thô tính chung 5 tháng giảm về cả lượng (40,1%) và kim ngạch xuất khẩu (đạt 919 triệu USD, giảm 20,4%), trong khi giá xuất khẩu bình quân tăng 45,3% so với cùng kỳ năm 2017.

Hoa Kỳ là thị trường xuất khẩu lớn nhất, đạt 17,4 tỷ USD, tăng 9%. Xuất khẩu sang Trung Quốc đạt 13,8 tỷ USD, tăng 30,8%, và sang Hàn Quốc đạt 7,2 tỷ USD, tăng 31%. Tuy nhiên, cả hai thị trường này vẫn khiến Việt Nam nhập siêu nhiều nhất, nhất là hàng tiêu dùng từ Trung Quốc và linh kiện sản phẩm công nghệ từ Hàn Quốc (5 tháng cả nước nhập khẩu hàng điện tử, máy tính và linh kiện đạt 16,1 tỷ USD, tăng 14,1%; điện thoại và linh kiện đạt 5,2 tỷ USD, tăng 1,3%; riêng điện tử, máy tính và linh kiện từ Hàn Quốc tăng 26,4%;..

Thị trường tài chính trong nước ổn định và tiếp tục nhận được sự ghi nhận tích cực từ đánh giá và xếp hạng tín nhiệm nước ngoài. Chỉ số giá đô la Mỹ khá ổn định, với mức tháng 5/2018 giảm 0,06% so với tháng trước; tăng 0,26% so với tháng 12/2017 và tăng 0,26% so với cùng kỳ năm 2017.

Thị trường du lịch tiếp tục phát triển mạnh cả trong và ngoài nước: Khách quốc tế đến nước ta 5 tháng qua ước đạt 6.708,4 nghìn lượt người, tăng 27,6% (riêng đến bằng đường bộ đạt 1.167,4 nghìn lượt người, tăng 59,9%) so với cùng kỳ năm trước; Để tạo thuận lợi phát triển du lịch quốc tế, Chính phủ đã quyết định gia hạn 3 năm kể từ ngày 01/7/2018 đến hết ngày 30/6/2021 về việc miễn thị thực đơn phương cho công dân các nước: Vương quốc Anh, Cộng hòa liên bang Đức, Cộng hòa Ý, Cộng hòa Pháp, Vương quốc Tây Ban Nha.

Đà tăng trưởng kinh tế những tháng tới là khá tích cực. Các tổ chức quốc tế đánh giá cao triển vọng kinh tế Việt Nam với khả năng GDP cả năm hoàn toàn có thể đạt mức 6,7% như mục tiêu Quốc hội đặt ra; Hệ số tín nhiệm của quốc gia và các ngân hàng thương mại tiếp tục được cải thiện, dù đang và sẽ còn không ít thách thức cần vượt qua để duy trì động lực và đạt tăng trưởng quý sau cao hơn quý trước, như xu hướng ghi nhận được liên tục trong suốt nhiều năm qua.

2. MỘT SỐ ÁP LỰC

Nhiều vấn đề xã hội đang gia tăng áp lực: Tháng Năm là kỳ giáp hạt, số hộ thiếu đói là 31,5 nghìn hộ, gấp 2,4 lần so với tháng trước, tương ứng với 131,5 nghìn nhân khẩu thiếu đói, gấp 2,3 lần; so với cùng kỳ năm 2017, số hộ thiếu đói giảm 31,2%, tương ứng với số nhân khẩu thiếu đói giảm 29,8%. Tuy vậy, tính chung 5 tháng đầu năm, cả nước có 90,9 nghìn lượt hộ thiếu đói, giảm 34,9% so với cùng kỳ năm trước, tương ứng với 361,3 nghìn lượt nhân khẩu thiếu đói, giảm 37,1%. Các cấp, các ngành, các tổ chức từ Trung ương đến địa phương đã hỗ trợ các hộ thiếu đói 6,7 nghìn tấn lương thực.

Cả nước có 10,6 nghìn trường hợp mắc bệnh tay chân miệng; 17,6 nghìn trường hợp mắc bệnh sốt xuất huyết và 923 người bị ngộ độc thực phẩm (6 người tử vong). Tính chung đến 15/5/2018, cả nước có 209,9 nghìn người nhiễm HIV (91,2 nghìn người đã chuyển sang giai đoạn AIDS); 96,6 nghìn người tử vong. Dù giảm cả 3 tiêu chí, nhưng cả nước vẫn xảy ra 7.490 vụ tai nạn giao thông, làm 3.476 người chết và 1.988 người bị thương và 3.774 người bị thương nhẹ. Thiên tai làm 13 người chết và 21 người bị thương; tổng giá trị vật chất thiệt hại hơn 544 tỷ đồng. Cả nước xảy ra 1.762 vụ cháy, nổ, làm 63 người chết và 154 người bị thương, thiệt hại ước tính khoảng 1.154 tỷ đồng.

Đến hết tháng 5, ngành bảo hiểm mới thu được 36,7% kế hoạch cả năm. Nợ đọng bảo hiểm xã hội (BHXH) đã ở mức 10.450 tỷ đồng, chiếm 4,7% số phải thu của BHXH.

Đặc biệt, số việc làm mới bình quân mà các DN mới thành lập tạo ra trong 5 tháng đầu năm tiếp tục giảm ngược với xu hướng tăng quy mô vốn bình quân. Thực tế cho thấy, sự cải thiện số lượng và tỷ lệ tổng số DN đăng ký mới và quay lại hoạt động so với số lượng DN phá sản, tạm dừng hoạt động chính là phản ánh, cũng như khẳng định những kết quả tích cực các nỗ lực của cả cộng đồng DN và được cộng hưởng bởi hiệu quả của các chính sách, chương trình hành động thiết thực, cụ thể để cải thiện môi trường đầu tư, đồng hành và gỡ khó cho DN được Chính phủ, các ngành và địa phương quyết tâm và quyết liệt triển khai liên tục, đồng bộ và nhất quán trong thời gian qua.

Quy mô bình quân mỗi DN liên tục tăng, trong khi số lao động sử dụng ít hơn cũng đang và sẽ cho thấy sự cải thiện niềm tin và cơ hội đầu tư, cơ cấu kỹ thuật và năng lực cạnh tranh của các DN, đồng thời định hình xu hướng và triển vọng cơ cấu lại nền kinh tế chuyển dịch đúng hướng: Ngày càng giảm bớt ngành, lĩnh vực thâm dụng lao động để chuyển sang các mô hình kinh doanh chủ yếu coi trọng các nhân tố phát triển bền vững, theo chiều sâu...

Áp lực lạm phát đang gia tăng và sẽ là thách thức lớn nhất trong cả năm nay: Chỉ số giá tiêu dùng (CPI) tháng 5/2018 tăng 0,55% so với tháng trước (cao nhất trong 6 năm trở lại đây); CPI bình quân 5 tháng qua tăng 3,01% so với bình quân cùng kỳ năm 2017 và tăng 3,86% so với cùng kỳ năm trước. CPI tăng chủ yếu do ảnh hưởng từ tăng giá xăng, dầu theo xu hướng thế giới; do tăng chi phí đẩy từ giá dịch vụ công và do thời tiết nắng nóng.

Thực tiễn cũng cho thấy đất nước đang và sẽ còn đối diện với nhiều thách thức và áp lực mới cho phát triển bền vững: Thâm hụt ngân sách và nợ công vẫn ở mức cao. Nợ xấu ngân hàng, nợ đọng xây dựng cơ bản còn lớn, chậm được xử lý căn bản và triệt để. Giải ngân vốn đầu tư từ ngân sách nhà nước, nhất là vốn trái phiếu chính phủ, vốn ODA còn chậm, gặp nhiều trở ngại. Thất nghiệp, thiếu việc làm vẫn đang là vấn đề bức xúc. Tệ nạn xã hội, tình trạng khô hạn kéo dài, xâm nhập mặn, bão lụt vi phạm về môi trường, an toàn thực phẩm, tai nạn giao thông và tội phạm gian lận thương mại còn diễn biến phức tạp, nhất là ở các đô thị lớn. Đẩy nhanh hơn quá trình đổi mới toàn diện, nhất là mô hình tăng trưởng, nâng cao chất lượng, năng suất lao động và sức cạnh tranh của nền kinh tế; Đẩy mạnh tái cấu trúc và nâng cao hiệu quả đầu tư công, cùng hoạt động của các DNNN, các đơn vị sự nghiệp công và hệ thống các ngân hàng thương mại; đẩy nhanh cải cách thể chế, cải thiện môi trường đầu tư kinh doanh để huy động và sử dụng hiệu quả hơn các nguồn lực, bảo đảm các cân đối lớn của nền kinh tế và đáp ứng các cam kết yêu cầu và lộ trình hội nhập quốc tế.

3. MỘT SỐ GIẢI PHÁP THÍCH ỨNG ĐỂ PHÁT TRIỂN BỀN VỮNG

Nhiều khó khăn và hạn chế nêu trên có căn nguyên sâu xa từ nhận thức còn giản đơn, thiếu cụ thể và thống nhất, cũng như sự ngộ nhận và đồng nhất giữa mô hình tăng trưởng với phương thức phát triển; sự chậm trễ đổi mới, hoàn thiện thể chế kinh tế thị trường định hướng XHCN; thiếu đột phá trong huy động, phân bổ và sử dụng có hiệu quả các nguồn lực phát triển theo tín hiệu và cơ chế thị trường; sự lúng túng trong việc phát huy những thời cơ, thuận lợi, khắc phục những khó khăn, thách thức của hội nhập kinh tế quốc tế; sự trì trệ trong cải cách căn bản, toàn diện giáo dục - đào tạo, phát triển nguồn nhân lực chất lượng cao, phát triển khoa học - công nghệ, thúc đẩy đổi mới, sáng tạo, nghiên cứu và ứng dụng khoa học - công nghệ, nhất là công nghệ thông tin, công nghệ kết nối mạng; sự hạn chế về tích tụ, tập trung quyền sử dụng đất nông nghiệp và trình độ tổ chức sản xuất kinh doanh, huy động và sử dụng có hiệu quả các nguồn lực xã hội, nhất là nguồn lực của khu vực kinh tế tư nhân; sự coi thường kỷ cương pháp luật đang có xu hướng lan rộng trong cả nước. Đặc biệt, công tác cán bộ đang bộc lộ những kẽ hở trong quy trình và lạm dụng trong thực tế triển khai, khiến chất lượng nhiều cán bộ được bổ nhiệm còn thấp, gây bất bình nội bộ và bức xúc xã hội...

Yêu cầu phát triển bền vững năm 2018 đòi hỏi mọi cấp, mọi ngành, mọi địa phương cần làm tốt những nhiệm vụ và giải pháp chủ yếu sau:

Thứ nhất, chủ động theo dõi, bám sát sát diễn biến tình hình trong nước, khu vực và quốc tế phản ứng chính sách kịp thời; kiểm soát tốt lạm phát dưới 4% trên cơ sở điều tiết lượng cung tiền và chính sách tài khóa phù hợp; không tăng giá điện trong năm nay; chỉ điều chỉnh giá dịch vụ y tế, giáo dục nếu điều kiện cho phép vào thời điểm phù hợp, không để gây sức ép tăng giá lớn; theo dõi sát diễn biến thị trường các mặt hàng nông sản, cân đối cung cấp các mặt hàng thiết yếu cho tiêu dùng, như lúa gạo, thịt lợn, đường, muối,

xăng dầu, vật liệu xây dựng (nhất là giá thép) và thị trường bất động sản...; tiếp tục rà soát các dự án BOT, điều chỉnh giảm phí BOT theo nguyên tắc ưu tiên giảm giá hơn giảm thời gian hoàn vốn;

Thứ hai, phối hợp chặt chẽ giữa chính sách tài khóa với chính sách tiền tệ, hướng mạnh tới mục tiêu ổn định kinh tế vĩ mô; tiếp tục cơ cấu lại thu - chi NSNN, cơ cấu lại nợ công; triệt để thực hành tiết kiệm, chống lãng phí; Đẩy mạnh thanh tra, kiểm tra thuế, chống thất thu đối với các hoạt động chuyển giá, buôn lậu, gian lận thương mại, thu hồi nợ đọng thuế; Quyết liệt cơ cấu lại các tổ chức tín dụng gắn với xử lý nợ xấu và các tổ chức tín dụng yếu kém; phát triển thanh toán không dùng tiền mặt; bảo đảm an ninh, an toàn trong hoạt động thanh toán điện tử, thanh toán thẻ; phân đầu giảm lãi suất cho vay; mở rộng quy mô tín dụng đi đôi với nâng cao chất lượng tín dụng, bảo đảm cung ứng vốn cho nền kinh tế, tạo điều kiện thuận lợi trong tiếp cận vốn ngân hàng. Đẩy mạnh giải ngân vốn đối với các chương trình tín dụng, các lĩnh vực sản xuất, kinh doanh, lĩnh vực ưu tiên, đồng thời kiểm soát chặt chẽ tín dụng đối với các lĩnh vực tiềm ẩn rủi ro. Đồng thời, đẩy nhanh tiến độ thực hiện và giải ngân vốn đầu tư công; tăng cường thanh tra, kiểm tra, nghiêm túc kiểm điểm, làm rõ trách nhiệm của tổ chức, cá nhân gây chậm trễ trong việc thực hiện kế hoạch đầu tư công.

Thứ ba, tập trung chỉ đạo thực hiện quyết liệt, đồng bộ các nhiệm vụ, giải pháp đã đề ra; đẩy mạnh cải cách thể chế, cơ cấu lại nền kinh tế, thúc đẩy tăng năng suất lao động, cơ cấu lại doanh nghiệp, phát triển doanh nghiệp tư nhân, khởi nghiệp; Phát triển các mặt hàng, sản phẩm chiến lược và thúc đẩy các hợp đồng và kênh xuất khẩu chính ngạch; Đẩy mạnh tái cơ cấu nông nghiệp, tăng cường quản lý chất lượng vật tư nông nghiệp và bảo đảm an toàn vệ sinh thực phẩm; đẩy nhanh tiến độ thực hiện các mục tiêu, nhiệm vụ kế hoạch năm 2018 của ngành nông nghiệp và các nhiệm vụ trọng tâm của Chương trình mục tiêu quốc gia về xây dựng nông thôn mới; Theo dõi chặt chẽ diễn biến thời tiết, lượng mưa, mực nước các sông suối, lượng trữ của các hồ chứa, phòng chống hạn hán, úng ngập và bảo đảm an toàn công trình hồ đập trong mùa mưa lũ; Tăng cường công tác dự báo thời tiết và phòng chống thiên tai, ứng phó với biến đổi khí hậu, nước biển dâng; tăng cường quản lý tài nguyên; kiên quyết xử lý nghiêm các vụ phá rừng;...Tập trung phát triển sản xuất công nghiệp theo chiều sâu, chuyên giao công nghệ, đổi mới công nghệ, thiết bị nhằm giảm chi phí sản xuất và tạo ra những sản phẩm có thương hiệu quốc gia và có sức cạnh tranh trong chuỗi giá trị toàn cầu. Chú trọng mở rộng thị trường xuất khẩu và phát triển thị trường tiêu dùng trong nước trên cơ sở bảo đảm chất lượng và khả năng cạnh tranh của các sản phẩm công nghiệp. Theo dõi chặt chẽ tình hình nhập khẩu, xây dựng các biện pháp hàng rào kỹ thuật phù hợp với cam kết quốc tế để kiểm soát nhập khẩu, bảo vệ sản xuất trong nước. Đẩy mạnh phát triển du lịch trở thành ngành kinh tế mũi nhọn gắn với nâng cao chất lượng và giá dịch vụ, nhất là trong mùa cao điểm Hè năm 2018;

Thứ năm, thực hiện đồng bộ, hiệu quả các chính sách đối với người có công, giảm nghèo bền vững và xây dựng nông thôn mới; nâng cao hiệu quả công tác đào tạo và dạy nghề, phát triển thị trường, giới thiệu việc làm, nhất là đối với thanh niên, sinh viên tốt nghiệp mới ra trường. Tổ chức tốt kỳ thi trung học phổ thông quốc gia và tuyển sinh đại học, cao đẳng năm học 2018 – 2019; Tăng cường phòng, chống tai nạn đuối nước cho học sinh trong dịp hè 2018; bảo đảm an ninh, an toàn trường học, xử lý nghiêm các trường hợp bạo lực học đường; tăng cường kiểm tra cơ sở vật chất trường học, nhất là vấn đề về an toàn thực phẩm và điều kiện nhà vệ sinh trong trường học. Tăng cường giảm quá tải bệnh viện, bảo đảm an ninh, an toàn cho các cơ sở khám chữa bệnh, phòng chống các bệnh truyền nhiễm mùa hè và coi trọng bảo hộ lao động, phòng và chữa cháy.

Thứ sáu, đổi mới, sắp xếp tổ chức bộ máy của hệ thống chính trị tinh gọn, gắn với tinh giản biên chế và cải cách hành chính, chống tham nhũng trong công tác cán bộ và thực sự cầu thị, trọng dụng nhân tài; củng cố tiềm lực quốc phòng; giữ vững an ninh chính trị, trật tự an toàn xã hội đảm bảo an toàn, an ninh thông

tin mạng; không dễ bị động, bất ngờ trước mọi tình huống; chủ động, cung cấp thông tin chính xác, kịp thời cho báo chí định hướng dư luận, tạo đồng thuận xã hội; xử lý nghiêm các hành vi vi phạm pháp luật, lợi dụng quyền tự do ngôn luận, tự do báo chí xâm phạm lợi ích của nhà nước, quyền và lợi ích hợp pháp của tổ chức, công dân...

Để có thể hoàn thành được mục tiêu, nhiệm vụ trên đây, cần tiếp tục phát huy sức mạnh đại đoàn kết toàn dân, tinh thần năng động, sáng tạo, quyết liệt trong lãnh đạo, chỉ đạo tổ chức thực hiện. Đặc biệt, sự quyết liệt trong tổ chức thực tế, sự chuyển động của toàn hệ thống chính trị, tạo hợp lực khai thác các động lực tích cực và vượt qua các thách thức để tiếp tục phát triển bền vững phải là ưu tiên cao nhất./.

TÀI LIỆU THAM KHẢO:

Báo cáo thống kê tình hình kinh tế-xã hội định kỳ của TCTK

Nghị quyết các kỳ họp của Chính phủ

Báo cáo Kiểm toán và Báo cáo tại các kỳ họp Quốc hội năm 2016-2018

BÀN VỀ HẠN CHẾ CỦA BÁO CÁO TÀI CHÍNH: NGHIÊN CỨU TRƯỜNG HỢP BÁO CÁO TÍCH HỢP

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TÓM TẮT: Bài viết nhằm mục đích giới thiệu sự vượt trội của mẫu báo cáo mới đã được áp dụng so với báo cáo tài chính và báo cáo phát triển bền vững. Mặc dù, hiện nay các công ty hàng đầu của Việt Nam đã bắt đầu lập Báo cáo về trách nhiệm xã hội của doanh nghiệp (CSR), Báo cáo phát triển bền vững (SR) theo Hướng dẫn Tổ chức Sáng kiến báo cáo toàn cầu (GRI) cùng với Báo cáo thường niên (AR), nhưng dường như các báo cáo hiện nay vẫn chưa thể hiện được mối quan hệ liên kết giữa các báo cáo với nhau. Đây là khoảng trống mà các công ty cần phải thực hiện. Báo cáo tích hợp đã được áp dụng thành công ở Nam Phi và các nước Châu Âu, bởi vậy nghiên cứu này có tính khả thi cao đáp ứng cầu thiết thực của các doanh nghiệp ở Việt Nam.

Từ khóa: Báo cáo tích hợp; Báo cáo phát triển bền vững; AR; SR; IR

Abstract: The article aims to determine the disclosures required if the new form of reporting is adopted as an upshot of limitations of the current financial reporting and sustainability reporting. Though Vietnam's top few companies have in the recent past started preparing Corporate Social Responsibility (CSR) reports and sustainability report as per Global Reporting Initiative (GRI) guidelines along with Annual Report, it seems that the current reports do not show the link between the reports. It seems to be certain gaps which the companies need to fill. Though Integrated Reporting is successfully adopted in South Africa and countries of Europe, its viability or need in Vietnam has been examined with the help of current research paper.

Keywords: Intergrated reporting, Sustainable Development Reporting, AR, SR, IR, GRI.

1. GIỚI THIỆU

Suy thoái kinh tế toàn cầu kéo theo khủng hoảng tài chính toàn cầu năm 2008 “không phải là một sự kiện ngẫu nhiên” mà nó là sự thất bại trong việc giải quyết các vấn đề kinh tế (Eccles và Kruzus, 2010). Hiện tượng bong bóng vỡ kéo theo một loạt các công ty bị phá sản hậu quả là các bên liên quan thấy rằng các nhà quản trị doanh nghiệp đã cung cấp các báo cáo tài chính (BCTC) không trung thực, che dấu các chiến lược kinh doanh không bền vững. Phần lớn các thông tin trên BCTC không cung cấp các thông tin về chiến lược phát triển, hiệu quả hoạt động kinh doanh và các rủi ro của doanh nghiệp mình, cũng như thông tin hoạt động phi tài chính (Busco và cộng sự, 2013). Vì vậy, các bên liên quan cho rằng việc DN chỉ trình bày các kết quả hoạt động tài chính của mình là không đủ (IIRC, 2011). Bởi vì, thông tin tài chính là thông tin lạc hậu không giúp được cho các bên liên quan có thông tin để ra được các quyết định (Bray, 2011).

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Việt Nam là nước thải CO₂ đứng thứ 31 trên thế giới đặc biệt là phát thải khí nhà kính đáng báo động, từ mức 21 triệu tấn CO₂ năm 1990 lên 150 triệu tấn năm 2000, dự kiến tăng lên 300 triệu tấn vào năm 2020. Những thay đổi quan trọng trong các chính sách và chiến lược phát triển của chính phủ cũng như của các doanh nghiệp cần phải tách biệt giữa tăng trưởng phát triển kinh tế và phát thải khí nhà kính. Điều này đòi hỏi các DN phải quan tâm đến các thông tin phi tài chính để giúp các bên liên quan có cái nhìn toàn diện về các hoạt động của DN, để đánh giá khả năng tạo ra giá trị và duy trì giá trị trong tương lai của DN như thế nào? Quan điểm của các bên liên quan là để phát triển kinh tế thì trọng tâm là phải có cái nhìn sâu rộng về tác động kinh tế đến môi trường và xã hội, bằng cách nào đó tạo ra sự cân bằng giữa giá trị kinh doanh và khả năng thích ứng. Một số tập đoàn lớn đã nhận thấy rằng họ phải xây dựng các chiến lược để phát triển kinh tế bền vững hơn là lợi ích kinh tế trước mắt. Đồng thời, chính phủ, Ủy ban chứng khoán, các nhà đầu tư và xã hội nói chung đang kêu gọi các công ty phải đưa ra các thông tin minh bạch về mục tiêu phát triển bền vững, hiệu suất hoạt động và các tác động đến môi trường (GRI, 2013). Một số công ty ở Việt Nam đã tích hợp các kết quả tài chính của họ với Báo cáo phát triển bền vững nhưng hầu hết các công ty này đều báo cáo riêng biệt. Điều này dẫn đến xu hướng các báo cáo không phản ánh được sự phụ thuộc lẫn nhau giữa các chiến lược của hoạt động tài chính và phi tài chính (James, 2013; IIRC, 2011). Bởi vậy việc tích hợp các báo cáo hiện tại thành một báo cáo là rất cần thiết.

2. CÁC NGHIÊN CỨU TRÊN THẾ GIỚI VỀ BÁO CÁO HIỆN NAY CỦA CÁC TỔ CHỨC

Theo nghiên cứu Gray (2012) báo cáo tài chính hiện nay của các doanh nghiệp là kết quả của các thông tin tài chính trong quá khứ, nó không phản ánh được những thay đổi về cơ cấu tổ chức của doanh nghiệp; về môi trường cạnh tranh của doanh nghiệp như thế nào; cũng như không thể hiện được triển vọng phát triển trong tương lai của DN, kết quả của các khoản đầu tư dành cho việc nghiên cứu và phát triển các dòng sản phẩm mới, chiến dịch định giá mới, những quyết định tham gia hoặc rút khỏi một thị trường cụ thể...v.v. Nếu người đọc không nghiên cứu kỹ thuyết minh báo cáo tài chính thì sẽ không có được cái nhìn rõ ràng về mức độ rủi ro mà họ đang đánh giá. Bên cạnh đó, nếu các báo cáo tài chính hiện nay chưa được kiểm toán có thể hoặc không tuân theo những nguyên tắc kế toán được chấp nhận rộng rãi (GAAP) và sẽ đưa đến cho người đọc những sai lầm nghiêm trọng.

Bên cạnh đó, King (2012) cho rằng các báo cáo tài chính hiện nay mới chỉ đưa ra được hai kỳ báo cáo tài chính liên tiếp để đối chiếu. Hệ quả của xu hướng này là không thể biết được những yếu kém về tài chính của các doanh nghiệp cũng như chưa biết được liệu kết quả hoạt động tài chính của doanh nghiệp là đang được cải thiện hay ngày càng xấu đi. Việc các báo cáo tài chính đã được các công ty kiểm toán kiểm tra cũng không thể đem lại đảm bảo các thông tin chính xác, bởi vì nó vẫn còn có các sai lệch có chủ ý trong các BCTC hiện nay. Thực tế cho thấy rằng các doanh nghiệp công khai báo cáo tài chính nhưng không có gì đảm bảo là doanh nghiệp đó có tình hình tài chính vững mạnh và ổn định.

Nhóm tác giả Nick Main và Eric Hespenheide (2012) cho rằng BCTC ngày càng đòi hỏi người đọc có trình độ chuyên môn cao về tài chính để giải thích được các thông tin tài chính phức tạp và chi tiết. Ngoài các vấn đề phức tạp của BCTC đó thì có một thực tế là TSCĐ hữu hình được đưa vào BCTC phản ánh đều đặn sự giảm dần giá trị của cổ đông. Ví dụ năm 1983, khi TSCĐ chiếm 83% giá trị trên thị trường, đến năm 2009 chỉ còn 19%, vì đã có sự thay đổi trong mô hình kinh doanh nhưng lại không được phản ánh đầy đủ trong BCTC truyền thống. Các BCTC hiện tại không phản ánh đúng giá trị đầu vào, các loại vốn và nguồn hình thành các loại vốn khác nhau. Ngoài ra, các doanh nghiệp cũng đang lập một loạt các báo cáo không liên quan đến BCTC. Các vấn đề liên quan đến quản trị, tác động của việc kinh doanh đến xã hội và môi

trường nhưng các báo cáo này lại được doanh nghiệp lập cho các đối tượng khác nhau, với các dạng khác nhau, các thời điểm khác nhau. Trong bối cảnh này thì việc tích hợp thành một báo cáo là cần thiết.

Một số nghiên cứu gần đây đề cập đến Báo cáo bền vững (Sustainability Reporting- SR) hay Báo cáo trách nhiệm xã hội (Adams và Narayanan, 2007; Bouten và cộng sự, 2011; Jensen và Berg, 2012; Fifka, 2013). Báo cáo này cung cấp các thông tin cho các bên liên quan đến nỗ lực của tổ chức nhằm cân bằng các yếu tố về kinh tế và mục tiêu môi trường. Tuy nhiên theo Verschoor (2011) cho rằng bản chất của SR là tự nguyện, thông tin trên các báo cáo là tự các tổ chức thu thập và lập. Do đó, không có sự thống nhất giữa các tổ chức nên khó có thể so sánh được. Hơn nữa, BCTC và báo cáo phát triển bền vững là báo cáo các thông tin trong quá khứ, không nêu bật được các hoạt động trong tương lai và những rủi ro cho các bên liên quan, do đó rất cần một báo cáo toàn diện hơn để cung cấp đầy đủ các nhu cầu đó (Bouten và cộng sự, 2011; Adams và Narayanan, 2007). Ngoài ra các BCTC truyền thống còn có sự tách biệt, không có sự gắn kết giữa các chiến lược, quản trị, các hoạt động tài chính và phi tài chính của tổ chức (IIRC, 2011; Eccles và Krzus, 2010). Đặc biệt báo cáo phát triển bền vững thường được lập một cách độc lập với BCTC, không được tích hợp với nhau để truyền tải thông tin bền vững. Điều này gây ra thiếu sự thống nhất giữa các báo cáo, không cung cấp mối quan hệ rõ ràng giữa các thông tin tài chính và phi tài chính, do đó cản trở quá trình ra quyết định của các bên liên quan để đánh giá hoạt động của một tổ chức về chiến lược và triển vọng trong tương lai (Fri'as-Aceituno và cộng sự, 2013).

Đánh giá chung nghiên cứu của các tác giả kinh điển trên thế giới về các báo cáo hiện nay cho thấy rằng có một sự đòi hỏi của thực tiễn về việc cung cấp các thông tin tài chính và phi tài chính một cách đầy đủ và đáng tin cậy cho người đọc báo cáo là yêu cầu cấp thiết của xã hội nhưng các báo cáo hiện nay không đáp ứng được các yêu cầu đó. Do vậy, xu hướng trên thế giới hình thành một loại báo cáo mới tích hợp đầy đủ các thông tin tài chính và phi tài chính trong quá khứ, hiện tại và tương lai để thay thế cho các báo cáo hiện nay là xu hướng tất yếu.

3. HẠN CHẾ CỦA BCTC DẪN ĐẾN SỰ XUẤT HIỆN CỦA BÁO CÁO TÍCH HỢP (BCTH)

3.1. Hạn chế của các báo cáo tài chính hiện tại

Sau khi tổng quan các tài liệu trong và ngoài nước rõ ràng là trong một vài thập kỷ qua thì các báo cáo của các tổ chức chỉ thuần túy là báo cáo về tài chính, chưa đưa ra được các thông tin phi tài chính ảnh hưởng đến hiệu quả hoạt động sản xuất kinh doanh của các tổ chức. Một số hạn chế của BCTC hiện tại gồm:

1. Thiếu sự liên kết các vấn đề về môi trường, xã hội và quản trị (ESG).

Hiện nay việc tiêu thụ quá nhiều các tài nguyên thiên nhiên hữu hạn, những thay đổi của khí hậu, các tai nạn thảm khốc là một trong những thách thức mà cả thế giới đang phải đối mặt. Nhưng các BCTC hiện nay thì các bên liên quan không dễ dàng đánh giá được những rủi ro này. Theo thời gian thì một loạt các báo cáo đã ra đời để lấp khoảng trống này như Báo cáo trách nhiệm xã hội (CSR), Báo cáo phát triển bền vững, Báo cáo môi trường, v.v. Các báo cáo này đã bổ sung thêm việc công bố các thông tin phi tài chính của các tổ chức về các chiến lược, môi trường, xã hội và quản trị (ESG), nhưng các báo cáo này lại tách biệt nhau, thiếu sự liên kết với các BCTC dẫn đến các nhà đầu tư chưa đánh giá được hết các rủi ro mà họ phải đối mặt bởi vì những rủi ro này không được công bố trong các báo cáo.

2. Các tổ chức gặp khó khăn trong việc công bố các vấn đề bền vững

Để phát triển bền vững đòi hỏi phải hội tụ đủ 3 vấn đề chính đó là: phát triển kinh tế, công bằng xã hội và bảo vệ môi trường. Phát triển bền vững của một tổ chức nghĩa là các hoạt động đáp ứng nhu cầu hiện tại nhưng

không làm ảnh hưởng đến thế hệ tương lai. Nghĩa là có liên quan đến tác động của hoạt động kinh doanh với cộng đồng nơi nó hoạt động. Tính bền vững bao gồm các vấn đề về kinh tế, xã hội và quản trị. Tính bền vững của các tổ chức trong thế kỷ 21 mà các nhà quản trị cần phải quan tâm đó là việc kết hợp các hoạt động kinh doanh của họ để đảm bảo sự thành công trong tương lai. Hiện nay, báo cáo phát triển bền vững tách biệt với BCTC nên không có sự liên kết được giữa các vấn đề bền vững và chiến lược cốt lõi của doanh nghiệp (King, 2012). Các khía cạnh bền vững vẫn yếu kém do đó nó chưa đáp ứng được kỳ vọng của người sử dụng báo cáo.

3. Các tổ chức chưa tạ được độ tin cậy cho các bên liên quan

Sau cuộc khủng hoảng tài chính toàn cầu gần đây và liên tiếp các vụ scandal của các tập đoàn công ty lớn đã tạo ra sự mất lòng tin của các bên liên quan. Ngày càng nhiều người cho rằng công việc kinh doanh là nguyên nhân chính gây ra các vấn đề xã hội, môi trường và kinh tế. Có rất nhiều các thảm họa của các công ty gây ra thiệt hại tác động đến môi trường như Bhopal Gas Tragedy, sự tan chảy của lò phản ứng hạt nhân tại Three Mile Island, sự cố tràn dầu tại Niger Delta..v.v. Ở Việt Nam nổi tiếng nhất như nước thải công nghiệp của công ty TNHH gang thép Hưng Nghiệp Formosa, ô nhiễm môi trường trên sông Bưởi (Thanh Hoá); ô nhiễm nước sông Cẩm Đàn, Sơn Động (Bắc Giang).v.v. Điều này sẽ gây ra tâm lý cho các bên liên quan mất đi sự tin tưởng, niềm tin về các chiến lược kinh doanh của các tổ chức khi họ đưa ra.

4. BCTC không cung cấp được bức tranh hoàn chỉnh

Theo IIRC, 83% giá trị thị trường của một công ty vào năm 1975 có thể được xác định bằng tiền và tài sản trong bảng cân đối kế toán. Đến năm 2009, những tài sản này chỉ chiếm 19 % giá trị của một công ty, các nhà đầu tư phải tìm kiếm thông tin nơi khác để xác định 81% tài sản còn lại. Không tìm ra được các thông tin khách quan hoặc toàn bộ giá trị đó trong BCTC. Do đó các nhà đầu tư phải đối mặt với nhiều rủi ro hơn trước đây. Bởi vậy, BCTH được thiết kế sẽ cung cấp được nhiều thông tin liên quan hơn mà BCTC không cung cấp được.

3.2. Sự ra đời của báo cáo tích hợp

Báo cáo tích hợp là để truyền đạt một cách rõ ràng và rõ ràng cách tổ chức tạo ra giá trị trong ngắn, trung và dài hạn (IIRC, 2013). IIRF cho phép doanh nghiệp mang các yếu tố này lại với nhau thông qua khái niệm “kết nối thông tin”, để nói rõ nhất về câu chuyện sáng tạo giá trị của một tổ chức.

IR là sự phát triển của báo cáo của công ty, với trọng tâm là sự ngắn gọn, tính liên quan đến chiến lược và định hướng trong tương lai. Cũng như việc nâng cao chất lượng thông tin trong báo cáo cuối cùng, IR làm cho quá trình báo cáo trở nên hữu ích hơn, mang lại những lợi ích hữu hình. IR yêu cầu và đưa ra tư duy tổng hợp, cho phép hiểu rõ hơn về các yếu tố ảnh hưởng cơ bản đến khả năng tạo ra các giá trị của tổ chức theo thời gian. Nó có thể dẫn đến thay đổi hành vi và cải thiện hiệu suất trong một tổ chức.

Mục đích của IIRF là thiết lập các nguyên tắc hướng dẫn và các yếu tố nội dung quyết định nội dung tổng thể của một báo cáo được tổng hợp và giải thích các Khái niệm cơ bản nhằm củng cố chúng (IIRC, 2013) (xem Bảng 1).

3.3. Công bố thông tin dưới dạng báo cáo mới- Báo cáo tích hợp

Theo IIRC, Báo cáo tích hợp giải thích được rộng hơn về hiệu suất hoạt động kinh doanh hơn các báo cáo truyền thống (IIRC, 2011). Sự thay thế BCTC và Báo cáo phát triển bền vững bằng BCTH là một điều tất yếu. BCTH nêu bật được các thông tin về chiến lược phát triển của công ty trong giai đoạn hiện tại và tương lai. Các kết quả nghiên cứu gần đây đều cho thấy rằng việc các tổ chức công bố BCTH đã mang lại hiệu quả hoạt động kinh doanh tốt hơn, tạo được danh tiếng, uy tín của tổ chức với các bên liên quan.

BCTH thể hiện bằng các quy trình kinh doanh bền vững, các nhà quản trị cũng nhận thức tốt hơn về các hoạt động kinh doanh không bền vững. BCTH cũng cho thấy rằng công ty đó đang bắt đầu tìm hiểu và công bố các tác động tích cực và tiêu cực của họ đối với môi trường tự nhiên và xã hội như thế nào? những chỉ số giúp người đọc có thể đánh giá và so sánh hiệu quả hoạt động kinh doanh tác động đến xã hội và môi trường như thế nào, những rủi ro mà họ có thể phải đối mặt trong quá trình ra các quyết định kinh tế.

3.4. Lợi ích của của báo cáo tích hợp

Báo cáo tích hợp được xây dựng từ việc kết hợp thông tin từ 3 loại báo cáo là báo cáo thường niên, báo cáo tài chính và báo cáo phát triển bền vững nhưng nó không đơn thuần là việc ghép 3 loại báo cáo này. Báo cáo tích hợp phải đưa ra thông tin một cách sáng tạo để truyền tải một câu chuyện xuyên suốt về cách thức tạo ra giá trị của tổ chức (IIRC, 2013) và nó không phải là báo cáo kết hợp để báo cáo thông tin tài chính và phi tài chính (Jensen và Berg, 2012). Theo khuôn khổ khung pháp lý của IIRC (2013) sự gia tăng giá trị của các doanh nghiệp liên quan đến các loại vốn: tài chính, sản xuất, môi trường tự nhiên; xã hội; con người và tri thức. Vì vậy, tổ chức cần gắn kết với các bên liên quan nhằm đảm bảo quyền lợi và thu hút các nhà đầu tư, tuy nhiên đây còn là một báo cáo có tính chất toàn diện và như vậy cần một lượng thông tin chi tiết cụ thể về mọi mặt của các tổ chức thực hiện. Với lượng thông tin đó, không chỉ các đối tượng bên ngoài tổ chức được hưởng và cả các đối tượng bên trong lãnh đạo và các nhà quản trị cũng như nhân viên có thể hiểu được sâu sắc hơn về tổ chức của mình.

Có thể chia 3 nhóm lợi ích chính của báo cáo tích hợp

* Nhóm 1: Lợi ích cho nội bộ của các tổ chức

Lợi ích chính của việc áp dụng BCTH không nhất thiết là bản thân báo cáo, mà là tư duy tích hợp đằng sau nó. BCTH bao gồm việc báo cáo về các khía cạnh rộng hơn của tổ chức so với các báo cáo truyền thống. Do đó, nhóm quản lý cấp cao của công ty cần phải tham gia tích cực vào quá trình lập báo cáo.

Thông qua báo cáo tích hợp các bộ phận, các công ty nhỏ trong toàn tổ chức có thể hiểu được chiến lược mà mục tiêu chung của tổ chức như thế nào? Qua đó mọi người có thể hiểu rõ hơn và đưa ra thước đo đúng đắn hơn để đánh giá hiệu quả hoạt động của tổ chức. Thấy được mối quan hệ chặt chẽ giữa các chỉ tiêu phi tài chính và tài chính, từ đó chủ động hơn trong việc ra các quyết định phi tài chính.

Đối với các nhà quản trị thông qua báo cáo tích hợp có thể cải thiện được hệ thống đánh giá và kiểm soát nội bộ, quản trị rủi ro tốt hơn. Đồng thời, có thể cải thiện quy trình sản xuất hiệu quả hơn nhờ phân bổ các nguồn lực hợp lý hơn.

* Nhóm 2: Lợi ích cho các đối tượng bên ngoài

Khi các tổ chức công bố báo cáo tích hợp ra bên ngoài thì mức độ bền vững đã được đảm bảo theo một chuẩn mực báo cáo tích hợp quốc tế, điều này ngày càng được đánh giá cao trên thị trường chứng khoán không chỉ trong nước mà với cả các nhà đầu tư nước ngoài. Thỏa mãn sự kỳ vọng của khách hàng cá nhân và khách hàng doanh nghiệp- những người mà đánh giá cao yếu tố bền vững trong việc ra quyết định đầu tư.

* Nhóm 3: Lợi ích từ việc quản trị rủi ro từ quan chức năng

Đối với các cơ quan chức năng có thể học hỏi kinh nghiệm của các nước trên thế giới đã áp dụng BCTC, để đón đầu làn sóng mới có thể lan rộng trong 10 năm tới, xây dựng lộ trình áp dụng các điều luật theo chuẩn mực BCTH quốc tế, các yêu cầu bắt buộc đối với những báo cáo nào. Tiếp nhận và chuẩn bị tốt để đưa ra các khung hướng dẫn cho các tổ chức. Đồng thời, phải có sự phản hồi nhanh với những hướng dẫn lập báo cáo mới từ các ủy ban chứng khoán, phù hợp với yêu cầu, đòi hỏi của thị trường chứng khoán.

4. KẾT LUẬN

Việc áp dụng BCTH trong việc lập báo cáo tại Việt Nam vẫn còn là một vấn đề rất mới mẻ đối với thị trường chứng khoán nói chung và các doanh nghiệp nói riêng khi chưa có tiêu chuẩn và hướng dẫn cụ thể để triển khai thực hiện. Bởi vậy đã có nhiều ý kiến quan ngại về việc áp dụng tư duy tích hợp hay BCTH gắn với báo cáo thường niên trên diện rộng đối với các doanh nghiệp niêm yết, trong bối cảnh Việt Nam đang là một nước đang phát triển, liệu có phù hợp hay không? Về vấn đề này nhiều nhà nghiên cứu đã đưa ra ý kiến cho rằng Nam phi khi bắt đầu triển khai báo cáo phát triển bền vững cũng như BCTH thì họ cũng chưa phải là nước phát triển. Mặt khác trong năm 2016-2017 cũng có rất nhiều các nước đang phát triển bắt đầu quan tâm đến BCTH như Trung Quốc, Ấn độ, Singapore, Thái Lan, Malaysia,... Tại Việt Nam hiện nay chỉ có một số ít tổ chức quan tâm, đáng chú ý nhất là Bảo Việt- một trong những doanh nghiệp khá thành công trong việc lập BCTH. Hội nhập WTO, Việt Nam đứng trước yêu cầu báo cáo của các doanh nghiệp niêm yết cần cung cấp thông tin một cách đầy đủ và đáng tin cậy cho nhà đầu tư, khách hàng và chủ nợ. Theo đó, áp dụng BCTH trong việc lập báo cáo là một hướng đi mới, một sự lựa chọn đáp ứng được yêu cầu của sự phát triển của nền kinh tế, của hội nhập kinh tế quốc tế.

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CẤU TRÚC THUẾ VIỆT NAM TRONG QUÁ TRÌNH HỘI NHẬP KINH TẾ

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TÓM TẮT: Có thể thấy Việt Nam ngày càng hội nhập sâu rộng vào nền kinh tế thế giới. Các Hiệp định thương mại đã phần nào đóng góp vào việc nâng cao kim ngạch xuất khẩu, thu hút đầu tư nước ngoài. Tuy nhiên, đi cùng với những cơ hội đó là những thách thức ảnh hưởng đến nhiều mặt của nền kinh tế. Những Hiệp định mà Việt Nam tham gia đa phần đều quy định những cam kết về xóa bỏ hàng rào thuế quan, đồng nghĩa với việc nguồn thu thuế từ hoạt động xuất nhập khẩu sẽ giảm đi. Chính vì vậy, vấn đề đang được các nhà hoạch định chính sách quan tâm hiện nay là những khoản giảm nguồn thu thuế từ hoạt động xuất nhập khẩu có thể được lấy lại từ hệ thống thuế nội địa mà vẫn duy trì lợi ích từ tự do hóa thương mại hay không? Hay nói khác hơn cấu trúc thuế sẽ thay đổi thế nào khi tiến hành tự do hóa thương mại? Bài báo đề cập đến cấu trúc thuế của một số quốc gia trong tiến trình hội nhập kinh tế quốc tế và một số khuyến nghị cho trường hợp Việt Nam để đảm bảo nguồn thu ngân sách trong xu hướng phải cắt giảm thuế quan khi hội nhập.

Từ khóa: cấu trúc thuế; nguồn thu thuế; hội nhập kinh tế

Abstract. It can be seen that a steady growth in Vietnam's deeper integration with the world economy has promoted Vietnam's prestige and competitiveness. International trade agreements have contributed to Vietnam economy development especially foreign investments and export turnover and import turnover taking a significant jump. Besides the opportunities sometimes become challenges if there are no appropriate macroeconomic policies and necessary reforms. Under trade agreements, Viet Nam has to accept some commitments such as removing trade barriers, liberalize to the maximum investment activities and services (especially economic zone). These commitments bring negative effects about government budgets especially about source taxation of income from import and export activities. Thus, Government policymakers have taken a serious consideration about the improvement of the source taxation income from import and export activities which should be replaced by the domestic tax system. However, the applying the replacement, does it still remains the benefit from free trade conditions? In other words, how does the tax structure change when liberalizing trade? So, This article discusses the tax structure of some countries in the process of international economic integration and some recommendations for the case of Vietnam to ensure source taxation of income with the trend of import and export tax reduction rate in international integration.

1. CẤU TRÚC THUẾ TRONG ĐIỀU KIỆN HỘI NHẬP KINH TẾ QUỐC TẾ

Cấu trúc thuế ở từng nước được phản ánh qua tỷ lệ thu thuế trên GDP, tỷ trọng doanh thu các sắc thuế, và xu hướng phát triển của từng loại thuế. Do đó, cấu trúc thuế vốn rất khác nhau giữa các nước. Tuy nhiên, trong nền kinh tế toàn cầu và sự ảnh hưởng mạnh mẽ của hội nhập kinh tế quốc tế cấu trúc thuế các nước cũng có một số điểm chung nhất định.

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Tỷ lệ thuế trên GDP có xu hướng chung là những nước nhỏ và thu nhập thấp thì tỷ lệ này thấp và ngược lại. Tỷ lệ này phụ thuộc vào mức thu nhập bình quân đầu người, điều kiện và vị trí địa lý, mô hình tổ chức bộ máy hành chính, nhu cầu sử dụng dịch vụ công và khả năng thu thuế. Ví dụ các nước có nguồn tài nguyên giàu có như Venezuela, Azerbaijan thì tỷ lệ này khá cao so với các nước khác. Hoặc các nước có mô hình chính quyền tập trung như Thụy Điển và Đan Mạch, tỷ lệ này cao hơn các nước có mô hình liên bang như Mỹ và Thụy Sĩ. Ở một chừng mực nào đó, các nước dường như bị ảnh hưởng bởi hành vi của các nước láng giềng. Mặc dù sự giống nhau này cũng có thể phản ánh nhiều nhân tố khác như kinh tế, văn hóa, lịch sử... Tuy nhiên, hội nhập kinh tế quốc tế có một ảnh hưởng nhất định đến các nước vì nó khiến các nước phải đi đến một cấu trúc thuế tương đương. Ví dụ: tỷ lệ thuế trên GDP ở Châu Âu mà đặc biệt là Bắc Âu thường cao hơn so 4 với những vùng khác trong khi tỷ lệ này ở lại thấp hơn ở Châu Á. Trong khi đó, tỷ lệ thuế trên GDP ở các nước châu Phi lại đa dạng hơn so với các châu lục khác.

Tỷ trọng doanh thu các sắc thuế cũng khác nhau giữa các nước. Tỷ trọng này giống như tỷ lệ thuế trên GDP, phụ thuộc vào nhiều nhân tố như cấu trúc thuế ở các nước láng giềng, cấu trúc kinh tế của quốc gia đó và lịch sử của đất nước... Ngoài ra, các nước khác nhau có thể quan tâm đến những tính chất khác nhau của hệ thống thuế như tính công bằng, hiệu quả kinh tế, chi phí thu thuế. Tỷ trọng nguồn thu từ các sắc thuế cũng phụ thuộc vào vị trí địa lý và thu nhập bình quân đầu người. Những quốc đảo nhỏ như Bahamas và Saint Vincent có nguồn thu chủ yếu từ hoạt động thương mại quốc tế. Còn những nước có thu nhập bình quân đầu người cao, thuế trực thu chiếm tỷ trọng lớn mà đặc biệt là thuế thu nhập cá nhân. Các nước đang phát triển chú trọng vào thuế tiêu dùng nhiều hơn là các nước phát triển. Khi mức thu nhập quốc dân tăng, tỷ trọng nguồn thu thuế từ hoạt động xuất nhập khẩu có xu hướng giảm. Nói chung, thuế trực thu đòi hỏi quản lý thuế hiện đại nên phù hợp ở các nước phát triển. Ở các nước có GDP bình quân đầu người cao, thuế gián thu phổ biến là thuế giá trị gia tăng. Ở các nước có thu nhập quốc dân thấp, thuế gián thu chủ yếu dựa vào thuế tiêu thụ đặc biệt đánh trên sản xuất thuốc lá, rượu bia và xăng dầu.

Những năm gần đây, cấu trúc thuế có những thay đổi đáng kể. Thay đổi dễ nhận thấy là sự tăng lên về tỷ trọng nguồn thu từ thuế tiêu dùng. Một lý do cho sự gia tăng này là do thuế giá trị gia tăng trở nên phổ biến ở các nước. Tỷ trọng nguồn thu từ thuế trực thu cũng tăng lên, đặc biệt là từ thuế đánh vào thu nhập và tài sản cá nhân. Tỷ trọng nguồn thu từ thuế đánh vào thương mại quốc tế có xu hướng giảm.

Bảng 1. Xu hướng nguồn thu thuế của các nhóm nước trên thế giới

| Nhóm nước | Nguồn thu thuế (%GDP) | |
|-------------------------------|-----------------------|----------|
| | 1990 - 2000 | Hiện nay |
| Nhóm nước có thu nhập cao | 26% - 27% | ~ 20% |
| Nhóm nước có thu nhập TB cao | 21% | 18 - 20% |
| Nhóm nước có thu nhập TB thấp | 16% | ~15% |
| Nhóm nước có thu nhập thấp | 14% | |

Nguồn: World Development Indicators

Nhìn chung, xu hướng nguồn thu có xu hướng hội tụ của các quốc gia có cùng mức phát triển hoặc có những đặc điểm phát triển kinh tế tương đồng. Do vậy, việc xem xét xu hướng về các nguồn thu thuế của Việt Nam như thế nào so với các nền kinh tế tương đồng là hết sức cần thiết. Trên thực tế, cơ cấu thu thuế cũng sẽ thay đổi theo xu hướng chung trên thế giới và rõ ràng nhất là xu hướng của các nước trong khu vực Đông Nam Á vì những nước này có điều kiện tự nhiên khá tương đồng

với Việt Nam và đều tham gia vào những Hiệp định, tổ chức thương mại mà Việt Nam đang là thành viên. Chẳng hạn, khi phân tích cơ cấu thu thuế của 4 nước trong khu vực là Malaysia, Thái Lan, Indonesia và Việt Nam, ta thấy rằng các nước nằm trong các nhóm có thu nhập khác nhau nên cơ cấu thu thuế cũng khác nhau. Với Singapore nằm trong nhóm nước có thu nhập cao, có mức độ mở cửa nền kinh tế sâu thì nguồn đóng góp từ thuế trực thu cao hơn thuế gián thu. Tương tự, Malaysia nằm trong nhóm nước có thu nhập trung bình cao, chiếm $\frac{3}{4}$ trong tổng nguồn thu là thuế trực thu. Việt Nam, Thái Lan và Indonesia nằm trong nhóm nước có thu nhập trung bình thấp là các nước đang phát triển, nguồn thu thuế gián thu vẫn cao hơn thuế trực thu.

2. CẤU TRÚC THUẾ VIỆT NAM TRONG THỜI KỲ CẢI CÁCH

Cùng với quá trình phát triển của nền kinh tế, hệ thống chính sách thuế Việt Nam đã liên tục được cải cách, đổi mới. Nội hàm của từng chính sách thuế trong hệ thống thuế đã được hoàn thiện theo hướng mở rộng đối tượng chịu thuế, thu gọn số lượng, từng bước giảm dần mức thuế suất và đơn giản phương thức tính thuế, phù hợp với xu hướng cải cách thuế trên thế giới. Đồng thời, mọi hình thức phân biệt về thuế theo thành phần kinh tế đã được xóa bỏ. Những thay đổi này sẽ ảnh hưởng đến nguồn thu thuế. Cụ thể như sau:

(1) Quy mô thu ngân sách nhà nước (NSNN) có sự thay đổi qua từng giai đoạn, sau một thời gian dài liên tục mở rộng, thì từ năm 2011 đến nay đã bắt đầu xu hướng giảm. Tỷ lệ đóng viên NSNN bình quân đã tăng từ 24,2% GDP giai đoạn 2001 - 2005 lên 26,3% GDP giai đoạn 2006 - 2010. Tuy nhiên, trong 5 năm gần đây, quy mô thu NSNN của Việt Nam đang giảm dần, bình quân giai đoạn 2011 - 2015 ước chỉ đạt 22,7% GDP.

Sự giảm dần về quy mô thu NSNN những năm gần đây do nhiều nguyên nhân, trong đó các nguyên nhân chủ yếu là:

- (i) Tăng trưởng kinh tế thấp hơn dự báo;
- (ii) Chủ trương giảm mức đóng viên để thúc đẩy sản xuất trong bối cảnh tăng trưởng kinh tế khó khăn;
- (iii) Sự sụt giảm số thu từ dầu thô do giá dầu giảm;
- (iv) Tỷ trọng thu từ thuế nhập khẩu giảm do cắt giảm hàng rào thuế quan;
- (v) Nguồn thu từ đất đai tăng chậm.

Hình 1. Diễn biến quy mô thu NSNN

Đơn vị: % GDP danh nghĩa

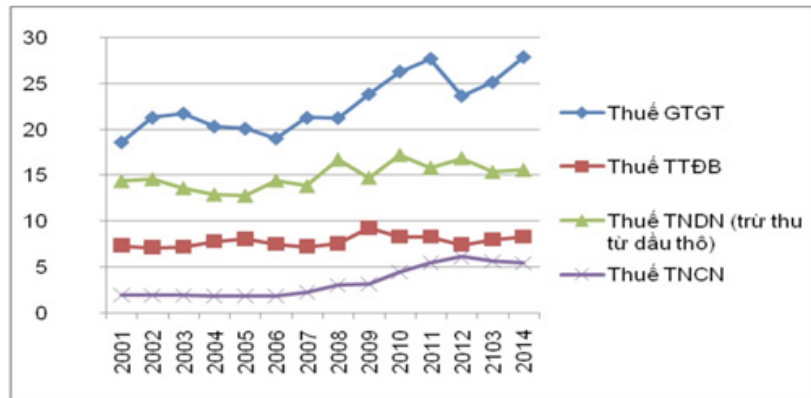


Nguồn: Tính toán từ số liệu công khai ngân sách của Bộ Tài chính

(2) Cơ cấu thu NSNN đã dịch chuyển theo hướng với sự tăng dần về tỷ trọng của các loại thuế ổn định, gắn với sản xuất, tiêu dùng trong nước như thuế thu nhập doanh nghiệp (TNDN), thu nhập cá nhân (TNCN), giá trị gia tăng (GTGT) và tiêu thụ đặc biệt (TTĐB). Tỷ trọng thu nội địa trong tổng thu NSNN (trừ dầu) đã tăng từ 50,8% năm 2001 lên 64,4% năm 2010 và đến năm 2015 ước bằng khoảng 74,1%⁴. Tốc độ tăng thu từ thuế TNDN, thuế TNCN, thuế GTGT và thuế TTĐB cơ bản luôn cao hơn so với tốc độ tăng của tổng thu NSNN từ thuế, phí, lệ phí. Cụ thể, so với năm 2001, quy mô thu NSNN năm 2015 từ thuế TNDN (không kể dầu thô) ước tăng 10,1 lần, từ thuế TNCN tăng 27,03 lần, từ thuế GTGT (từ hàng trong nước) tăng 13,23 lần và thuế TTĐB (hàng trong nước) tăng 10,01 lần, trong khi tốc độ tăng thu NSNN từ thuế, phí và lệ phí ước chỉ ở mức 8,74 lần.

(3) Trong hệ thống thuế Việt Nam hiện nay, các sắc thuế tiêu dùng đóng vai trò rất quan trọng và có xu hướng ngày càng tăng. Diễn biến này cũng phù hợp với xu hướng trên thế giới những năm gần đây khi nhiều quốc gia đã liên tục đưa ra các biện pháp nhằm tăng cường vai trò của thuế tiêu dùng, giảm dần mức đóng viên từ thuế thu nhập để tăng cường tính hấp dẫn của môi trường đầu tư. Riêng tỷ trọng tổng thu từ thuế GTGT (bao gồm cả hàng trong nước và hàng nhập khẩu, trừ phần hoàn thuế) trong tổng thu NSNN đã tăng từ 18,6% năm 2001 lên khoảng 28,6% năm 2015. Trong khi đó, tỷ lệ đóng viên từ thuế TNDN và thuế TNCN tuy có tăng từ mức 16,4% năm 2001 ước lên 22,3% năm 2015 nhưng từ năm 2011 đến nay thay đổi rất ít (năm 2011, tỷ lệ này đã là 21,7%). Vai trò của thuế thu nhập trong thu NSNN của Việt Nam dự báo sẽ tiếp tục giảm khi mức thuế suất thuế TNDN phổ thông giảm theo lộ trình từ 22% xuống 20% từ ngày 01/01/2016.

Hình 2. Tỷ trọng thuế tiêu dùng và thuế thu nhập trong cơ cấu thu NSNN (% tổng thu NSNN)



Nguồn: Tính toán từ số liệu công khai ngân sách của Bộ Tài chính

(4) Sự phụ thuộc vào các khoản thu từ dầu thô và từ đất đã có xu hướng giảm đáng kể, đặc biệt là trong 5 năm gần đây. Tỷ trọng thu NSNN từ dầu thô trong tổng thu NSNN sau khi tăng từ 25,3% năm 2001 lên 29,2% năm 2005 (bình quân giai đoạn 2001 - 2005 là 25,2%) đã giảm dần, bình quân giai đoạn 2006 - 2010 khoảng 20% và giai đoạn 2011 - 2015 ước còn khoảng 13,5%, riêng năm 2015 ước chỉ còn khoảng 6,6% tổng thu NSNN. Việc giảm dần tỷ trọng thu NSNN từ dầu thô những năm gần đây xuất phát từ các nguyên nhân chủ yếu sau:

- (i) Giá dầu thô giảm mạnh;
- (ii) Một phần dầu thô khai thác đã được sử dụng cho ngành hóa dầu trong nước;
- (iii) Các nguồn thu khác từ thuế, phí, lệ phí đã có sự mở rộng đáng kể.

Thu từ giao quyền sử dụng đất và bán nhà thuộc sở hữu nhà nước sau một số năm tăng nhanh đã xuất

hiện xu hướng giảm. Tỷ trọng của hai khoản này trong tổng thu NSNN sau khi tăng từ 2,72% năm 2001 lên 9,5% năm 2007 đã có xu hướng giảm dần từ năm 2008 và đến năm 2014 chỉ còn khoảng 5,21%. Tuy nhiên, nhờ sự phục hồi của thị trường nhà đất cũng như chính sách khai thác quỹ đất của một số địa phương, tỷ lệ này bắt đầu có xu hướng tăng trở lại, năm 2015 đạt khoảng 6,24%, nhưng vẫn thấp hơn mức bình quân của giai đoạn 2006 - 2010.

(5) Vai trò của thu từ thuế xuất khẩu, thuế nhập khẩu trong cơ cấu thu NSNN của Việt Nam trong hơn 15 năm qua cũng đã giảm mạnh. Nếu như năm 2001, thu từ thuế xuất khẩu, thuế nhập khẩu chiếm đến 15,5% tổng thu NSNN thì gần đây, tỷ lệ này đã giảm xuống còn khoảng 8%. Sự giảm dần của số thu từ thuế xuất khẩu, thuế nhập khẩu thời gian qua đã được bù đắp bởi các nguồn từ thuế TNDN, thuế GTGT. Đặc biệt, số thu thuế GTGT hàng nhập khẩu (cân đối) liên tục tăng nhanh, từ chỗ chỉ chiếm 5,17% tổng thu NSNN năm 2001 đã tăng lên ước khoảng 8,68% năm 2015. Với quy mô thu ngân sách từ thuế nhập khẩu như hiện nay, dự báo tác động đến thu NSNN của việc cắt giảm thuế quan những năm tới sẽ không ở mức độ quá lớn như giai đoạn vừa qua.

Bên cạnh các kết quả tích cực, diễn biến cơ cấu, quy mô thu NSNN ở Việt Nam giai đoạn vừa qua cũng đang cho thấy một số vấn đề đáng lưu ý. Cụ thể là:

(1) Rủi ro lớn nhất đối với Việt Nam hiện nay là xử lý có kết quả yêu cầu cơ cấu lại chính sách thu NSNN và việc đáp ứng nhu cầu chi NSNN. Sự giảm dần về quy mô thu NSNN đã và đang đặt ra những thách thức trong việc duy trì các cân đối ngân sách quan trọng, nhất là yêu cầu giảm bội chi NSNN để giảm áp lực gia tăng của nợ công, đảm bảo an ninh, an toàn nền tài chính công. Do nhu cầu đầu tư lớn, nhất là cho cơ sở hạ tầng, hệ thống chính sách đảm bảo an sinh xã hội có phạm vi bao phủ rộng, dự báo nhu cầu chi NSNN sẽ tiếp tục ở mức cao trong thời gian tới. Dự thảo Kế hoạch phát triển kinh tế - xã hội 5 năm 2016 - 2020 đã đặt ra yêu cầu cơ cấu lại thu NSNN, duy trì tỷ lệ động viên NSNN từ thuế, phí trong khoảng 20 - 21% GDP và giảm dần mức bội chi NSNN xuống dưới 4,9% GDP vào năm 2020. Để thực hiện được các mục tiêu trên, đòi hỏi phải kịp thời có các nguồn thu khác thay thế, hoặc là phải cắt giảm quy mô, cơ cấu lại chi NSNN. Tuy nhiên, việc giảm chi NSNN là điều rất khó khăn đối với mọi quốc gia và Việt Nam không phải là ngoại lệ, nhất là khi thực hiện cắt giảm chi thường xuyên.

(2) Rủi ro thứ hai là việc tuân thủ “nguyên tắc vàng” trong cân đối ngân sách của Việt Nam đang gặp nhiều thách thức. Nguyên nhân của tình trạng này là trong thời gian qua, quy mô các khoản thu thường xuyên từ thuế, phí đã không có sự mở rộng tương xứng với sự mở rộng về quy mô chi thường xuyên. Hệ lụy là thặng dư ngân sách thường xuyên đang có xu hướng giảm. Nếu như bình quân giai đoạn 2006 - 2010, Việt Nam đạt được tỷ lệ thặng dư ngân sách thường xuyên (không bao gồm chi trả lãi tiền vay) ở mức 7,32% GDP thì đến giai đoạn 2011 - 2015, tỷ lệ này giảm xuống ước còn 2,81% GDP, một trong những nguyên nhân chủ yếu là do chi thường xuyên liên tục tăng mạnh, từ mức 14,9% GDP năm 2001 lên 17,5% GDP năm 2010 và đến năm 2015 ước khoảng 17,7% GDP.

Các quốc gia rơi vào tình trạng thâm hụt ngân sách thường xuyên sẽ phải đối mặt với nhiều nguy cơ bất ổn về tài khóa cao, do ngân sách rơi vào trạng thái không có tích lũy. Tuy nhiên, để đảm bảo việc tuân thủ “quy tắc vàng” đúng thực chất, cần làm rõ phạm vi thu thường xuyên và thu không thường xuyên, nếu không thì việc tuân thủ nguyên tắc này trong nhiều trường hợp chỉ mang tính hình thức. Theo thông lệ quốc tế, thu thường xuyên là tổng thu từ thuế, phí, không bao gồm các khoản thu mang tính chất “một lần” và các khoản thu “không tái tạo”. Thu từ dầu thô có thể được xem là khoản thu “không tái tạo” và thực tế khi loại trừ khoản thu này ra khỏi nhóm thu từ thuế, phí thì trong những năm qua, cán cân ngân sách thường xuyên của Việt Nam đã rơi vào trạng thái thâm hụt. Đây là vấn đề cần phải đặc biệt lưu ý khi đánh giá về tính bền vững của cán cân ngân sách

(3) Rủi ro thứ ba là cơ cấu thu NSNN của Việt Nam vẫn còn có sự mất cân đối so với yêu cầu của một cơ cấu thu bền vững. Thu NSNN từ thuế đang dựa vào các sắc thuế như thuế GTGT và thuế TNDN, trong khi thu từ thuế TNCN, đặc biệt là thuế tài sản (thuế nhà, đất), còn khá khiêm tốn so với tiềm năng. Đến nay, thu từ thuế GTGT, thuế TNDN cũng đã tiệm cận ngưỡng cao so với nhiều nước nên dự báo khả năng để có thể tiếp tục tăng thêm những năm tới cũng sẽ rất hạn chế. Ngoài ra, thu từ thuế thu nhập của Việt Nam chủ yếu là từ thuế TNCN - tuy có tăng kể từ khi Luật Thuế TNCN 2007 có hiệu lực thi hành nhưng vẫn thấp và đang có xu hướng giảm những năm gần đây. Thu ngân sách từ đất chủ yếu là khoản thu từ giao quyền sử dụng đất. Đây là khoản thu có tính chất một lần, tính bền vững không cao do nguồn cung là hữu hạn. Trong khi đó, quy mô thu từ các khoản thu thường xuyên còn rất thấp. Năm 2015, thu NSNN từ thuế sử dụng đất (chủ yếu là đất phi nông nghiệp) chỉ chiếm khoảng 0,15% tổng thu NSNN, trong khi thu từ giao quyền sử dụng đất chiếm đến 6,15% tổng thu NSNN.

3. MỘT SỐ KHUYẾN NGHỊ VỀ CẤU TRÚC THUẾ VIỆT NAM TRONG QUÁ TRÌNH HỘI NHẬP

3.1. Về tỷ lệ động viên thuế từ GDP

Tỷ lệ động viên từ GDP vào thuế thể hiện hiệu quả của hệ thống thuế quốc gia, tuy vậy, cũng thể hiện gánh nặng thuế, tạo sức ép cho các chủ thể kinh tế. So sánh tỷ lệ động viên từ thuế vào NSNN của Việt Nam và một số quốc gia khác có thể thấy, tỷ lệ thu thuế trên tổng GDP của Việt Nam thấp hơn các nước phát triển khá nhiều. Cụ thể, năm 2010, thu thuế/GDP của Nhật Bản ở mức 28%, Anh 35%, Pháp 43%, Mỹ 24%. Con số này tính trung bình cho các nước Tổ chức hợp tác phát triển kinh tế (OECD) là 34% năm 2010. Tuy vậy, nếu so với các nước đang phát triển cũng như các nước trong khu vực mức thu thuế trong tổng GDP của Việt Nam cao hơn. Năm 2010, tỷ lệ thu thuế trên tổng GDP của Singapore và Thái Lan lần lượt là 13% và 15%, thấp hơn mức động viên 24% của Việt Nam.

Mức thu ngân sách quá cao sẽ làm giảm tiết kiệm, đầu tư và làm nản lòng các doanh nghiệp. Mức thu ngân sách quá thấp lại ảnh hưởng tới mức chi ngân sách, cũng làm giảm mức đầu tư công, kéo theo đầu tư khu vực tư nhân cũng giảm. Ở Việt Nam, căn cứ vào tính ổn định của tỷ lệ động viên thuế so với tăng trưởng GDP trong khoảng 1 thập kỷ gần đây, căn cứ vào mức ảnh hưởng của thuế với nền kinh tế, căn cứ vào mục tiêu chi tiêu ngân sách cũng như so sánh tỷ lệ động viên với các nước đều cho thấy có sự tương đồng. Như vậy, Việt Nam không nhất thiết phải tìm cách giảm tỷ lệ động viên thuế từ GDP nhưng cũng khó có thể tăng thêm nữa tỷ lệ này. Điều này sẽ tạo thêm áp lực cho chính phủ khi các thực hiện mục tiêu tăng trưởng, phát triển kinh tế xã hội quốc gia.

3.2. Về tỷ trọng các sắc thuế trong nguồn thu

Trong những năm qua, tỷ trọng giữa thuế trực thu và thuế gián thu của Việt Nam trong tổng thu thuế chưa thể hiện sự chuyển biến. Tuy vậy, với chính sách nâng mức thu nhập tính thuế của thuế TNCN vừa qua cùng chính sách giảm dần thuế suất thuế TNDN xuống 20% tới năm 2016, Việt Nam đang thể hiện xu hướng giảm dần thuế trực thu. Hai sắc thuế này hiện chiếm tới hơn 40% tổng thu thuế của Việt Nam. Để đảm bảo nguồn thu ngân sách, Việt Nam phải tăng thuế suất và/hoặc mở rộng đối tượng chịu thuế của các loại thuế gián thu. Trong các sắc thuế gián thu, thuế xuất nhập khẩu khó có thể tăng do các cam kết tự do hóa thương mại mà Việt Nam đã ký kết với quốc tế. Thuế tài nguyên phụ thuộc vào nguồn tài nguyên khai thác về cơ bản cũng bị giới hạn. Như vậy, không gian điều chỉnh chỉ còn thuế GTGT và thuế tiêu thụ đặc biệt.

Việt Nam cần cân nhắc thực hiện một số biện pháp cải cách để gia tăng vai trò của chính sách thuế GTGT, đảm bảo sắc thuế này tiếp tục là sắc thuế chủ đạo trong hệ thống thuế của Việt Nam. Trong ngắn hạn, Việt Nam nên thu hẹp dần danh mục nhóm hàng chịu thuế suất 5% cũng như danh mục nhóm hàng không thuộc diện chịu thuế GTGT và giữ nguyên mức thuế suất GTGT phổ thông ở mức 10% như hiện hành.

Trong trung và dài hạn, nghiên cứu đề điều chỉnh tăng mức thuế suất thuế GTGT phổ thông. Thời gian tới, khi Việt Nam đã bước vào giai đoạn phải thực hiện cắt giảm hàng rào thuế quan ở mức độ cao, có thể cần nhắc điều chỉnh tăng thuế suất phổ thông thuế GTGT theo một lộ trình phù hợp so với mức hiện hành để có thêm nguồn lực cho NSNN. Thực tế, mức thuế suất thuế GTGT ở Việt Nam hiện nay khá thấp so với nhiều nước trong khu vực. Việc điều chỉnh tăng mức thuế suất thuế GTGT sẽ có một số ảnh hưởng đến sản xuất và tiêu dùng trong nước, song kinh nghiệm của các nước cho thấy, ảnh hưởng này chủ yếu diễn ra trong ngắn hạn, nhất là khi mức độ điều chỉnh không quá lớn và được thực hiện theo lộ trình công khai.

Về thuế Tiêu thụ đặc biệt (TTĐB), so với nhiều nước trong khu vực châu Á, mức độ động viên NSNN từ thuế TTĐB của Việt Nam vẫn có phần thấp hơn. Do đó, vẫn còn dư địa để tăng thu từ sắc thuế này nếu như Việt Nam thực hiện mở rộng diện hàng hóa, dịch vụ chịu thuế phù hợp với sự dịch chuyển về đặc tính tiêu dùng trong xã hội cũng như định hướng của Nhà nước. Luật sửa đổi, bổ sung một số điều Luật Thuế TTĐB có hiệu lực từ ngày 01/7/2016 đã điều chỉnh tăng mức thuế suất đối với một số mặt hàng như rượu, bia và thuốc lá, song kể cả sau khi điều chỉnh thì gánh nặng thuế trong các mặt hàng này của Việt Nam vẫn còn thấp hơn so với nhiều nước trong khu vực. Thời gian tới, Việt Nam cần nghiên cứu để thực hiện thay đổi phương thức đánh thuế, chuyển sang thu thuế kết hợp giữa mức thu tuyệt đối và mức thu theo tỷ lệ phần trăm đối với các nhóm hàng hóa này, thậm chí áp dụng phương pháp lũy tiến. Đây cũng là phương thức được nhiều nước áp dụng, góp phần tích cực trong việc hạn chế gian lận về kê khai giá, nhất là đối với những mặt hàng có mức thuế suất cao như rượu, bia, thuốc lá.

Tăng cường vai trò của thuế nhà, đất (một số nước gọi là thuế bất động sản) và nghiên cứu áp dụng các khoản thu mới từ đất đai (điều tiết địa tô chênh lệch) cũng là vấn đề cần chú ý. Trong trung và dài hạn, nghiên cứu xem xét tăng mức điều tiết (tăng thuế suất, mở rộng đối tượng chịu thuế); thực hiện thu thuế đối với nhà ở như nhiều nước trên thế giới đang áp dụng. Cụ thể, Việt Nam cần nghiên cứu áp dụng thuế bất động sản thay cho thuế sử dụng đất nông nghiệp và thuế sử dụng đất phi nông nghiệp hiện hành nhằm thể chế hóa định hướng đã được xác định trong Nghị quyết số 19-NQ/TW ngày 31/10/2013 của Hội nghị Trung ương 6 khóa XI là: "... Nghiên cứu ban hành thuế bất động sản (đối tượng chịu thuế phải bao gồm cả đất, nhà ở và tài sản khác gắn liền với đất)...". Trung Quốc tuy có mức độ phát triển hơn nhưng có nhiều điểm tương đồng với Việt Nam, hiện nay hàng năm Trung Quốc đã động viên được khoảng 0,55% GDP từ thuế bất động sản mỗi năm, gấp gần 20 lần số thu từ thuế sử dụng đất phi nông nghiệp của Việt Nam. Năm 2014, thu từ thuế sử dụng đất phi nông nghiệp ở Việt Nam ước chỉ tương đương khoảng 0,04% GDP. Phần lớn các khoản thu từ đất đai ở Việt Nam là khoản thu một lần (thu từ giao quyền sử dụng đất). Theo đó, dư địa để tăng cường mức độ động viên từ sắc thuế này là có nếu như xây dựng được một chính sách thu phù hợp.

Ngoài ra, cần nghiên cứu để có chính sách nhằm điều tiết một phần giá trị tăng thêm từ đất mà không do đầu tư của người sử dụng đất mang lại. Đây cũng là phương thức được một số nước trên thế giới (Columbia, Brazil, Anh...) thực hiện để huy động thêm nguồn lực cho chính quyền địa phương trong việc đầu tư phát triển hệ thống cơ sở hạ tầng. Hiện nay, ở Việt Nam, Nhà nước bỏ vốn đầu tư cơ sở hạ tầng, giá trị bất động sản tăng nhưng vẫn chưa có được một cơ chế phù hợp nhằm điều tiết được một phần giá trị tăng thêm này vào NSNN để có thêm nguồn lực đầu tư phát triển hạ tầng ở những khu vực còn kém phát triển.

Điều chỉnh chính sách thuế đối với các loại thuế khác như : thuế tài nguyên trong điều kiện nguồn thu từ thuế xuất khẩu đối với tài nguyên sẽ được thu hẹp và cắt giảm theo các cam kết hội nhập quốc tế. Thời gian tới, Việt Nam sẽ phải xóa bỏ thuế xuất khẩu đối với một số tài nguyên, khoáng sản khi tham gia Hiệp định Đối tác xuyên Thái Bình Dương (TPP) và Hiệp định Thương mại Việt Nam - EU. Tiếp tục hoàn thiện và đổi mới cơ chế điều tiết nguồn lợi nhuận có được từ các khoản thu liên quan đến hoạt động đầu tư vốn của Nhà nước; có chính sách phù hợp để huy động nguồn tiền thu được từ cổ phần hóa các doanh nghiệp nhà nước để đầu tư cho một số công trình hạ tầng kinh tế và hạ tầng xã hội quan trọng, qua đó giảm áp lực vay nợ của ngân sách. Tuy nhiên, cần có cơ chế sử dụng phù hợp nguồn thu do cổ phần hóa mang lại, hạn chế tuyệt đối việc sử dụng các nguồn thu từ bán tài sản để hình thành các chính sách chi thường xuyên.

3.3. Về cải cách quản lý thuế

Thương mại tự do là xu thế chủ đạo của hội nhập kinh tế quốc tế, không chỉ gỡ bỏ hàng rào thuế quan, khi hội nhập trên các sân chơi lớn như WTO, các nước còn phải thực hiện các nguyên tắc, các quy định cơ bản của các tổ chức này. Vì vậy, chính sách thuế và chính sách quản lý thuế phải bổ sung, chỉnh sửa. Một hệ thống thuế phức tạp sẽ dẫn đến chi phí tuân thủ thuế cao, tình trạng gian lận, trốn thuế lớn và hệ lụy có thể làm cho quy mô thu ngân sách không có được sự ổn định. Việc hoàn thiện hệ thống quản lý thu thuế, tăng hiệu quả của thu thuế, đảm bảo công bằng giữa các đối tượng nộp thuế luôn là biện pháp tăng thu thuế hiệu quả ở bất cứ quốc gia nào trong đó có Việt Nam. Do đó, tiếp tục đơn giản hóa, cải thiện quy trình quản lý thuế theo các định hướng đề ra gần đây trên cơ sở cải cách đồng bộ cả thể chế chính sách, quy trình, công tác tổ chức thực hiện. Đảm bảo tính đơn giản cũng là một yêu cầu rất quan trọng để có được một hệ thống thuế hiệu quả.

3.4. Quản lý chặt chẽ hơn đối với hiện tượng trốn và tránh thuế quốc tế

Trong điều kiện mở cửa kinh tế, tự do hóa thương mại và đầu tư, nếu không có quy định pháp lý về cách tính giá trong giao dịch giữa các bên liên kết, các bên có chung lợi ích kinh tế thì giá chuyển nhượng sẽ là công cụ hữu hiệu để các công ty đa quốc gia trốn thuế và tránh thuế một cách hợp pháp. Vì vậy, giá chuyển nhượng luôn là mối quan tâm của các cơ quan thuế và các công ty đa quốc gia vì nó đóng vai trò quan trọng trong việc phân chia thu nhập và lợi tức khi xác định nghĩa vụ thuế thu nhập ở từng quốc gia. Hiện nay, nhiều nước trên thế giới bao gồm Ca-na-đa, Mê-hi-cô, Anh, Pháp, Tây Ban Nha, Đức, Úc, Mỹ và Nhật Bản đã thông qua pháp luật về chuyển giá mới, hoặc sửa đổi và làm mạnh thêm luật pháp về chuyển giá đang tồn tại. Hầu hết các nước có nền kinh tế mới nổi như Trung quốc, In-đô-nê-xi-a, Ma-lai-xi-a, Thái lan, Slô-ve-ni-a, Bra-xin... từ năm 2000 đã bắt tay vào việc ban hành các chế độ chính sách và tăng cường quản lý về giá chuyển nhượng nhằm ngăn chặn thực trạng có tới 70-75% doanh nghiệp đầu tư nước ngoài kê khai bị lỗ mà nguyên nhân chính là gian lận về thuế thu nhập doanh nghiệp qua giá chuyển nhượng (mặc dù doanh thu và thị phần vẫn ngày càng được mở rộng). Nguyên tắc phổ biến nhất được các tổ chức quốc tế, cộng đồng doanh nghiệp và các cơ quan thuế áp dụng để ngăn chặn tình trạng lợi dụng “giá chuyển nhượng” và bảo vệ cơ sở tính thuế (nguồn thu) là nguyên tắc “giá thị trường” (market price) hay “nguyên tắc giao dịch độc lập” (arm’s length principle). Hai khuynh hướng dẫn đầu về giá chuyển nhượng là OECD và Mỹ. Do đó, Việt Nam cũng không nằm ngoài xu hướng chuyển lợi nhuận, chuyển giá của các tập đoàn đa quốc gia, và chính phủ cần có nhiều biện pháp quản lý để hạn chế tình trạng chuyển giá thông qua việc áp dụng các quy định về vốn mông, các quy định liên quan đến các giao dịch liên kết, quản lý các giao dịch thương mại điện tử...

KẾT LUẬN

Cùng với quá trình phát triển của nền kinh tế, hệ thống chính sách thuế Việt Nam đã được cải cách trên nhiều phương diện. Việt Nam đã hình thành được một hệ thống chính sách thuế thống nhất, bình đẳng, phù hợp với đặc điểm của một quốc gia đang trong quá trình hội nhập. Tuy nhiên, Việt Nam cần phải đặc biệt lưu ý khi xây dựng một cấu trúc thuế phù hợp khi mức độ động viên NSNN ở Việt Nam đang có xu hướng giảm và dự báo sẽ tiếp tục giảm nếu không có những sự điều chỉnh về chính sách thu. Cơ cấu thu NSNN tuy đã được cải thiện, song vẫn còn những vấn đề cần phải tiếp tục được nghiên cứu để điều chỉnh, hướng đến một cơ cấu thu bền vững hơn. Trong bối cảnh nguồn thu từ tài nguyên, đất đai đang có xu hướng giảm, hệ thống chính sách thuế cần được cơ cấu lại, phát huy được vai trò của các sắc thuế mà hiện tại không gian thu đang có. Đồng thời, phải đảm bảo tính hợp lý trong cơ cấu ba loại thuế cơ bản (thuế đánh vào thu nhập, thuế tiêu dùng đánh vào hàng hóa, dịch vụ và thuế thu từ tài sản (thuế nhà, đất...)).

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KẾ TOÁN MÔI TRƯỜNG TẠI CÁC DOANH NGHIỆP VIỆT NAM HIỆN NAY – CÔNG CỤ ĐẢM BẢO SỰ PHÁT TRIỂN BỀN VỮNG CỦA XÃ HỘI

Đỗ Thị Thu Hằng*

TÓM TẮT: Phát triển xã hội bền vững là mối quan tâm hàng đầu của mỗi quốc gia. Kinh tế càng tăng trưởng thì tình trạng khan hiếm các loại nguyên nhiên liệu, năng lượng ngày càng tăng thêm, môi trường thiên nhiên càng bị hủy hoại, cân bằng sinh thái bị phá vỡ. Do đó, đòi hỏi các doanh nghiệp Việt Nam phải sử dụng công cụ vào quản lý tăng hiệu quả sử dụng tài nguyên, tăng lợi thế cạnh tranh cho doanh nghiệp đó là áp dụng kế toán môi trường. Kế toán môi trường là một công cụ trợ giúp hữu hiệu cho các nhà quản lý trong quản trị các vấn đề môi trường và là công cụ để đảm bảo sự phát triển bền vững của xã hội trong giai đoạn hiện nay. Bài viết tập trung phản ánh thực trạng kế toán môi trường trong các doanh nghiệp Việt Nam hiện nay và đưa ra các giải pháp phát triển kế toán môi trường trong các doanh nghiệp Việt Nam gắn với sự phát triển bền vững của xã hội.

Từ khóa: Kế toán môi trường; doanh nghiệp Việt Nam; phát triển bền vững xã hội.

ABSTRACT: Sustainable social development is a top concern of every nation. The more the economy grows, the scarcer the raw materials, energy are; the natural environment is ruined and the ecological balance is broken. Therefore, it is required that Vietnamese enterprises use managerial tools to increase the efficiency of resource use and increase the competitive advantages of the enterprises by applying environmental accounting. Environmental accounting is an effective tool for managers to manage environmental issues and is instrumental in ensuring the sustainable development of the society today. This paper focuses on the current status of environmental accounting in Vietnamese enterprises and provides solutions for developing environmental accounting in Vietnamese enterprises in association with the sustainable development of society.

Keywords: Environmental accounting; Vietnamese enterprises; Sustainable development of society.

ĐẶT VẤN ĐỀ

Phát triển xã hội bền vững và hài hoà là một xu hướng tất yếu, khách quan của thời đại. Phát triển xã hội bền vững và hài hoà phải bao gồm tăng trưởng kinh tế, hiện đại hoá hay phát triển xã hội gắn với việc giữ gìn, bảo vệ và cải thiện môi trường nhằm đáp ứng những nhu cầu về đời sống vật chất, văn hóa tinh thần của con người mà không làm tổn hại đến nguồn cung cấp tài nguyên thiên nhiên của đất nước.

Phát triển bền vững về môi trường đòi hỏi chúng ta duy trì sự cân bằng giữa bảo vệ môi trường tự nhiên với sự khai thác nguồn tài nguyên thiên nhiên phục vụ lợi ích con người nhằm mục đích duy trì mức độ khai thác những nguồn tài nguyên ở một giới hạn nhất định.

Ở Việt Nam, trong những năm qua, nhiều doanh nghiệp sản xuất đã xả thải ra môi trường gây ảnh

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hưởng nghiêm trọng đến môi trường, sức khỏe và lợi ích kinh tế của người dân. Do đó, để đảm bảo cho sự phát của doanh nghiệp và sự phát triển bền vững của xã hội, buộc các doanh nghiệp phải có biện pháp quản lý, sử dụng có hiệu quả nguồn tài nguyên thiên nhiên từ đó giúp doanh nghiệp nâng cao vị thế cạnh tranh của mình trên thị trường. Một trong những công cụ quản lý hữu hiệu nhất hiện nay đó là sử dụng kế toán môi trường (KTMT) vào trong đơn vị.

Kế toán môi trường (KTMT) theo quan điểm của Viện Kế toán quản trị môi trường thì *“Kế toán môi trường là việc xác định, đo lường và phân bổ chi phí môi trường, kết hợp chi phí môi trường trong quyết định kinh tế, công bố thông tin cho các bên liên quan”*.

Theo tài liệu hướng dẫn thực hành kế toán môi trường tại Nhật Bản thì *“Kế toán môi trường có mục tiêu hướng tới sự phát triển bền vững, duy trì mối quan hệ tốt đẹp với cộng đồng và theo đuổi các hoạt động bảo vệ môi trường trong quá trình hoạt động bình thường, xác định lợi ích từ các hoạt động, cung cấp cách thức định lượng và hỗ trợ phương thức công bố thông tin”*.

Kế toán môi trường là một bộ phận không thể tách rời của kế toán trong doanh nghiệp, KTMT bao gồm: Kế toán truyền thống và kế toán sinh thái.

Áp dụng KTMT sẽ giúp doanh nghiệp tận dụng được nguồn chất thải, xử lý nguồn chất thải đó để đem lại các khoản thu nhập từ chất thải cho doanh nghiệp, giúp bảo vệ môi trường, sức khỏe và lợi ích kinh tế cho người dân.

Mặt khác, áp dụng KTMT sẽ cung cấp thông tin chính xác và toàn diện hơn để đo lường quá trình thực hiện KTMT, từ đó giúp doanh nghiệp tăng hiệu quả sử dụng tài nguyên, giảm chi phí, tăng chất lượng sản phẩm, giảm giá thành sản phẩm. Cải thiện hình ảnh của doanh nghiệp, tăng mối quan hệ với cộng đồng và tăng lợi thế cạnh tranh của doanh nghiệp.

THỰC TRẠNG KẾ TOÁN MÔI TRƯỜNG TẠI CÁC DOANH NGHIỆP VIỆT NAM HIỆN NAY

Trước bối cảnh hội nhập và phát triển kinh tế quốc tế sâu rộng, vấn đề bảo vệ môi trường và phát triển bền vững cũng đã được Việt Nam quan tâm và chú trọng triển khai.

Năm 1993, Việt Nam đã ban hành Luật môi trường lần đầu. Năm 2005 ban hành Luật bảo vệ môi trường sửa đổi. Luật Thuế Bảo vệ môi trường (Luật số 57/2010/QH12); Các nghị định, thông tư hướng dẫn thi hành luật, nghiên cứu và chấp nhận một số tiêu chuẩn của bộ ISO 14000 quốc tế và ban hành thành Tiêu chuẩn Việt Nam bộ ISO 14000 về quản trị chất lượng về môi trường. Luật Bảo vệ môi trường số 55/2014/QH13 có hiệu lực từ ngày 01/01/2015; Nghị định số 18/2015/NĐ-CP quy định về quy hoạch bảo vệ môi trường, đánh giá môi trường chiến lược, đánh giá tác động môi trường; Nghị định 38/2015/NĐ-CP của Chính phủ về quản lý chất thải và phế liệu; Nghị định 154/2016/NĐ-CP của Chính phủ về phí bảo vệ môi trường đối với chất thải; Nghị định 155/2016/NĐ-CP quy định về xử phạt vi phạm hành chính trong lĩnh vực bảo vệ môi trường...

Tuy nhiên, hiện nay chỉ có một số ít doanh nghiệp liên doanh và doanh nghiệp có 100% vốn đầu tư nước ngoài sử dụng công cụ KTMT vào doanh nghiệp. Còn lại hầu hết các doanh nghiệp chưa áp dụng KTMT vào đơn vị.

Nguyên nhân các doanh nghiệp Việt Nam hiện nay chưa áp dụng KTMT vào đơn vị, có thể do nhiều nguyên nhân, nhưng chủ yếu tập trung bởi 5 nguyên nhân sau:

Thứ nhất: *Hệ thống văn bản pháp lý và các tiêu chuẩn về môi trường trong hoạt động của doanh nghiệp còn chưa hoàn thiện.*

Về chuẩn mực kế toán Việt Nam: Hiện nay Việt Nam gồm 26 chuẩn mực kế toán. Trong đó, có một số

chuẩn mực có liên quan như VAS 02 - Hàng tồn kho, liên quan đến các chi phí được tính vào giá trị hàng tồn kho và không được tính vào giá trị hàng tồn kho nhưng chưa đề cập đến chi phí môi trường; VAS 03 - Tài sản cố định (TSCĐ) hữu hình, VAS 04 - TSCĐ vô hình chưa có những hướng dẫn về định giá, xác định giá trị còn lại, chi phí khấu hao và phương pháp hạch toán các tài sản tự nhiên và tài sản môi trường; VAS 14- Doanh thu và thu nhập khác không đề cập đến các quy định về nguyên tắc và phương pháp kế toán các khoản doanh thu, thu nhập liên quan đến môi trường... tuy nhiên chưa có chuẩn mực nào liên quan trực tiếp đến kế toán môi trường.

Chế độ kế toán: Trong hệ thống tài khoản kế toán Việt Nam hiện nay chưa có các tài khoản phản ánh những đối tượng kế toán liên quan đến môi trường như tài sản thiên nhiên, các nghĩa vụ về nợ phải trả liên quan đến môi trường, chi phí, doanh thu, thu nhập về môi trường trong trường hợp doanh nghiệp có hệ thống xử lý chất thải bán quyền thải ra môi trường cho các doanh nghiệp cùng ngành, đồng thời khoản chi phí và thu nhập này cũng chưa thể hiện trên báo cáo kết quả hoạt động kinh doanh và chưa giải trình cụ thể trên thuyết minh báo cáo tài chính nên việc đánh giá hiệu quả kinh doanh của doanh nghiệp là chưa đầy đủ, chưa xác định cụ thể trách nhiệm của doanh nghiệp đối với môi trường.

Thứ hai: Nhận thức của nhà quản lý, cán bộ kế toán về nội dung của KTMT còn hạn chế.

Các nhà quản trị doanh nghiệp hiện nay còn chưa nhận thức đúng đắn về kế toán môi trường. Các nhà quản trị cho rằng, KTMT là khoản chi phí chi ra để cải tạo môi trường do đó làm tăng chi phí và trực tiếp làm giảm lợi nhuận của doanh nghiệp.

Chính việc chưa nhận thức đầy đủ về vai trò, tác dụng của KTMT nên các nhà quản trị doanh nghiệp Việt Nam chưa chú trọng đến việc tổ chức kế toán môi trường. Đây cũng là lý do chính dẫn đến việc kế toán môi trường chưa được thiết lập đầy đủ ở các doanh nghiệp Việt Nam.

Cán bộ, kế toán viên có kiến thức về KTMT còn rất hạn chế. Do đó, chưa nhận biết, thu thập và xử lý thông tin chính xác về KTMT để cung cấp thông tin hữu ích cho nhà quản lý.

Thứ ba: Việt Nam chưa có cơ quan có trách nhiệm nào công bố mức chi tiêu hàng năm cho các hoạt động bảo vệ môi trường, thiếu các chuyên gia về kế toán môi trường.

Hiện nay, việc chi tiêu hàng năm cho hoạt động bảo vệ môi trường chủ yếu từ nguồn ngân sách Nhà nước và được phân bổ theo các Bộ, Ngành liên quan đến hoạt động bảo vệ môi trường.

Số lượng chuyên gia bảo vệ môi trường còn ít, do đó thiếu “nguồn lực” để có thể xây dựng được một ngân hàng dữ liệu về thông tin về tài sản môi trường quốc gia làm cơ sở cho hạch toán.

Thứ tư: Hiệp hội nghề nghiệp về kế toán cũng chưa phối hợp với các cơ quan, tổ chức về môi trường để xây dựng được một quy trình, phương pháp riêng đối với KTMT.

Thứ năm: Hầu hết các Trường Đại học Việt Nam hiện nay còn chưa đưa môn học “Kế toán môi trường” vào chương trình đào tạo.

GIẢI PHÁP PHÁT TRIỂN KẾ TOÁN MÔI TRƯỜNG VÀO CÁC DOANH NGHIỆP VIỆT NAM GẮN VỚI SỰ PHÁT TRIỂN BỀN VỮNG CỦA XÃ HỘI

Giải pháp 1: Hoàn thiện hệ thống văn bản pháp lý và các tiêu chuẩn về môi trường trong hoạt động của doanh nghiệp.

Để áp dụng KTMT trong các doanh nghiệp đòi hỏi phải có các văn bản hướng dẫn, tiêu chuẩn, quy định có liên quan đến môi trường. Ban hành hệ thống các chính sách, pháp luật hoàn chỉnh, đồng bộ, phải có sự phối hợp chặt chẽ của các cơ quan của Chính phủ liên quan đến vấn đề môi trường và kế toán, các tổ

chức bảo vệ môi trường, các hội nghề nghiệp. Những thông tin về kế toán môi trường dưới dạng đo lường bằng tiền tệ, hay những báo cáo về kế toán môi trường dạng phi tiền tệ đều được rất nhiều doanh nghiệp hay các tổ chức chính phủ, phi tài chính quan tâm.

Chính phủ cần ban hành những chuẩn mực về KTMT, quy định những thông tin môi trường trình bày trong báo cáo cung cấp cho bên ngoài doanh nghiệp, nhằm đảm bảo sự thống nhất quản lý về môi trường.

Chế độ kế toán: Bổ sung thêm các chứng từ, tài khoản kế toán phản ánh nội dung liên quan đến môi trường. Tách bạch các nội dung về doanh thu, chi phí liên quan đến môi trường trong doanh nghiệp. Bên cạnh đó, đưa các khoản chi phí và thu nhập này vào báo cáo kết quả hoạt động kinh doanh và trình cụ thể trên thuyết minh báo cáo tài chính để từ đó có thể đánh giá hiệu quả kinh doanh của doanh nghiệp chính xác nhất

Giải pháp thứ 2: Tăng cường nhận thức của nhà quản lý, cán bộ kế toán về nội dung của KTMT

Thay đổi và tăng cường mức độ nhận thức và hành động của các tổ chức, nhà quản lý, các bên có liên quan đối với vấn đề môi trường trong mỗi doanh nghiệp và toàn bộ nền kinh tế. Điều đó giúp nhà quản lý doanh nghiệp có nhận thức đúng đắn về vai trò, lợi ích của KTMT. Từ đó, nhà quản lý có phương pháp tổ chức áp dụng KTMT vào đơn vị một cách hiệu quả.

Đối với cán bộ kế toán, cần tăng cường nhận thức và nâng cao trình độ nghiệp vụ chuyên môn để thu thập, xử lý chính xác chi phí môi trường để đem lại lợi ích cho doanh nghiệp từ việc xử lý các chất thải đó.

Thứ ba: Việt Nam thành lập cơ quan có trách nhiệm nào công bố mức chi tiêu hàng năm cho các hoạt động bảo vệ môi trường, đào tạo nhiều chuyên gia về kế toán môi trường

Thành lập cơ quan có trách nhiệm để công bố mức chi tiêu hàng năm về hoạt động bảo vệ môi trường. Phối hợp của các Viện công nghệ, các kỹ sư môi trường, chuyên gia về kế toán môi trường với doanh nghiệp để đánh giá chính xác tác động của quy trình sản xuất, các công nghệ, các sản phẩm, chất thải tới môi trường từ đó ước định chi phí mà doanh nghiệp phải có nghĩa vụ thực hiện.

Thứ tư: Hiệp hội nghề nghiệp về kế toán phối hợp với các cơ quan, tổ chức về môi trường để xây dựng được một quy trình, phương pháp riêng đối với KTMT.

Các Hiệp hội nghề nghiệp Kế toán – Kiểm toán cần xây dựng chương trình đào tạo, các tài liệu cụ thể về phương pháp thực hiện của Kế toán tài chính môi trường, Kế toán quản trị môi trường và Kế toán chi phí môi trường.

Chính phủ và Bộ Tài Chính cần tổ chức các khóa tập huấn ngắn và dài hạn về KTMT cho các doanh nghiệp để các doanh nghiệp có thể dễ dàng tiếp cận và có cách nhìn cụ thể hơn về KTMT, để giúp doanh nghiệp thấy rằng KTMT không phải chỉ làm tăng chi phí doanh nghiệp lên mà nếu áp dụng đúng cách, hợp lý KTMT sẽ giúp doanh nghiệp mang lại những khoản lợi ích và tăng tính cạnh tranh của doanh nghiệp trên thị trường.

Thứ năm: Các Trường Đại học Việt Nam cần đưa các chương trình đào tạo “kế toán môi trường” vào trong giảng dạy.

Trong các trường Đại học ở Việt Nam, cần đưa môn học kế toán môi trường, kế toán quản trị môi trường vào hệ thống giáo dục nghề nghiệp. Kế toán môi trường cần được xem xét đưa vào chương trình đào tạo tại các trường kinh tế, đặc biệt là chuyên ngành kế toán - kiểm toán ở các bậc đại học, cao học.

Đào tạo kế toán môi trường tại các trường đại học để tận dụng các lợi ích của Công nghiệp 4.0 hiện nay, kế toán viên môi trường cần được đào tạo tại trường đại học và được đào tạo phát triển chuyên môn

liên tục để hiểu các hệ thống kết nối dữ liệu tiên tiến và để đề cao những lợi ích của kỹ thuật số nhằm đạt được dữ liệu chất lượng và kịp thời về hiệu quả kinh doanh và các khía cạnh liên quan khác. Từ đó giúp chúng ta xây dựng được một đội ngũ nguồn nhân lực chất lượng cao, góp phần nâng cao hiệu quả bảo vệ môi trường, mang đến sự phát triển bền vững cho doanh nghiệp Việt Nam.

KẾT LUẬN

Kế toán môi trường mặc dù không còn mới mẻ đối với một số nước trên thế giới, tuy nhiên đối với Việt Nam việc vận dụng KTMT trong các doanh nghiệp hiện nay còn mới mẻ. Vì vậy, việc hiểu rõ bản chất, lợi ích và vai trò của kế toán môi trường trọng sự phát triển bền vững của xã hội nói chung và doanh nghiệp nói riêng là hết sức cần thiết. Việc vận dụng và phát triển kế toán môi trường cho Việt Nam giúp cho nhà quản trị trong việc ra quyết định và là động lực thúc đẩy các doanh nghiệp tham gia và có trách nhiệm trong việc bảo vệ môi trường hướng tới mục tiêu phát triển bền vững của xã hội. Tạo lập bước đi vững chắc cho các doanh nghiệp Việt Nam trong quá trình hội nhập kinh tế.

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KIỂM TOÁN TRÁCH NHIỆM KINH TẾ ĐỐI VỚI CÁN BỘ QUẢN LÝ DO KIỂM TOÁN NHÀ NƯỚC VIỆT NAM THỰC HIỆN

Hoàng Thanh Hạnh* - Phạm Tiến Dũng**

TÓM TẮT: Kiểm toán trách nhiệm kinh tế do Kiểm toán Nhà nước Trung Quốc thực hiện là một điểm đặc biệt nhất chưa từng có trong lịch sử phát triển kiểm toán quốc tế, là một cống hiến to lớn của kiểm toán Trung Quốc đối với kiểm toán quốc tế, hiện nay trở thành nhiệm vụ pháp định quan trọng. Kiểm toán trách nhiệm kinh tế là chỉ hoạt động của cơ quan kiểm toán dựa vào quy định pháp luật tiến hành giám sát, đánh giá, thẩm định tình hình thực hiện trách nhiệm kinh tế của người phụ trách doanh nghiệp cổ phần quốc doanh, doanh nghiệp nhà nước và những người phụ trách chính trong cơ quan chính phủ và ban ngành khác. Như vậy, không giống với các đơn vị kiểm toán lấy "đơn vị" làm đối tượng kiểm toán, đối tượng kiểm toán trách nhiệm kinh tế chủ yếu là "con người". Với kinh nghiệm của KTNN Trung Quốc, qua nghiên cứu thực tế công tác đánh giá trách nhiệm cá nhân qua kết quả kiểm toán hàng năm hiện nay cho thấy kiểm toán trách nhiệm kinh tế của cán bộ quản lý là nhiệm vụ tất yếu của KTNN Việt Nam trong công cuộc phòng, chống tham nhũng, lãng phí trong thời gian sắp tới.

Từ khóa: kiểm toán trách nhiệm kinh tế

Abstract: Economic responsibility audit (ERA) by The State Audit of China (CNAO) is a special stype of the history of international audit. It is a great dedication of The State Audit of China. ERA is the work based on legal provisions conducted surveillance, assessment and appraisal of the implementation of economic responsibility of the leader of state enterprises and the leader of government departments and other agencies. Thus, the object of ERA is mainly "human". With the experience of CNAO and the real situation in Vietnam, ERA is the major tasks of the SAV in the fight against corruption and wastefulness in the near future.

Keywords: economic responsibility audit

1. KHÁI NIỆM, ĐẶC TRƯNG VÀ SỰ CẦN THIẾT KIỂM TOÁN TRÁCH NHIỆM KINH TẾ ĐỐI VỚI CÁN BỘ QUẢN LÝ

Kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo quản lý là hoạt động kiểm tra và đánh giá của cơ quan KTNN về trách nhiệm kinh tế của cán bộ quản lý trong thời gian nhiệm kỳ công tác thông qua việc kiểm tra, đánh giá tính trung thực, hợp pháp và hiệu quả trong quản lý, sử dụng tài chính công, tài sản công và các hoạt động kinh tế liên quan khác của địa phương, đơn vị do họ lãnh đạo.

Một số đặc trưng của kiểm toán trách nhiệm kinh tế cán bộ quản lý:

- Xét về hình thức và mục tiêu kiểm toán thì kiểm toán trách nhiệm kinh tế là một loại hình của kiểm toán tuân thủ có kết hợp với kiểm toán hoạt động đối với các hoạt động kinh tế và quản lý tài chính công, tài sản công gắn với trách nhiệm quản lý, điều hành của cán bộ lãnh đạo (Bên cạnh đó, tùy mục đích của kiểm toán trách nhiệm kinh tế có thể xác nhận tính trung thực, hợp lý của báo cáo tài chính, báo cáo quyết toán để quy trách nhiệm người đứng đầu).

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- Xét về nội dung kiểm toán thì kiểm toán trách nhiệm kinh tế có thể coi là một dạng kiểm toán hỗn hợp, được thực hiện trong cùng một cuộc kiểm toán các nội dung kiểm toán báo cáo tài chính, kiểm toán tuân thủ và kiểm toán hoạt động.

- Các cuộc kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo có phạm vi chủ yếu chỉ liên quan đến lĩnh vực quản lý tài chính công, tài sản công của đơn vị có liên quan đến trách nhiệm quản lý của người cán bộ lãnh đạo quản lý. Trách nhiệm này được xác định trên cơ sở chức trách, nhiệm vụ, quyền hạn của cán bộ có thẩm quyền, trong thời gian nhiệm kỳ mà người cán bộ đó giữ chức vụ lãnh đạo đơn vị.

- Cơ quan KTNN và kiểm toán viên nhà nước là đơn vị thực hiện chính công việc này do đây là loại hình đặc thù liên quan đến kiểm tra, đánh giá cán bộ của nhà nước nên chủ thể kiểm toán chỉ có thể là KTNN (trong thực tế còn phải phối hợp nhiều cơ quan khác của đảng, chính quyền...), không thể uỷ thác cho kiểm toán viên độc lập và kiểm toán viên nội bộ của đơn vị.

- Kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo có mục đích là thông qua xem xét, kiểm tra để đánh giá, quy trách nhiệm kinh tế đối với cán bộ lãnh đạo quản lý. Do đó, loại hình kiểm toán này được coi như một hình thức đặc biệt của đảng và nhà nước để đánh giá cán bộ lãnh đạo. Đồng thời, do mục đích đánh giá cán bộ nên có sự khác biệt giữa chủ thể kiểm toán và người yêu cầu kiểm toán. Trong mọi trường hợp, chủ thể kiểm toán là KTNN nhưng người yêu cầu, người “đặt hàng” là cơ quan có thẩm quyền trong quản lý và đánh giá cán bộ. Vì vậy, trong quy trình kiểm toán phải có sự tham gia của nhiều bên và phải có cơ chế cụ thể trong việc phối hợp giữa KTNN và các cơ quan có liên quan khác.

Sự cần thiết kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý

- Kiểm toán trách nhiệm kinh tế là một công cụ, biện pháp quan trọng để giám sát, đánh giá cán bộ lãnh đạo trước khi bổ nhiệm và được giao các vị trí quan trọng; là một trong các thước đo đánh giá năng lực, trình độ và bản lĩnh cán bộ để bồi dưỡng, đào tạo, đề bạt, khen thưởng, kỷ luật, cách chức và luân chuyển cán bộ; đồng thời là biện pháp quan trọng để bảo vệ cán bộ.

Con người là nhân tố quan trọng hàng đầu trong một tổ chức. Sự thành công hay thất bại của một tổ chức phụ thuộc rất lớn vào người đứng đầu và nhân sự chủ chốt trong bộ máy. Đánh giá cán bộ là một nội dung quan trọng, theo chốt của công tác cán bộ. Về lý luận cũng như trong thực tiễn có thể áp dụng nhiều phương pháp đánh giá cán bộ khác nhau (cho điểm theo các tiêu chuẩn; bỏ phiếu nhận xét cán bộ...). Tuy nhiên, do đặc thù của việc kiểm toán là mọi nhận xét, kết luận và kiến nghị kiểm toán đều phải dựa trên cơ sở các bằng chứng kiểm toán đầy đủ và tin cậy, công việc kiểm toán được tiến hành bởi các Kiểm toán viên có kiến thức, kinh nghiệm được đào tạo tương xứng với yêu cầu nghề nghiệp, lại được thực hiện theo một quy trình và phương pháp khoa học, được quy định chặt chẽ nên kết quả đánh giá là rất đáng tin cậy và thuyết phục. Thông qua kết quả kiểm toán do cơ quan KTNN cung cấp, các cơ quan quản lý và kiểm tra cán bộ của Đảng và Nhà nước sẽ có thêm những luận cứ quan trọng và xác đáng khi bổ nhiệm, đề bạt, cách chức hoặc luân chuyển cán bộ... Đồng thời, kết quả kiểm toán trách nhiệm kinh tế cũng sẽ góp phần làm rõ đúng sai, bảo vệ những cán bộ, đảng viên trung thực, liêm khiết, trong sáng trước các hành vi bẽ phái, cục bộ, mất đoàn kết, kiện cáo không mang tính chất xây dựng.

Để tuyển chọn sử dụng cán bộ chất lượng thì phải có phương pháp kiểm tra khoa học và cơ chế giám sát hoàn thiện và phải có đánh giá qua một quá trình công tác lâu dài do một cơ quan độc lập thực hiện. Thực tế qua báo chí cho thấy việc bổ nhiệm cán bộ trong thời gian qua còn nhiều bất cập, tuy qua nhiều khâu, qua kiểm soát của nhiều cơ quan từ trung ương đến địa phương; đúng quy trình nhưng vẫn “để lọt” và bổ nhiệm nhiều cán bộ quản lý cấp cao không đáp ứng yêu cầu công việc và chỉ khi báo chí và các cơ

quan chức năng vào cuộc thì mới phát hiện sai phạm (Ví dụ: bổ nhiệm ông Trịnh Xuân Thanh tại Bộ Công Thương và tỉnh Hậu Giang; Vũ Quang Hải tại TCT Sabeco; bổ nhiệm ông Dương Chí Dũng tại Cục Hàng Hải...). Nếu đã thực hiện kiểm toán trách nhiệm cá nhân trước khi bổ nhiệm thì sẽ giảm thiểu được việc bổ nhiệm không đúng người, không đúng năng lực vào vị trí quan trọng; không bổ nhiệm những lãnh đạo quản lý yếu kém vào vị trí những tập đoàn lớn của nhà nước hoặc vào những vị trí quan trọng trong bộ máy nhà nước vì chỉ có kiểm toán trách nhiệm cán bộ trong cả một quá trình mới có đánh giá đầy đủ, toàn diện, sát thực tế đối với cán bộ đó (đây là một ưu điểm mà kiểm toán báo cáo tài chính, kiểm toán tuân thủ và kể cả kiểm toán hoạt động không làm được).

- Kiểm toán trách nhiệm kinh tế là một biện pháp quan trọng ngăn ngừa phòng, chống và xử lý tham nhũng ngay từ trong trứng nước

Trong giai đoạn hiện nay, nhiệm vụ của cán bộ lãnh đạo quản lý ngày càng nặng nề, trách nhiệm ngày càng cao và càng được xác định cụ thể. Vấn đề cán bộ lãnh đạo có quán triệt đúng đắn phương châm phát triển kinh tế là nhiệm vụ trọng tâm, xây dựng Đảng là then chốt hay không; có sử dụng đúng quyền hạn được giao hay không; quản lý và sử dụng vốn, kinh phí, tài sản nhà nước hợp lý, hiệu quả và đúng pháp luật hay không ... là vấn đề quan trọng liên quan đến việc thực hiện thắng lợi nhiệm vụ phát triển kinh tế, xã hội hàng năm, từng thời kỳ cũng như đường lối, chiến lược công nghiệp hoá, hiện đại hoá đất nước. Hiện tại, trật tự kỷ cương trong quản lý tài chính nhà nước và tài sản nhà nước nhất là chi tiêu ngân sách, quản lý đầu tư xây dựng cơ bản, quản lý đất đai, tài sản công... còn nhiều bất cập, sai sót và có lúc, có nơi còn nghiêm trọng. Một trong các nguyên nhân chính của tình trạng trên có liên quan đến việc thực thi chức trách, nhiệm vụ và quyền hạn của cán bộ lãnh đạo. Kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý có thể ngăn ngừa, tăng cường hơn nữa việc giám sát cán bộ lãnh đạo; kiểm tra, xử lý cương quyết những cán bộ coi thường các định chế tài chính - kinh tế, vi phạm pháp luật; góp phần nâng cao trình độ quản lý cán bộ, nâng cao ý thức tuân thủ pháp luật và khả năng tự điều chỉnh của cán bộ lãnh đạo, quan tâm đến cán bộ về mặt chính trị, rèn luyện đạo đức, tác phong cần kiệm, liêm chính, chí công vô tư; góp phần quan trọng vào công cuộc xây dựng, chỉnh đốn Đảng và cuộc đấu tranh chống tham nhũng.

- Kiểm toán trách nhiệm kinh tế là công cụ hữu hiệu để xây dựng nhà nước pháp quyền XHCN, đôn đốc bộ máy lãnh đạo hoạt động theo nguyên tắc thượng tôn pháp luật.

Như vậy, Kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý là một biện pháp quan trọng, mang tính đột phá để ngăn ngừa, đấu tranh chống tham nhũng; là loại hình kiểm toán mới mà KTNN phải triển khai thực hiện để nhằm mục tiêu minh bạch hóa quá trình quản lý, sử dụng tài chính công, tài sản công; bồi dưỡng và xây dựng đội ngũ cán bộ lãnh đạo đủ năng lực, đủ tài, có đức và chắc chắn sẽ được Đảng, Nhà nước và đông đảo các tầng lớp nhân dân và quần chúng đồng tình ủng hộ.

2. TỔNG QUAN TÌNH HÌNH NGHIÊN CỨU

2.1. Các công trình nghiên cứu ở nước ngoài

Tôn Hiếu Nham (2005) với công trình nghiên cứu “*KTTNKT đối với CBQL nhà nước*” đã chỉ ra KTTNKT của CBQL tại các đơn vị nhà nước là quan trọng vì các đơn vị công là những đơn vị sử dụng NSNN nên việc xảy ra hiện tượng tiêu cực là dễ thấy. Do đó khi kiểm toán, KTNN phải KTTNKT đối với CBQL. Ông nêu ra rằng KTTNKT phải kiểm toán được tình trạng tham ô, lãng phí và tình trạng tha hóa đạo đức của những CBQL trong các tổ chức công.

Liu Bei (2004) với công trình nghiên cứu "*Vai trò KTNN Trung Quốc*", chỉ ra rằng KTTNKT của KTNN có tác dụng giám sát cán bộ, là căn cứ quan trọng trong việc cất nhắc và sử dụng cán bộ lãnh đạo và là nhiệm vụ quan trọng, phù hợp và do KTNN thực hiện trong nhiệm vụ hàng năm (Đoàn học tập kinh nghiệm kiểm toán tại KTNN Trung Quốc, 2005).

ZhangQi (2004) với công trình nghiên cứu "*Chuẩn mực KTNN Trung Quốc*", chỉ ra rằng hệ thống chuẩn mực KTNN Trung Quốc có quy định cụ thể quyền kiểm tra, xử lý xử phạt của KTNN đối với việc gian lận, phạm pháp nghiêm trọng. KTNN phải có thẩm quyền tiến hành xử lý xử phạt đối với hành vi gian lận, phạm pháp nghiêm trọng và có biện pháp trong việc tìm kiếm manh mối hành vi gian lận, phạm pháp nghiêm trọng. KTTNKT là nghiệp vụ chuyên môn để đối chiếu với với các mục tiêu liên quan, đưa ra đánh giá xem xét liệu những công chức đặc biệt có hành thành đúng chức trách, nghĩa vụ của mình không, đồng thời xác định rõ gian giới trách nhiệm của cán bộ, viên chức trong những vấn đề do KTNN phát hiện (Đoàn học tập kinh nghiệm kiểm toán tại KTNN Trung Quốc, 2005).

Crawbath (2001) xác định rằng kiểm toán CBQL là một nhiệm vụ khó thực hiện với lý do các nhân tố ảnh hưởng tới kiểm toán đặc biệt là TNKT của CBQL như: Nhân tố kinh tế, xã hội, đối tượng kiểm toán làm cho kết quả KTTNKT của CBQL trở nên ít chính xác vì nó tác động lớn đến các cán bộ kiểm toán làm cho KTV dễ nhận định sai.

Smarth Jhon (2000) đã chỉ ra rằng tại các nước xã hội chủ nghĩa, hiện tượng CBQL dễ xảy ra tình trạng thiếu trách nhiệm trong quản lý là xuất phát từ hiện tượng tư lợi cá nhân và lợi ích riêng nên dễ xảy ra hiện tượng tiêu cực làm cho các tổ chức kém phát triển gây lãng phí và thất thoát cho nhà nước làm ảnh hưởng lớn tới sự phát triển của đất nước do đó phải tăng cường công tác thanh kiểm tra các đơn vị khu vực công nhằm mục đích minh bạch tài chính, giảm thất thoát tiền, tài sản nhà nước.

Nath (2005) chỉ ra có 8 nhân tố được phân loại thành nhóm nhân tố kinh tế, chính trị và xã hội có ảnh hưởng quan trọng tới việc hình thành kiểm toán trong các tổ chức công gồm: Vai trò Tổng KTNN; yêu cầu từ các cấp chính quyền; chính sách tài khóa; áp lực từ các nhóm lợi ích (chính trị gia, phương tiện truyền thông...); vai trò của các ủy ban trong quốc hội; thay đổi luật và quy định; tác động của nghề nghiệp kế toán, kiểm toán; thay đổi cơ cấu tổ chức của SAI. Trong số 8 nhân tố trên, có 3 nhân tố (gồm ủy ban kế toán công, quốc hội và phương tiện truyền thông) có vai trò quan trọng nhất trong việc phát triển kiểm toán, các nhân tố này có ảnh hưởng làm tăng cầu về kiểm toán.

Pollit và Cộng sự (1997, 1999) đưa ra quan điểm chức năng kiểm toán trong các tổ chức công không chỉ đơn giản là áp dụng những kỹ thuật kiểm toán phù hợp mà còn bao hàm khía cạnh quản lý được áp dụng trong mô hình quản trị công mới. Pollit cho rằng thay đổi trên phương diện kỹ thuật kiểm toán trong các tổ chức công quyết định loại hình kiểm toán và tiến trình phát triển, nhưng những thay đổi kỹ thuật kiểm toán chỉ xuất hiện cùng với những thay đổi trong cải cách quản trị công. Trên bằng chứng thực nghiệm khảo sát tại 05 quốc gia khác nhau bao gồm Phần Lan, Pháp, Hà Lan, Thụy Điển và Anh (thông qua nghiên cứu tình huống), Pollitt & cộng sự (1999) đã đưa ra mô hình đầu ra, đầu vào (mô hình logic) để thiết lập mô hình các nhân tố tác động đến hoạt động kiểm toán...

Nhìn chung các công trình nghiên cứu đã chỉ ra sự cần thiết phải thực hiện KTTNKT của cán bộ quản lý đối với lĩnh vực công nhằm mục tiêu phòng chống tham nhũng, minh bạch tài chính công; các công trình đã tập trung nghiên cứu các nhân tố ảnh hưởng công tác kiểm toán và đã chỉ ra được một số nhóm nhân tố ảnh hưởng công tác kiểm toán: như yếu tố kinh tế, chính trị, xã hội; yếu tố về đặc thù của đơn vị được kiểm toán; yếu tố về năng lực của các SAI...

2.2. Các công trình nghiên cứu ở Việt Nam

Về KTTNKT đã có một số công trình khoa học được công bố như:

GS.TS Vương Đình Huệ (2003, 2012) đã đưa ra lý luận chung ban đầu về KTTNKT và có xây dựng sơ bộ quy trình KTTNKT đối với CBQL. Đề tài đã đưa ra được cơ sở lý luận cùng mô hình KTTNKT đối với CBQL và có đưa ra lộ trình từ 2003 đến 2010 đưa hoạt động KTTNKT vào nền nếp. Đây là Đề tài nghiên cứu khoa học đầu tiên về KTTNKT tại Việt Nam, đặt nền móng về khái niệm, đặc trưng, xây dựng cơ sở lý luận, quy trình KTTNKT đối với CBQL.

Nguyễn Chủ tịch nước Trương Tấn Sang (2007) đã có quan điểm cần phải KTTNKT đối với cán bộ được đề bạt, mãn nhiệm kỳ nhằm chống tham nhũng, lãng phí NS, tài sản nhà nước. Có thể nói đây là tuyên bố bước đầu cho quyết tâm đặt nền móng KTTNKT của một thành viên của Bộ Chính trị. Tiếp đến, ngày 18/07/2009, tại cuộc họp giữa Ủy ban Thường vụ Quốc hội và KTNN bàn về Đề án Chiến lược Phát triển KTNN đến 2015 và tầm nhìn 2020 có đặt ra mục tiêu sẽ nghiên cứu ban hành cơ sở pháp lý thực hiện KTTNKT trước khi bổ nhiệm và mãn nhiệm đối với cán bộ lãnh đạo.

Nguyễn Đình Hựu (2015) đã chỉ ra rằng KTTNKT có vai trò quan trọng đối với phòng, chống tham nhũng Việt Nam. Trên cơ sở học tập kinh nghiệm tại CNAO, Tác giả đã đưa ra khái niệm KTTNKT đối với CBQL, đặc trưng, vai trò, lịch sử hình thành, phát triển của KTTNKT; những bài học kinh nghiệm của CNAO đối với việc xây dựng, phát triển KTTNKT đối với CBQL.

Đặng Thị Hoàng Liên (2013) đã có bài viết nghiên cứu về địa vị pháp lý của KTNN Trung Quốc, những loại hình kiểm toán của KTNN Trung Quốc, những thay đổi trong hoạt động KTNN của Trung Quốc từ khi gia nhập WTO và bài học kinh nghiệm cho Việt Nam. Đề tài cũng nêu những nét tương đồng về thể chế, các bài học kinh nghiệm của CNAO để Việt Nam học tập, trong đó có đề cập đến KTTNKT là nhiệm vụ cần thiết trong việc thay đổi hoạt động từ khi gia nhập WTO với mục tiêu minh bạch hóa nền tài chính công.

Nguyễn Đình Hựu (2002), Nghiên cứu về vị trí, chức năng và phương thức hoạt động của Tòa Kiểm toán Pháp trong đó đặc biệt nhấn mạnh đến kiểm toán tài phán. Tòa Kiểm toán được thành lập dưới hình thức một tòa án tư pháp, có thẩm quyền truy cứu TNKT của các nhân viên kế toán công trong trường hợp có vi phạm và có quy chế thẩm phán xét xử, quyền tài phán.

Phạm Anh Tuấn (2014) có đề xuất tăng cường chức năng khởi tố vụ án cho KTNN Việt Nam để tăng cường công tác phòng chống tham nhũng vì các hành vi tham nhũng ngày càng phức tạp, tinh vi, thô bạo với quy mô lớn, liên quan nhiều cấp, nhiều ngành.

Bùi Thị Thủy (2014), Luận án tiến sĩ kinh tế với Đề tài: "Nghiên cứu các nhân tố ảnh hưởng tới chất lượng kiểm toán BCTC các doanh nghiệp niêm yết trên thị trường chứng khoán Việt Nam" đã hệ thống hóa 16 nhân tố ảnh hưởng (các nhân tố này có thể kế thừa trong Luận án) tới chất lượng kiểm toán báo cáo tài chính của các doanh nghiệp niêm yết trên thị trường chứng khoán Việt Nam hiện nay, được chia thành 3 nhóm, gồm: Nhóm nhân tố bên ngoài, nhóm nhân tố về KTV và nhóm nhân tố công ty kiểm toán. Trong số này, Tác giả phát triển 12 tiêu chí đo lường 3 nhân tố thuộc nhóm bên ngoài (Môi trường pháp lý, Doanh nghiệp niêm yết và Kiểm soát bên ngoài và khác) phù hợp với tình hình thực tế tại Việt Nam.

Đặng Anh Tuấn (2015) Luận án tiến sĩ kinh tế đã nghiên cứu những nhân tố ảnh hưởng đến kiểm toán trong lĩnh vực công tại Việt Nam (các nhân tố này có thể kế thừa trong Luận án). Có thể nói, đây là một trong những công trình đầu tiên trong nước có nghiên cứu định lượng về các nhân tố ảnh hưởng đến kiểm toán trong lĩnh vực công tại Việt Nam do KTNN Việt Nam thực hiện. Kết quả nghiên cứu cho thấy có 04 nhóm nhân tố ảnh hưởng hoạt động kiểm toán trong lĩnh vực công là: (1) Nhân tố chính trị; (2) Nhân tố khả

năng của KTNN; (3) Nhân tố kỹ năng của KTV; (4) Nhân tố kinh tế. Trong các nhân tố đó quan trọng nhất là phát hiện việc phát triển công tác kiểm toán phụ thuộc vào nhân tố nội tại (khả năng nội tại của KTNN, kỹ năng của KTV) hơn là các nhân tố bên ngoài (nhân tố chính trị, kinh tế). Mặt khác nghiên cứu cũng chỉ ra rằng tại những nước đang phát triển, mức độ minh bạch và trách nhiệm giải trình chưa cao thì nhu cầu về KTTNKT là rất cao do khả năng "cung" còn thấp, chưa đáp ứng nhu cầu.

Trần Thị Bích Hậu (2012) đã nêu lên các nhân tố tác động đến chất lượng KTTNKT đối với CBQL kinh tế gồm: Tham ô lãng phí, thiếu quy định về TNKT của CBQL, kết quả KTTNKT trong tổ chức công còn hạn chế, yêu cầu triển khai KTTNKT của CBQL để tránh thất thoát lãng phí, yêu cầu từ quốc hội, vai trò của của KTNN, luật KTNN yêu cầu, sự giúp đỡ của các chuyên gia, yêu cầu từ sự minh bạch của công chúng.

Nguyễn Bích Thủy (2011) đã có nghiên cứu chỉ ra rằng nhân tố tác động đến KTTNKT đối với CBQL bao gồm: Kiến thức của kiểm toán viên, trình độ và kinh nghiệm của KTV, Năng lực của KTNN, khả năng vận dụng các phương pháp kiểm toán của KTNN, Kỹ năng của KTV, Nguồn lực của KTNN, Nội dung kiểm toán đối với CBQL kinh tế của KTNN.

Nguyễn Văn Kiên (2010), Trần Bích Hậu (2008) đã có nghiên cứu xác định nhân tố tác động tới kiểm toán TNKT đối với CBQL gồm: Quy mô của tổ chức công, loại hình tổ chức công, CBQL của tổ chức công, quy định và thủ tục của tổ chức công, hiểu biết của tổ chức công;

Nguyễn Văn Kiên (2010), Trần Bích Hậu (2008) đã có nghiên cứu chỉ ra rằng hiệu quả của KTTNKT đối với CBQL kinh tế đối với đơn vị tổ chức công được thể hiện qua công tác triển khai KTTNKT của KTNN, khả năng của KTNN, Mức độ hoàn thành nhiệm vụ của KTNN.

2.3. Mô hình hồi quy

Mô hình nghiên cứu được đề xuất là:

$$F = \alpha + \beta_i(F_i)$$

Trong đó F là biến phụ thuộc thể hiện sự phát triển KTTNKT;

F_i là các biến độc lập thể hiện các nhân tố ảnh hưởng tới sự phát triển KTTNKT đối với CBQL.

3. KINH NGHIỆM KIỂM TOÁN TRÁCH NHIỆM KINH TẾ DO KTNN TRUNG QUỐC THỰC HIỆN

Lịch sử kiểm toán trách nhiệm kinh tế Trung Quốc trải qua ba giai đoạn:

- Giai đoạn một (từ giữa những năm 80 đến năm 1998): là giai đoạn khai sinh của kiểm toán trách nhiệm kinh tế. Ban đầu chỉ là cơ quan kiểm toán thuộc cấp huyện, thành phố địa phương tiến hành kiểm toán một số vấn đề đối với doanh nghiệp cải cách quốc doanh, báo cáo khai man thành tích chính trị của một số lãnh đạo cán bộ Đảng; kiểm toán việc thực hiện kinh doanh bao khoán trước khi rời khỏi sở nhiệm của một số giám đốc, quản lý. Sau đó loại hình này dần dần phát triển thành cơ quan kiểm toán trách nhiệm kinh tế. Năm 1997, Chủ tịch Hồ Cẩm Đào đã có phê chuẩn cho phép kiểm toán trách nhiệm kinh tế trên toàn quốc.

- Giai đoạn hai (từ năm 1999 đến năm 2007): là thời kỳ có tính then chốt trong quá trình tìm tòi, phát triển của kiểm toán trách nhiệm kinh tế. Tháng 5/1999, Văn phòng Trung ương Đảng, Văn phòng Quốc vụ viện đã ban hành Quy định tạm thời kiểm toán trách nhiệm kinh tế trong giai đoạn đương nhiệm đối với các cán bộ lãnh đạo Đảng cấp huyện trở xuống và quy định tạm thời kiểm toán trách nhiệm kinh tế nhiệm kỳ của các cán bộ lãnh đạo doanh nghiệp do Nhà nước đầu tư và chi phối. Giai đoạn này đánh dấu Trung Quốc bước đầu xây dựng chế độ kiểm toán trách nhiệm kinh tế. Bắt đầu từ đây, KTNN Trung Quốc đã tiến hành triển khai kiểm toán trách nhiệm kinh tế toàn diện đối với các cán bộ lãnh đạo Đảng và Chính quyền

cấp huyện trở xuống, lãnh đạo các doanh nghiệp nhà nước. Tháng 01/2005, phạm vi kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo Đảng và chính quyền được mở rộng đến cấp tỉnh, thành phố trực thuộc. Tháng 02/2006, kiểm toán trách nhiệm kinh tế được đưa vào Luật KTNN Công Hòa Nhân dân Trung Hoa, xác định rõ vai trò pháp luật của kiểm toán trách nhiệm kinh tế.

- Giai đoạn ba (từ 2008 đến nay): là thời kỳ phát triển làm sâu sắc hóa kiểm toán trách nhiệm kinh tế. Tháng 9/2009, tại Hội nghị Toàn quốc lần thứ 4 Khóa 17 Đảng Cộng sản Trung ương Trung Quốc có thông qua nghị quyết: "Hoàn thiện công tác kiểm toán trách nhiệm kinh tế của cán bộ lãnh đạo doanh nghiệp nhà nước và lãnh đạo chủ chốt trong Đảng và Chính quyền". Tháng 10/2010, Văn phòng Trung ương Đảng, Văn phòng Quốc vụ viện đã ban hành thực thi quy định kiểm toán trách nhiệm kinh tế cán bộ lãnh đạo doanh nghiệp nhà nước và cán bộ lãnh đạo chủ chốt của Đảng và chính quyền. Đây là văn kiện có tính cương lĩnh trong công tác chỉ đạo kiểm toán trách nhiệm kinh tế. Tháng 7/2014, 7 đơn vị thành viên trong Hội nghị liên tịch công tác kiểm toán kinh tế trung ương đã phối hợp ban hành các hướng dẫn thực hiện cho Quy định trên, cụ thể quy định: "*Thực hiện kiểm toán đối với các lãnh đạo quản lý tài nguyên, tài chính rời nhiệm sở*", mở rộng thêm độ sâu và độ rộng của kiểm toán trách nhiệm kinh tế. Giai đoạn này, kiểm toán trách nhiệm đã dần hoàn thiện, thực hiện chế độ hóa kiểm toán cán bộ lãnh đạo chủ chốt của Đảng và chính quyền cấp huyện trở xuống; không ngừng kiểm toán cán bộ chủ chốt cấp phòng, ban của tỉnh, thành phố; bước đầu tiến hành chế độ kiểm toán luân phiên trong thời gian đương nhiệm đối với cán bộ chủ chốt cấp tỉnh.

Hiện nay, kiểm toán trách nhiệm kinh tế là một trong những nhiệm vụ công tác chính của tổ chức kiểm toán nội bộ và cơ quan KTNN Trung Quốc. Số lượng các cuộc kiểm toán bình quân chiếm khoảng 40% toàn bộ số lượng các cuộc kiểm toán. Theo thống kê từ năm 2008 đến nay, cơ quan kiểm toán các cấp trên cả nước đã tiến hành kiểm toán 220.000 lượt cán bộ lãnh đạo, trong đó: hơn 160 lượng lãnh đạo cấp tỉnh; 4.600 lượt lãnh đạo cấp chánh văn phòng địa phương; hơn 50.000 lượt lãnh đạo cấp huyện; khoảng 170.000 lượt cán bộ lãnh đạo cấp xã, phường. Trong 5 năm gần đây, cơ bản luân phiên kiểm toán một lượt đối với 31 tỉnh thành (khu tự trị, thành phố trực thuộc), 53 doanh nghiệp nhà nước do trung ương quản lý. Qua kiểm toán phát hiện 100 tỷ NDT tiền sai phạm liên quan trách nhiệm trực tiếp của người lãnh đạo thuộc đơn vị được kiểm toán; có hơn 2580 người bị chuyển sang tòa án, viện kiểm sát xử lý; kỷ luật 890 cán bộ phụ trách chủ chốt (Trích báo cáo tham luận của KTNN Trung Quốc tại Hội thảo Kiểm toán trách nhiệm kinh tế và vai trò của cơ quan KTNN trong phòng, chống tham nhũng ngày 22/7/2015 tại KTNN Việt Nam).

Các điều kiện cần có để thực hiện kiểm toán trách nhiệm kinh tế của cán bộ quản lý do KTNN Việt Nam thực hiện

Để triển khai kiểm toán trách nhiệm kinh tế cần phải có các điều kiện sau:

- Thứ nhất: Phải có sự chỉ đạo và ủng hộ mạnh mẽ của Đảng, Chính phủ (theo KTNN Trung Quốc thì công việc này chỉ được thực hiện khi có sự đồng ý và quyết tâm của tầng lớp quyết sách cao nhất). Thực tiễn đã chứng minh, nếu không có sự lãnh đạo và ủng hộ mạnh mẽ của chính quyền, đảng ủy các cấp thì công tác kiểm toán trách nhiệm kinh tế mà trọng tâm là kiểm toán các cán bộ lãnh đạo không thể triển khai được.

- Thứ hai: Cần phải xây dựng, kiện toàn cơ cấu quản lý, tổ chức, vận hành hoạt động kiểm toán trách nhiệm kinh tế từ Trung ương tới địa phương. Tại Trung quốc có hai cấp:

+ Cấp trung ương: đã thành lập các hội nghị liên tịch về công tác kiểm toán trách nhiệm do KTNN Trung Quốc, Ủy ban Kiểm tra trung ương, các bộ ngành của trung ương và các cơ quan khác có liên quan;

+ Tại các tỉnh thành có 97% các quận huyện trong cả nước đã xây dựng hội nghị liên tịch kiểm toán trách nhiệm kinh tế.

Thực tiễn đã chứng minh xây dựng tổ chức thống nhất có lợi cho việc huy động, phát huy các ưu thế của từng bên, tạo thành sức mạnh tổng hợp, đảm thuận lợi cho công tác kiểm toán trách nhiệm kinh tế.

- Thứ ba: Phải kết hợp chặt chẽ kiểm toán trách nhiệm kinh tế với kiểm toán chuyên ngành. Trong khi kiểm toán kinh tế, phải chú ý đến kết quả kiểm toán chuyên ngành trong quá trình sử dụng tài chính, ngân hàng, doanh nghiệp, tài nguyên môi trường. Bên cạnh đó phải không ngừng đổi mới và cải tiến phương thức kiểm toán trách nhiệm kinh tế, kết hợp giữa kiểm toán trong thời gian đương nhiệm và rời nhiệm; thử nghiệm tiến hành kiểm toán đồng bộ trách nhiệm kinh tế của cán bộ lãnh đạo chính phủ và các cấp ủy đảng....Thực tiễn cho thấy, sự kết hợp chặt chẽ giữa kiểm toán trách nhiệm và kiểm toán chuyên ngành là biện pháp hữu hiệu nâng cao hiệu suất kiểm toán, bảo đảm chất lượng kiểm toán.

- Thứ tư: Cần phải xây dựng, kiện toàn cơ chế sử dụng kết quả kiểm toán. Thực tế tại Trung Quốc cho thấy KTNN Trung quốc đã xây dựng được hơn 2000 điều khoản, chế độ về việc sử dụng kết quả kiểm toán trách nhiệm kinh tế. Bao gồm các chế độ như: giao thoa, chuyển giao trách nhiệm khi rời nhiệm sở, ghi chép hồ sơ cán bộ, cảnh báo, truy cứu trách nhiệm,...Nhiều đơn vị, cơ quan, chính quyền các cấp của Trung Quốc đã đem kết quả kiểm toán trách nhiệm kinh tế áp dụng rộng rãi vào các hội nghị quyết định về nhân sự, chính sách kinh tế quan trọng, xử lý các vụ án trọng điểm...Thực tế cho thấy việc áp dụng đầy đủ kết quả kiểm toán trách nhiệm kinh tế là biện pháp quan trọng để phòng, chống đề bạt các cán bộ yếu kém vào các vị trí quan trọng.

- Thứ năm: Cần phải chuẩn hóa khung pháp lý của kiểm toán trách nhiệm kinh tế. Hiện nay tại KTNN Trung Quốc thì khung pháp lý cho kiểm toán trách nhiệm kinh tế bao gồm Luật KTNN Trung Quốc; quy định của Văn phòng Trung ương Đảng và Quốc Vụ viện về kiểm toán Trách nhiệm; các thông tư hướng dẫn (toàn quốc đã xây dựng xong hơn 12.000 điều khoản, chế độ, văn bản quy phạm pháp luật về kiểm toán trách nhiệm kinh tế)...

4. THỰC TRẠNG KIỂM TOÁN TRÁCH NHIỆM KINH TẾ ĐỐI VỚI CÁN BỘ QUẢN LÝ DO KIỂM TOÁN NHÀ NƯỚC THỰC HIỆN

Ngày 27/8/2007, tại buổi làm việc với Ban Cán sự đảng KTNN, đồng chí Trương Tấn Sang - Ủy viên Bộ Chính trị, Thường trực Ban Bí thư đã đề nghị xây dựng đề án KTTNKT đối với cán bộ được đề bạt, miễn nhiệm nhằm chống tham nhũng, lãng phí tài chính công, tài sản công.

Hệ thống các chỉ tiêu và tiêu chí để đánh giá trách nhiệm của cán bộ lãnh đạo tại các cơ quan nhà nước và các DNNN còn chưa rõ ràng, đầy đủ; Chế tài xử lý còn nhẹ, chưa có sức thuyết phục; Chưa có quy định cụ thể kiểm toán đánh giá trách nhiệm kinh tế của cán bộ tại các cơ quan nhà nước và lãnh đạo DNNN; Chưa có quy trình và đề cương hướng dẫn kiểm toán đối với kiểm toán đánh giá trách nhiệm kinh tế trong lĩnh vực NS, đầu tư, DNNN, nhất là các tập đoàn, tổng công ty nhà nước.

Hiện nay trong Quy trình kiểm toán chưa đề cập đến việc đánh giá trách nhiệm kinh tế qua kết quả kiểm toán. Tuy nhiên KTNN đã ban hành Hướng dẫn Số 165/HD-KTNN ngày 8/03/2008 hướng dẫn kết luận về trách nhiệm và kiến nghị xử lý vi phạm theo kết luận kiểm toán qua kết quả kiểm toán. Văn bản này hướng dẫn việc kết luận về trách nhiệm và kiến nghị xử lý đối với người đứng đầu, cấp phó của người đứng đầu cơ quan, tổ chức, đơn vị được giao quyền hạn và trách nhiệm trong quản lý, sử dụng ngân sách, tiền và tài sản nhà nước hoặc của đơn vị được giao quản lý vốn, tài sản nhà nước có các sai phạm được phát hiện trong quá trình thực hiện kiểm toán.

Qua nghiên cứu định lượng và kết quả khảo sát có mô hình hồi quy như sau:

$$F = \beta_0 + \beta_1 F_1 + \beta_2 F_2 + \beta_3 F_3 + \beta_4 F_4 + \beta_5 F_5 + \beta_6 F_6 + \beta_7 F_7 + U_i$$

Nhân tố 1: Đặt tên cho nhân tố này là *Năng lực của KTV* và ký hiệu là F1.

Nhân tố 2: Đặt tên cho nhân tố này là *Kinh tế, chính trị, xã hội* và ký hiệu là F2.

Nhân tố 3: Đặt tên cho nhân tố này là *Khả năng KTTNKT của CBQL của KTNN* và ký hiệu là F3.

Nhân tố 4: Đặt tên cho nhân tố này là *Sự hiểu biết và quy chế của tổ chức công* và ký hiệu là F4.

Nhân tố 5: Đặt tên cho nhân tố này là *Vai trò của KTNN, Luật KTNN và sự giúp đỡ từ các chuyên gia*, ký hiệu F5.

Nhân tố 6: Đặt tên cho nhân tố này là *Đặc thù của tổ chức công*, ký hiệu là F6.

Nhân tố 7: Đặt tên cho nhân tố này là *Yêu cầu tự sự minh bạch của công chúng*, ký hiệu F7.

Gọi F là KTTNKT của CBQL và là biến phụ thuộc. Các biến từ F1 đến F7 là các biến độc lập.

Số liệu chạy hồi quy tuyến tính (qua khảo sát) cho kết quả như sau:

| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|--|-----------------------------|------------|---------------------------|-------|------|
| | B | Std. Error | Beta | | |
| (Constant) | 1.39 | .000 | 1.44 | .000 | .000 |
| Năng lực của KTV (F1) | .261 | .031 | .366 | 5.108 | .000 |
| Kinh tế, chính trị, xã hội (F2) | .135 | .000 | .145 | 2.631 | .002 |
| Khả năng KTTNKT của CBQL của KTNN (F3) | .173 | .041 | .183 | 3.382 | .001 |
| 1 Sự hiểu biết và quy chế của tổ chức công (F4) | .022 | .033 | .032 | .427 | .002 |
| Vai trò của KTNN, Luật KTNN và sự giúp đỡ từ các chuyên gia (F5) | .145 | .021 | .155 | 2.841 | .004 |
| Đặc thù của tổ chức công (F6) | .283 | .011 | .333 | 5.525 | .000 |
| Yêu cầu tự sự minh bạch của công chúng (F7) | .130 | .041 | .150 | 2.532 | .002 |

(Nguồn: Kết quả khảo sát)

Hệ số Sig của mô hình đều <0,05. Vậy mô hình có ý nghĩa thống kê.

Kết quả phân tích ANOVA như sau:

| Model Summary ^b | | | | | | | | | | |
|----------------------------|-------------------|----------|-------------------|----------------------------|-------------------|----------|-----|-----|---------------|---------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | | Durbin-Watson |
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change | |
| 1 | .485 ^a | .635 | .617 | .88513186 | .645 | 12.806 | 7 | 292 | .000 | 2.131 |

(Nguồn: Kết quả khảo sát)

Hệ số R Square (R²) của mô hình là 0,635 > 0,5. Do đó mô hình có ý nghĩa thống kê.

Từ kết quả này dựng được mô hình hồi quy tuyến tính chuẩn hóa về KTTNKT của CBQL do KTNN thực hiện như sau:

$$F = 1,44 + 0,366F1 + 0,145F2 + 0,183F3 + 0,032F4 + 0,155F5 + 0,333F6 + 0,150F7 + U_i$$

Kết quả nghiên cứu cho thấy tất cả các yếu tố đều ảnh hưởng tới KTTNKT đối với CBQL do Kiểm toán Nhà nước Việt Nam thực hiện trong đó có 5 nhân tố tác động mạnh nhất tới biến phụ thuộc là các nhân tố: Năng lực kiểm toán (F1), Kinh tế, chính trị, xã hội (F2), Khả năng KTTNKT của CBQL của KTNN (F3), Vai trò của KTNN, Luật KTNN và tác động của chuyên gia (F5), Đặc thù của tổ chức công (F6).

Những nhân tố có hệ số β lớn nhất sẽ tác động nhiều nhất tới việc KTTNKT của CBQL. Như vậy, để phát triển KTTNKT của CBQL trong các tổ chức do KTNN thực hiện phải tiến hành cải thiện những nhân tố tác động mạnh nhất đến KTTNKT của CBQL.

5. MỘT SỐ GIẢI PHÁP, KIẾN NGHỊ

Để KTTNKT thật sự là một công cụ kiểm tra, kiểm soát có hiệu quả, điều cơ bản nhất là phải đảm bảo được tính độc lập trong hoạt động KTTNKT, đặc biệt là trong quyết định kế hoạch kiểm toán và tiến hành các hoạt động kiểm toán. Giải pháp hoàn thiện KTTNKT của CBQL gồm: (i) Cải thiện các chính sách về kinh tế, chính trị, xã hội nhằm tạo điều kiện cho công tác KTTNKT đối với CBQL; (ii) Nâng cao hiệu quả công tác triển khai KTTNKT đối với CBQL trong các tổ chức công; (iii) Nâng cao năng lực kiểm toán viên thực hiện KTTNKT đối với CBQL; (iv) Thúc đẩy mạnh mẽ KTTNKT đối với CBQL trong các tổ chức công;

Các kiến nghị:

- Đối với Bộ Chính trị

Theo kinh nghiệm của KTNN Trung Quốc, Trung ương Đảng phải có nghị quyết về kiểm toán trách nhiệm đối với các cán bộ quản lý thuộc bộ máy nhà nước hoặc các doanh nghiệp do Nhà nước chi phối. Trước mắt để thận trọng vì chưa có tiền lệ, KTNN nên trình Bộ Chính trị thí điểm Đề án kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý do Trung ương quản lý (Đối tượng thí điểm là các ủy viên trung ương, các đại biểu quốc hội, các bộ trưởng, thành viên chính phủ, Bí thư, chủ tịch các tỉnh thành phố trực thuộc trung ương; chủ tịch, tổng giám đốc các tập đoàn, tổng công ty lớn của Nhà nước. Mặt khác đối tượng thí điểm để kiểm toán trách nhiệm kinh tế nên là các cán bộ đang trong quy hoạch phát triển lên vị trí cao hơn hoặc tiếp tục đủ điều kiện duy trì thêm 01 nhiệm kỳ nữa). Sau khi thí điểm (dự kiến khoảng 05 năm), KTNN có đánh giá kết quả thực hiện và trình Bộ Chính trị, Quốc hội cho phép thực hiện trên cả nước đối với các cấp chính quyền địa phương.

Có chủ trương và nghị quyết cho phép thực hiện kiểm toán trách nhiệm kinh tế, trước mắt thí điểm đến năm 2020 thực hiện Đề án kiểm toán trách nhiệm kinh tế cán bộ quản lý cán bộ quản lý do Trung ương quản lý (Đối tượng thí điểm là các ủy viên trung ương, các đại biểu quốc hội, các bộ trưởng, thành viên chính phủ, Bí thư, chủ tịch các tỉnh thành phố trực thuộc trung ương; chủ tịch, tổng giám đốc các tập đoàn, tổng công ty lớn của Nhà nước. Mặt khác đối tượng thí điểm để kiểm toán trách nhiệm kinh tế nên là các cán bộ đang trong quy hoạch phát triển lên vị trí cao hơn hoặc tiếp tục đủ điều kiện duy trì thêm 01 nhiệm kỳ nữa). Sau khi thí điểm tổ chức đánh giá và mở rộng đến các cấp chính quyền địa phương và các đơn vị có liên quan trong cả nước.

- Đối với Quốc Hội

Ban hành nghị quyết cho phép thực hiện kiểm toán trách nhiệm kinh tế do KTNN chủ trì thực hiện. Đưa các kết quả kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý vào các phiên họp để chất vấn Chính phủ và các thành viên Chính phủ.

- Đối với Chính phủ và các cơ quan khác có liên quan

Quán triệt và yêu cầu các thành viên Chính phủ chấp hành và phối hợp tốt với KTNN thực hiện kiểm toán trách nhiệm kinh tế do KTNN chủ trì thực hiện. Chi trình Quốc Hội phê chuẩn các chức danh chính phủ sau khi có báo cáo kiểm toán đối với các cá nhân định bổ nhiệm. Yêu cầu KTNN thực hiện kiểm toán trách nhiệm định kỳ hoặc đột xuất với các thành viên chính phủ.

Đối với Tổng KTNN (từ năm 2017 đến 2020)

- Trình Đề án thí điểm kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo lên Bộ chính trị, Ban bí thư Trung ương. Trước mắt để thận trọng vì chưa có tiền lệ, KTNN nên trình Bộ Chính trị thí điểm Đề án kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý do Trung ương quản lý (Đối tượng thí điểm là các ủy viên trung ương, các đại biểu quốc hội, các bộ trưởng, thành viên chính phủ, Bí thư, chủ tịch các tỉnh thành phố trực thuộc trung ương; chủ tịch, tổng giám đốc các tập đoàn, tổng công ty lớn của Nhà nước. Mặt khác đối tượng thí điểm để kiểm toán trách nhiệm kinh tế nên là các cán bộ đang trong quy hoạch phát triển lên

vị trí cao hơn hoặc tiếp tục đủ điều kiện duy trì thêm 01 nhiệm kỳ nữa). Sau khi thí điểm (dự kiến khoảng 05 năm), KTNN có đánh giá kết quả thực hiện và trình Bộ Chính trị, Quốc hội cho phép thực hiện trên cả nước đối với các cấp chính quyền địa phương.

- Tiến hành soạn thảo và trình cấp có thẩm quyền (Bộ chính trị, Ban bí thư, Chính phủ) ban hành tạo khuôn khổ pháp lý cho hoạt động kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo. Trước mắt Bộ Chính trị hoặc Ban Bí thư có thể ban hành: “Quy định tạm thời về kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo” trong đó quy định rõ trách nhiệm của các cơ quan như: Ban tổ chức TW, UBKT Trung ương, Bộ nội vụ, Thanh tra Chính phủ và KTNN.

- Trong quá trình chờ được phê duyệt, KTNN có hướng dẫn cụ thể và tăng cường đánh giá trách nhiệm cá nhân qua kết quả kiểm toán hiện nay của các lãnh đạo cấp cao và gửi cho Bộ Chính trị, Quốc Hội và cơ quan báo chí để thấy được tầm quan trọng của kiểm toán trách nhiệm kinh tế đối với cán bộ quản lý; xây dựng Quy chế tổ chức và hoạt động của đoàn kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo; Quy trình kiểm toán trách nhiệm kinh tế đối với cán bộ lãnh đạo các cấp: Lãnh đạo đảng và nhà nước ở Trung ương; Lãnh đạo các bộ, ngành; cán bộ lãnh đạo các cấp; lãnh đạo các doanh nghiệp do Nhà nước góp vốn và chi phối; Xây dựng các chuẩn mực kiểm toán cụ thể đối với từng cấp lãnh đạo...

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NGHIÊN CỨU THỰC TRẠNG SẢN XUẤT- CHẾ BIẾN- TIÊU THỤ NÔNG SẢN THEO CHUỖI GIÁ TRỊ Ở VIỆT NAM NHẪM PHÁT TRIỂN BỀN VỮNG

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TÓM TẮT: Bài viết này nhóm nghiên cứu sử dụng phương pháp thứ cấp để nghiên cứu khái quát thực trạng sản xuất, chế biến, tiêu thụ nông sản theo chuỗi giá trị nhằm góp phần phát triển bền vững kinh tế ở Việt Nam theo xu thế hội nhập. Đánh giá những ưu nhược điểm từ đó tìm hướng giải quyết cho sự phát triển bền vững.

Từ khóa: Nông sản; Chuỗi giá trị; phát triển bền vững

ABSTRACT: In this paper, researchers use secondary method to examine the actual value chain in producing, processing and consuming agricultural products in connection with Vietnamese sustainable economic development in integration process. Researchers also propose related solutions to achieve sustainable development based on the assessment of advantages and disadvantages of the value chain.

Key words: agricultural products; value chain; sustainable development

1. THỰC TRẠNG SẢN XUẤT – CHẾ BIẾN – TIÊU THỤ NÔNG SẢN THEO CHUỖI GIÁ TRỊ Ở VIỆT NAM.

1.1. Thực trạng sản xuất nông sản ở Việt Nam:

Lĩnh vực sản xuất nông sản theo chuỗi giá trị ở Việt Nam có nhiều ngành hàng, trong đó có một số ngành hàng chủ yếu, gồm: lúa gạo, cà phê, cao su, chè, điều, đường mía, rau quả, hồ tiêu...

Tình hình sản xuất nông sản chuỗi giá trị ở Việt Nam đối với một số mặt hàng chủ yếu trong thời gian qua như sau:

Cà phê

Việt Nam là nước sản xuất cà phê lớn thứ 2 thế giới sau Brazil và là nước sản xuất cà phê Robusta lớn nhất thế giới. Việt Nam chiếm gần 20% tổng sản lượng cà phê toàn cầu. Chính phủ Việt Nam đặt mục tiêu duy trì diện tích trồng cà phê 600.000ha đến năm 2020 và sản xuất 1,7 triệu tấn cà phê hàng năm. Việt Nam hiện có khoảng gần 100 doanh nghiệp xuất khẩu đang hoạt động, dẫn đầu bởi Intimex, Simexco và Tín Nghĩa.

Bảng 1: Diện tích và sản lượng Cà phê

| Niên vụ (tháng 10-9) | 2016/2017 | 2015/2016 | 2014/2015 | 2013/2014 |
|------------------------------------|-----------|-----------|-----------|-----------|
| Diện tích trồng (ha) đến cuối 2016 | 645.38 | 650.00 | 641.20 | 653.35 |
| Sản lượng (triệu bao) | | | | |
| -Khảo sát Reuters (T2/2017) | 24,5 | 28,93 | 27,2 | 28 |
| - USDA (5/2017) | 26 | 28,93 | 27,4 | 29,83 |
| — Robusta | 25 | 27,83 | 26,35 | 28,65 |
| — Arabica | 1 | 1,1 | 1,05 | 1,18 |
| - ICO (T12/2016) | 25,5 | 28,7 | 26,5 | 27,5 |

(Nguồn: Bộ nông nghiệp và phát triển nông thôn)

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Gạo:

Năm 2017, sản lượng lúa của Việt Nam đạt 43,6 triệu tấn, tương đương 28,3 triệu tấn gạo, giảm 4% so với năm 2016. Nguyên nhân là do thiếu nước, xâm mặn nghiêm trọng và bão làm giảm năng suất trung bình. Nông dân Việt Nam hiện đang thời gian cao điểm sản xuất vụ chính đông xuân. Đến giữa tháng 3/2017, hoạt động sản xuất vụ lúa đầu tiên và lớn nhất trong 3 vụ được báo cáo là phục hồi so với hoạt động sản xuất hồi năm ngoái, đạt diện tích gieo trồng 3,04 triệu ha. Tại ĐBSCL, khu vực sản xuất chiếm một nửa sản lượng vụ đông xuân, vấn đề xâm mặn vẫn còn tác động và mưa đến trễ được cho là có thể làm giảm năng suất. Năm 2017, nguồn nước không đủ cho hệ thống thủy lợi và tình trạng xâm mặn đã làm giảm 10% năng suất trung bình vụ chính tại ĐBSCL xuống còn 6,4 tấn/ha. Kết quả thu hoạch sớm cho thấy thậm chí năng suất còn có thể giảm thấp hơn trong năm nay. Tình hình sản xuất tại ĐBSH tốt hơn nhờ thời tiết tốt. Hiện khu vực ĐBSCL đang chuẩn bị xuống giống vụ hè thu. Tuy vậy, sự tụt giảm sản lượng trong vụ đầu bị trễ có thể duy trì mức giá lúa ở mức cao.

Về sản xuất, miền Nam Việt Nam sản xuất 29,74 triệu tấn lúa trong năm 2017, chiếm gần 70% tổng sản lượng lúa Việt Nam, dựa trên số liệu của Tổng cục Thống kê. ĐBSCL cung ứng 90% tổng lượng gạo khả dụng xuất khẩu của Việt Nam. Việt Nam giữ lại khoảng 20% sản lượng lúa cho dự trữ và hiện đang có mục tiêu cắt giảm thất thoát sau thu hoạch xuống dưới 8% đến năm 2020, từ mức gần 14% hiện nay. Việt Nam cũng đặt mục tiêu giảm diện tích trồng lúa để thích ứng với biến đổi khí hậu, với các khu vực chuyển đổi là các khu vực có nguy cơ xâm mặn và thiếu nước. Việt Nam có hơn 80 nhà xuất khẩu gạo, chiếm thị phần khoảng 20% xuất khẩu gạo toàn cầu.

Bảng 2: Sản lượng và diện tích Gạo

| | Năm 2017 | Năm 2016 | Năm 2015 |
|--------------------------------|----------|----------|----------|
| Sản lượng lúa (triệu tấn) | 44,47 | 43,6 | 45,09 |
| – Vụ đông xuân | 19,4 | 20,68 | 20,85 |
| – Vụ hè thu | 11,34 | 11,4 | |
| – Vụ 3 | 9,2 | 9,44 | |
| Tổng diện tích 3 vụ (triệu ha) | 7,69 | 7,79 | 7,83 |
| Tiêu dùng gạo (triệu tấn) | 22 | 21,2 | 22 |

(Nguồn: Bộ Nông nghiệp và phát triển nông thôn)

Cao su: Việt Nam là nhà sản xuất cao su tự nhiên lớn thứ 3 thế giới, sau Thái Lan và Indonesia, và là nước xuất khẩu cao su lớn thứ 4 thế giới, sau Thái Lan, Indonesia và Malaysia. Thu hoạch mủ tạm ngừng trong tháng 2 – 3 hàng năm để cây tái tạo mủ. Hoạt động cao mủ quay trở lại vào cuối tháng 4 và đạt cao điểm vào từ tháng 11. Hơn 500 nhà xuất khẩu đang chiếm 80% tổng sản lượng cao su của Việt Nam.

Bảng 3: Diện tích và sản lượng cao su

| | Năm 2016 | Năm 2015 | Năm 2014 |
|-----------------------|-----------|-----------|-----------|
| Diện tích trồng (ha) | 976.400 | 985.600 | 978.900 |
| Sản lượng mủ khô | | | |
| - Chính phủ/VRA (tấn) | 1.032.100 | 1.012.700 | 966,600 |
| Nhập khẩu (tấn) | 433.048 | 390.341 | 326.500 |
| Xuất khẩu (tấn) | 1.258.000 | 1.137.400 | 1,066,000 |

(Nguồn: Bộ Nông nghiệp và phát triển nông thôn)

Hạt tiêu: Việt Nam là nước sản xuất – xuất khẩu hạt tiêu đen lớn nhất thế giới, chiếm hơn 30% thương mại hạt tiêu toàn cầu. Việt Nam cũng mua hạt tiêu từ Campuchia, Indonesia và Brazil để tái xuất. Hạt tiêu

trắng chiếm gần 15% tổng xuất khẩu hạt tiêu của Việt Nam. Thu hoạch hạt tiêu tại Việt Nam bắt đầu từ tháng 2, đạt cao điểm vào tháng 3 và kết thúc vào tháng 5. Diện tích trồng hạt tiêu hiện tại ở Việt Nam đã vượt mục tiêu sản xuất 140.000 tấn từ 50.000ha đến năm 2020.

Bảng 4: Diện tích và sản lượng Hạt tiêu

| | Năm 2016 | Năm 2015 | Năm 2014 |
|-----------------------|----------|----------|----------|
| Diện tích trồng (tấn) | 124.500 | 101.600 | 85.600 |
| Sản lượng (tấn) | 193.300 | 176.800 | 147.000 |

(Nguồn: Bộ Nông nghiệp và phát triển nông thôn)

Hạt điều: Việt Nam là nước xuất khẩu hạt điều lớn nhất thế giới, chỉ giữ lại 7% tổng sản lượng cho tiêu dùng nội địa và chiếm thị phần hơn 50% thương mại điều toàn cầu. Thời gian thu hoạch hạt điều tại Việt Nam diễn ra từ tháng 2 – 6 hàng năm. Phần lớn diện tích trồng điều tại Việt Nam tập trung ở miền Nam, với năng suất trung bình 1.06 tấn/ha. Khoảng 460 nhà sản xuất nội địa Việt Nam đang đối mặt với tình trạng thiếu hụt nguồn cung điều thô và chất lượng không ổn định do sản xuất điều thô nội địa chỉ đáp ứng 1/3 công suất chế biến.

Việt Nam nhập khẩu hơn 1 triệu tấn điều thô trong năm 2016, tăng 21,4% so với năm 2015, chủ yếu từ châu Phi. Việt Nam đặt mục tiêu sản xuất 450.000 tấn điều thô đến năm 2020, từ diện tích 350.000ha.

Bảng 5: Diện tích và sản lượng Hạt điều

| | Năm 2016 | Năm 2015 | Năm 2014 |
|----------------------|----------|----------|----------|
| Diện tích trồng (ha) | 293.000 | 290.400 | 295.100 |
| Sản lượng (tấn) | 303.900 | 352.000 | 345.100 |
| Xuất khẩu (tấn) | 347.000 | 328.000 | 302.500 |

(Nguồn: Bộ Nông nghiệp và phát triển nông thôn)

Chè: Chè đen chiếm gần 80% xuất khẩu chè của Việt Nam. Pakistan, Nga và Đài Lan là những nước nhập khẩu chè lớn nhất của Việt Nam năm 2016 theo lượng. Việt Nam là nước sản xuất – xuất khẩu chè lớn thứ 5 thế giới, đặt mục tiêu duy trì khoảng 140.000ha trồng chè đến năm 2020. Pakistan, Nga và Đài Loan là các thị trường nhập khẩu chè lớn nhất của Việt Nam trong 4 tháng đầu năm 2017.

Bảng 6: Diện tích và sản lượng Chè

| | Năm 2016 | Năm 2015 | Năm 2014 |
|---------------------------------|------------|------------|----------|
| Diện tích trồng (ha) | 131.500 | 133.600 | 132.100 |
| Sản lượng chè nguyên liệu (tấn) | 1,02 triệu | 1,01 triệu | 981.900 |
| Xuất khẩu (tấn) | 130.904 | 124.575 | 132.500 |

(Nguồn: Bộ Nông nghiệp và phát triển nông thôn)

2. THỰC TRẠNG CHẾ BIẾN NÔNG SẢN Ở VIỆT NAM

Lĩnh vực chế biến nông sản chuỗi giá trị ở Việt Nam có nhiều ngành hàng. Các ngành này đều có chung đặc điểm là dùng các sản phẩm của ngành nông nghiệp làm nguyên liệu, phần lớn các cơ sở chế biến gắn kết với các vùng nguyên liệu tập trung.

Bảo quản, chế biến gạo: Lĩnh vực bảo quản, chế biến gạo bước đầu đã hình thành và ổn định, góp phần đưa gạo trở thành mặt hàng xuất khẩu chủ lực, đảm bảo an ninh lương thực quốc gia. Hiện nay, cả nước có khoảng 10.000 máy sấy các loại, năng lực sấy chỉ đảm bảo dưới 20% sản lượng thóc hè thu. Các

kho chứa và công nghệ bảo quản thóc gạo của cả nước khoảng trên 3 triệu tấn, trong đó vùng ĐBSCL có 1,5 triệu tấn. Trang thiết bị cho các khâu đóng bao, bốc xếp, vận chuyển chủ yếu làm bằng thủ công, năng suất lao động phục vụ kho thấp. Việc đầu tư, sử dụng các kho Silô chuyên dùng, bước đầu còn gặp nhiều khó khăn về kinh phí và chất lượng kho. Về thiết bị công nghệ chế biến, các doanh nghiệp, cơ sở chế biến có quy mô lớn cơ bản đã được cơ giới hóa, nhiều cơ sở đạt trình độ trung bình tiên tiến so với các nước trong khu vực. Chất lượng gạo nói chung và gạo xuất khẩu nói riêng từng bước được cải thiện. Về xay xát, chế biến gạo, năm 2016, cả nước có trên 800 cơ sở chế biến gạo quy mô công nghiệp công suất từ 5-10 tấn thóc/ca đến 60 tấn thóc/ca. Trong đó miền Bắc có trên 300 cơ sở, miền Nam trên 400 cơ sở, tổng năng lực xay xát đạt khoảng 13,5 triệu tấn/năm. Số thóc còn lại trên 25 triệu tấn do các hộ gia đình và 10.000 cơ sở tư nhân xay xát nhỏ, xay xát để sử dụng và tiêu thụ trong nước. Nhìn chung, công nghệ thiết bị cho chế biến gạo của nước ta còn chưa đáp ứng nhu cầu. Tỷ lệ thu hồi chỉ đạt 60-62%, trong đó có 42-43% gạo nguyên. Có một số nhà máy cho tỷ lệ thu hồi trên 70% và gạo nguyên 52-55%. Tuy nhiên, còn các tồn tại là công nghiệp chế biến đa số vẫn là các cơ sở cũ, trang thiết bị không đồng bộ; các doanh nghiệp và nông dân chưa chủ động được điều kiện làm khô, phơi sấy, chất lượng thóc đưa vào xay xát không đạt các tiêu chuẩn kỹ thuật về độ ẩm, mốc. Công tác an toàn vệ sinh thực phẩm trong bảo quản, chế biến cần chú trọng hơn nữa.

Chế biến chè: Theo số liệu điều tra năm 2016 của Cục Chế biến, Thương mại nông lâm thủy sản và nghề muối, đến nay cả nước có 455 cơ sở chế biến chè có quy mô công suất từ 1.000kg chè búp tươi/ngày trở lên. Tổng công suất theo thiết kế là 4.646 tấn/ngày, năng lực chế biến gần 1,5 triệu tấn búp tươi/năm (TBT/năm), nhưng công suất thực tế chỉ đạt 600 ngàn TBT/năm (khoảng 40% công suất thiết kế). Trong các nhà máy chè, số nhà máy được trang bị đồng bộ, máy móc thiết bị tốt, đảm bảo các tiêu chuẩn kỹ thuật chiếm 20%; số nhà máy trung bình: 40%; còn lại 40% số cơ sở chế biến chấp vá, không đảm bảo các yêu cầu kỹ thuật của quá trình chế biến chè. Hiện tại ngành Chè Việt Nam chủ yếu sản xuất chè đen và chè xanh. Chè đen được chế biến theo phương pháp OTD và CTC. Các nhà máy sử dụng công nghệ OTD của Liên Xô đang chiếm phần lớn, tình trạng thiết bị cũ, lạc hậu. Các nhà máy dùng công nghệ CTC có thiết bị, công nghệ tiên tiến, hiện đại, nhưng số nhà máy này còn ít.

Chế biến cà phê: Cà phê được chế biến chủ yếu tại 3 khu vực: hộ gia đình có quy mô nhỏ, thủ công; các nhà máy chế biến cà phê nhân; các nhà máy chế biến cà phê bột. Hiện nay có khoảng 80% sản lượng cà phê được sơ chế, chế biến tại khu vực hộ gia đình. Phần chế biến quy mô công nghiệp gồm: Các nhà máy chế biến cà phê nhân, chủ yếu chế biến từ nguyên liệu là cà phê thóc, cà phê nhân xô được mua thu gom từ các đại lý, qua xát, phân loại, đánh bóng thành cà phê nhân thành phẩm. Đối với nguyên liệu là cà phê quả tươi, các nhà máy chế biến áp dụng hai phương pháp: Chế biến khô đối với cà phê vối và chế biến ướt đối với cà phê chè và một lượng nhỏ cà phê vối. Hiện nay cả nước có hơn 100 nhà máy chế biến cà phê nhân, công suất từ 5.000 đến 60.000 tấn/năm, đủ cho yêu cầu chế biến gần 1.000.000 tấn nhân/năm. Trong đó, có khoảng 30 nhà máy sử dụng phương pháp chế biến ướt với sản lượng khoảng 100.000 tấn cà phê (chiếm khoảng 10% tổng sản lượng).[3],[4],[5].

Chế biến cao su: Công nghiệp chế biến cao su ở nước ta chủ yếu là sơ chế để xuất khẩu. Công nghiệp chế biến ra các sản phẩm từ cao su chiếm tỷ trọng nhỏ, tiêu thụ khoảng 20% sản lượng cao su trong nước. Năm 2017, tổng công suất sơ chế mủ cao su của cả nước là 950.000 tấn mủ khô/năm, tổng sản lượng đạt 970.000 tấn, kim ngạch xuất khẩu đạt 1,54 tỷ USD; sản lượng tăng 59,9%).[3],[4],[5].

Chế biến, bảo quản rau quả: Các sản phẩm rau quả, chế biến chủ yếu là các loại sau: đồ hộp, lạnh đông, nghiền, cô đặc, mứt quả, chiên sấy, lên men, muối,... Trong đó, tỷ trọng các sản phẩm đồ hộp chiếm 50%, sau đó là sản phẩm cô đặc và lạnh đông đang được nhiều thị trường đặt mua, hai mặt hàng này đang

có xu hướng phát triển mạnh. Việc thu hái, lựa chọn, bảo quản vẫn tiến hành thủ công là chính, tỷ lệ tổn thất sau thu hoạch lên tới 20-25%; Công nghệ bảo quản và phương tiện vận chuyển còn thiếu và lạc hậu, chất lượng thấp, giá thành cao. Cả nước có trên 90 cơ sở chế biến rau quả quy mô công nghiệp với tổng công suất 400.000 TSP/năm.).[3],[4],[5]. Trong đó, doanh nghiệp nhà nước chiếm 50%; doanh nghiệp ngoài quốc doanh chiếm 16%; doanh nghiệp có vốn đầu tư nước ngoài chiếm 34%.

Chế biến Hồ tiêu: Hồ tiêu Việt Nam được chế biến thành 3 loại sản phẩm chính: Tiêu đen (chiếm 80-85%), tiêu trắng (15-20%) và tiêu đỏ (mới được chế biến ở quy mô nhỏ). Hiện Việt Nam đã có hơn 20 nhà máy chế biến tiêu, trang thiết bị tương đối tiên tiến; Tổng công suất đạt 60.000 tấn/năm. Trong đó có hơn 10 nhà máy với công nghệ khá hiện đại, xử lý tiêu qua hơi nước, tạo sản phẩm sạch, đạt tiêu chuẩn ASTA, ESA, Nhật Bản. Tuy nhiên, hầu hết các nhà máy đều chạy cầm chừng, hoạt động không hết công suất do nhu cầu của thế giới về tiêu xô, chất lượng thấp, giá rẻ vẫn còn cao. Về sản phẩm: Chủng loại, chất lượng mặt hàng hồ tiêu Việt Nam xuất khẩu ngày càng đa dạng, tốt hơn trước. Lượng tiêu trắng xuất khẩu những năm trước đây rất ít, nhưng mấy năm gần đây đã đạt khá.

Chế biến hạt điều: Thị trường xuất khẩu nhân hạt điều thuận lợi, các cơ sở chế biến điều phát triển rất nhanh, vượt xa khả năng cung cấp nguyên liệu. Số lượng xuất khẩu 167.000 tấn nhân, kim ngạch 920 triệu USD, Việt Nam đã trở thành nước xuất khẩu điều lớn nhất thế giới và nhân điều đã nằm trong danh mục các sản phẩm nông nghiệp xuất khẩu chính của nước ta.[3],[4],[5]. Đến năm 2016, cả nước có khoảng 310 cơ sở chế biến điều, với tổng công suất chế biến theo thiết kế trên 800.000 tấn hạt thô/năm, dự kiến sản xuất 190.000 tấn nhân, xuất khẩu 180.000 tấn, kim ngạch xuất khẩu 900 triệu USD, sản lượng tăng 35,7%, kim ngạch xuất khẩu tăng 34,3%.

3. THỰC TRẠNG TIÊU THỤ NÔNG SẢN Ở VIỆT NAM

Kim ngạch xuất khẩu nông lâm thủy sản của Việt Nam năm 2017 đạt mức cao kỷ lục với tổng giá trị đạt 32,1 tỷ USD. Trong đó, các mặt hàng nông sản chiếm khoảng 50% với tổng giá trị kim ngạch xuất khẩu đạt khoảng 15,1 tỷ USD. Cà phê là nông sản xuất khẩu mạnh nhất trong năm này với sản lượng xuất khẩu đạt 1,8 triệu tấn, tương đương 3,3 tỷ USD, cao hơn cả giá trị xuất khẩu gạo. Việt Nam xếp thứ 2 trên thế giới về xuất khẩu cà phê, sau Brazil, nhưng đứng đầu về xuất khẩu loại cà phê Robusta. Hai thị trường chuộng cà phê Việt Nam nhất là Đức và Mỹ. Năm 2017, hai thị trường này đã nhập khẩu cà phê của Việt Nam với tổng giá trị gần một tỷ USD. Cà phê cũng là một trong 10 mặt hàng xuất khẩu chủ lực, tạo việc làm nuôi sống hơn 2,5 triệu nông dân. Riêng vùng Tây Nguyên có hơn 450.000 ha trồng, chiếm gần 90% diện tích và sản lượng cà phê cả nước.

Lúa gạo xuất khẩu của Việt Nam vẫn giữ vững vị trí thứ 3 trên thế giới với khoảng 4,9 triệu tấn gạo, giá trị tương đương 2,1 tỷ USD năm 2017. Cũng trong năm này, Việt Nam xuất khẩu 131.000 tấn chè, đạt kim ngạch hơn 217 triệu USD. Các loại chè Shan Tuyết, chè Ô Long, chè Tân Cương... của Việt Nam được xuất khẩu ra nhiều thị trường, nhận được sự hài lòng của người sành trà thế giới. Nước nhập khẩu chè của Việt Nam với sản lượng lớn nhất là Pakixtan, sau đó đến Trung Quốc, Nga, Indonesia, Anh, Đức, Mỹ, Bỉ,...

Năm 2017, Việt Nam xuất khẩu được hơn 177.000 tấn hồ tiêu, tương đương 1,4 tỷ USD. Mỹ vẫn là thị trường nhập khẩu hồ tiêu và hạt điều lớn nhất của Việt Nam. Được ưa chuộng nhất là tiêu Phú Quốc (Kiên Giang) trồng ở đảo cách đất liền 45km, nơi có thổ nhưỡng đặc biệt giúp tiêu thơm và cay nồng, cho chất lượng cao tuyệt hảo. Tiêu Phú Quốc được trồng theo chuẩn GlobalGAP và VietGAP, không dùng phân hóa học. Đây chính là yếu tố cơ bản giúp hồ tiêu Việt Nam vươn ra hơn 30 thị trường trên thế giới.

Dứa Đồng Giao là nông sản có thương hiệu nổi tiếng của vùng đất Tam Điệp, Ninh Bình. Quả dứa Đồng Giao có mặt trong sách Top 50 trái cây đặc sản nổi tiếng nhất Việt Nam, loại trái cây này được Cục Sở hữu Trí tuệ bảo hộ chỉ dẫn địa lý. Sau dứa, loại nông sản thứ 2 của Ninh Bình được người tiêu dùng thế giới yêu thích là ngô ngọt. Thương hiệu ngô ngọt đóng hộp Doveco chiếm đến 70% thị phần trong nước và còn được xuất sang các thị trường khó tính như Nhật Bản, EU. Để có được sản phẩm này, Công ty Giống cây trồng và vật nuôi Đồng Giao đã nhập khẩu giống ngô lai siêu ngọt Sugar 75 từ Mỹ, cung cấp cho nông dân địa phương và nông dân các tỉnh Thái Bình, Tuyên Quang, Thanh Hóa. Sản phẩm ngô được sản xuất theo mô hình khép kín từ khâu trồng trọt đến chế biến công nghiệp.

Trong năm 2017, khoảng 2,5 tỷ USD là giá trị thu được từ xuất khẩu trái cây Việt Nam ra thị trường quốc tế. Trong đó, phải kể đến giống nhãn Ido ở huyện Long Hồ, tỉnh Vĩnh Long được Cục Bảo vệ Thực vật và Cơ quan Kiểm dịch Động Thực vật Mỹ cấp mã số vùng trồng đủ điều kiện xuất khẩu vào thị trường này. Nhãn Ido có nguồn gốc từ Thái Lan, vỏ mỏng, hạt nhỏ, cơm dày, vị ngọt và thơm, cho giá trị kinh tế cao. Đây là loại cây trồng chủ lực, có mặt ở hầu hết các miệt vườn thuộc khu vực đồng bằng sông Cửu Long, đặc biệt là Vĩnh Long, Bến Tre, Cần Thơ, Đồng Tháp... Ngoài nhãn Ido, nhãn quế được trồng ở Bến Tre theo tiêu chuẩn VietGAP. Loại nhãn này không chỉ được thị trường trong nước ưa chuộng, mà còn là nông sản xuất khẩu sang Singapore, Hà Lan, Mỹ. Chuối Lào Cai được xuất khẩu chủ yếu sang thị trường Trung Quốc, Hàn Quốc, Nhật Bản, Đông Âu... Tính đến năm 2017, toàn tỉnh có trên 1.200 ha đất trồng chuối, tập trung chủ yếu ở các huyện Mương Khương, Bát Xát, Bảo Thắng với năng suất bình quân khoảng 30 tấn một ha.

Chôm chôm Java được trồng nhiều ở cù lao Bình Hòa Phước, huyện Long Hồ, tỉnh Vĩnh Long. Cả vùng có khoảng 400ha đất trồng chôm chôm theo tiêu chuẩn Global Gap với sản lượng trên 1.000 tấn mỗi năm. Người dân liên kết thành tổ hợp tác, được hướng dẫn kỹ thuật trồng và chăm sóc theo đúng yêu cầu về tiêu chuẩn chất lượng để xuất khẩu. Chôm chôm Java được xuất khẩu chủ yếu sang Trung Quốc và một số nước châu Âu.

Xoài Cát Lộc, Cát Chu - một loại trái cây có thương hiệu nổi tiếng không chỉ vì mùi vị thơm ngon mà nhờ được trồng theo chuẩn GlobalGAP và VietGAP. Mỗi năm Việt Nam xuất sang thị trường Nhật, Hàn Quốc, New Zealand hàng trăm tấn xoài. Một trong những địa phương đứng đầu cả nước về diện tích trồng xoài là huyện Cao Lãnh, Đồng Tháp với hơn 3.500 ha.

Dưa chuột bao tử là nông sản xuất khẩu chủ lực và được ưa chuộng của huyện Tiên Lãng, Hải Phòng. Với giá thu mua ổn định ở mức 7.000VND/kg năm 2016, loại cây trồng này đã mang lại lợi nhuận gấp 2 lần so với trồng lúa. Hiện nay, sản phẩm dưa chuột bao tử Tiên Lãng được Bình Minh Foods chế biến, đóng hộp xuất đi nhiều nước như Nga, Nhật, Afghanistan...

4. ĐÁNH GIÁ THỰC TRẠNG SẢN XUẤT- CHẾ BIẾN- TIÊU THỤ NÔNG SẢN THEO CHUỖI GIÁ TRỊ

Ưu điểm

Trong thời gian qua, chuỗi giá trị nông sản Việt Nam ngày càng có thế mạnh và vị thế cạnh tranh trên thị trường trong và ngoài nước.

Trong chuỗi giá trị nông sản, người Nông dân tiến hành tổ chức hành động tập thể theo quy trình sản xuất chung gắn với mô hình cánh đồng lớn. Hộ nông dân liên kết lại bằng cách vào tổ hợp tác, hợp tác xã. Sản xuất trong cánh đồng mẫu lớn, trong tổ hợp tác, nông dân giảm được ngày công lao động, giảm chi phí sản xuất do tất cả đều được cơ giới hóa. Không chỉ vậy, nông dân cũng được nâng cao trình độ sản xuất thông qua các buổi tập huấn, chia sẻ kinh nghiệm sản xuất... Từ đó gắn kết giữa nông dân và nông dân

ngày càng bền chặt. Nhờ vào liên kết, nông dân mới có khả năng xây dựng và quản lý nhãn hiệu tập thể, tiến đến xây dựng thương hiệu cho sản phẩm, quản lý về chất lượng sản phẩm để gia tăng giá trị, đáp ứng nhu cầu ngày càng cao của thị trường đối với các sản phẩm có nguồn gốc xuất xứ rõ ràng, đảm bảo an toàn, chất lượng. Nhiều sản phẩm nông sản Việt Nam ngày càng có chỗ đứng trên thị trường trong nước và quốc tế như: bưởi Năm Roi bưởi Da Xanh, nhãn lồng Hưng Yên, nho Ninh Thuận...

Song song với sự liên kết giữa nông dân, liên kết giữa nông dân với doanh nghiệp đã hình thành và củng cố, từ đó xây dựng kênh tiêu thụ mới trong chuỗi giá trị thông qua loại bỏ bớt tác nhân trung gian giữa người sản xuất và doanh nghiệp, rút ngắn độ dài của kênh tiêu thụ nông sản. Sản xuất lớn tạo cơ sở để nông dân liên kết với những doanh nghiệp có khả năng chế biến sâu, bán sản phẩm trực tiếp, có thương hiệu đến người tiêu dùng thông qua các hệ thống phân phối trong và ngoài nước; hoặc liên kết với những doanh nghiệp chứng minh được họ đã liên kết, là một phần hữu cơ của một chuỗi hàng hóa nào đó trong các khía cạnh về chất lượng, thương hiệu, rủi ro... Đã có nhiều doanh nghiệp tiêu thụ, xuất khẩu gạo liên kết với nông dân, xây dựng vùng nguyên liệu thông qua hợp đồng tiêu thụ, cung ứng vật tư, hỗ trợ kỹ thuật... Mỗi liên kết này đã bắt đầu mở rộng ra với nhiều cây trồng khác như trên rau, cây ăn quả và cây công nghiệp (như ngô, lạc, mía, chè, cà phê...), hợp tác, liên kết, chuyển giao khoa học - kỹ thuật, cung cấp dịch vụ công, nhất là đào tạo nghề nông nghiệp. Nhiều doanh nghiệp có uy tín không chỉ trong nước mà trên thị trường quốc tế như: Cà phê Trung Nguyên, VinaTea...

Hạn chế

Bên cạnh những kết quả đạt được, sản xuất – chế biến – tiêu thụ theo chuỗi giá trị nông sản ở nước ta vẫn còn hạn chế, tỷ lệ thành công trong sản xuất – chế biến – tiêu thụ theo chuỗi giá trị nông sản ở nước ta còn thấp. Chuỗi giá trị nông sản từ khâu đầu vào, sản xuất, sau thu hoạch, chế biến đến xuất khẩu (XK) đều tồn tại những hạn chế nhất định.

Tại khâu đầu vào, chi phí còn cao với giá cả biến động. Ở khâu này còn diễn ra tình trạng lạm dụng phân bón, thuốc bảo vệ thực vật và sử dụng quá nhiều nước.

Tiếp đến khâu sản xuất, quy mô khá nhỏ, manh mún, thiếu liên kết. Bên cạnh đó, quy trình kỹ thuật sai, sử dụng quá nhiều lao động và chất lượng không đồng nhất cũng là những hạn chế điển hình.

Ở khâu sau thu hoạch, tổn thất sau thu hoạch còn cao. hạn chế còn là thiếu kho chứa đảm bảo tiêu chuẩn, vận chuyển và đóng gói kém và giao dịch quá nhiều khâu trung gian

Ở khâu chế biến, hạn chế được chỉ ra là công nghệ thấp, giá trị gia tăng thấp, quy mô nhỏ, manh mún. Đáng chú ý, chế biến hiện nay thiếu chế biến sâu và thiếu chế biến các sản phẩm phụ.

Mối quan hệ liên kết giữa doanh nghiệp-hợp tác xã/tổ hợp tác; công tư trong lĩnh vực đầu tư cơ sở hạ tầng; cải cách hiệp hội, ngành hàng còn lỏng lẻo, chưa hiệu quả.

Các chuỗi giá trị nông sản đang gặp khó khăn do thiếu doanh nghiệp đầu mối của chuỗi đủ mạnh để đảm nhận khâu sơ chế, đóng gói thành phẩm cung cấp mặt hàng vào siêu thị, cửa hàng tiện ích, bếp ăn tập thể. Các doanh nghiệp thiếu kho chứa bảo đảm tiêu chuẩn, vận chuyển và đóng gói kém, giao dịch quá nhiều qua khâu trung gian, nên lợi nhuận thấp

Nguyên nhân hạn chế

Một là, Sản phẩm nông sản Việt Nam có tính cạnh tranh thấp.

Trong những năm qua, ngành nông nghiệp Việt Nam đã có nhiều chủ trương, chính sách nhằm thúc đẩy quá trình tham gia hiệu quả vào chuỗi giá trị nông sản toàn cầu để phát triển bền vững. Tuy nhiên, thói quen canh tác lạc hậu của phần lớn nông dân vẫn không thay đổi. Diện tích ruộng đất còn manh mún gây cản trở

cho việc ứng dụng khoa học công nghệ vào sản xuất. Các mô hình sản xuất lớn trong nông nghiệp chỉ là bước đi ban đầu, rất chậm chững dẫn đến khó khăn để chuyển đổi nhanh sang nền nông nghiệp hàng hóa có giá trị gia tăng cao. Bên cạnh đó, việc đáp ứng yêu cầu chất lượng nông sản sạch từ khâu nuôi trồng, để có nguồn nguyên liệu chế biến nhiều, chất lượng tốt và đồng đều đối với nông sản Việt Nam hiện còn rất yếu. Đó là chưa kể, nông sản Việt Nam luôn có giá thấp hơn hàng cùng loại của các nước khác, do quá chú trọng về số lượng, nên bỏ qua điều rất quan trọng là xây dựng thương hiệu nhằm đáp ứng đầu ra cho nông sản.

Chất lượng sản phẩm thấp là một trong những nguyên nhân dẫn đến hình thức chuỗi giá trị phổ biến đối với hầu hết sản phẩm nông nghiệp có thể mạnh xuất khẩu của Việt Nam như lúa gạo, cà phê, rau quả... là theo mô hình thứ ba. Nông sản Việt Nam thường buộc phải xuất khẩu dưới dạng thô hoặc sơ chế, dẫn đến người tiêu dùng nước ngoài rất ít, thậm chí không biết đó là nông sản Việt Nam. Trên thực tế, chừng nào chuỗi giá trị nông sản này còn tồn tại, thì sản phẩm nông sản Việt Nam chưa thể thoát khỏi vị trí cuối bảng trong chuỗi giá trị nông sản thế giới.

Hai là, Mối liên kết trong chuỗi giá trị nông sản còn lỏng lẻo.

Việc hình thành được chuỗi liên kết để kiểm soát chặt từ khâu sản xuất, chế biến đến tiêu thụ sản phẩm, trên cơ sở tổng thể quy hoạch phát triển nông nghiệp, với sự tham gia tích cực của 4 nhà (doanh nghiệp, nhà nông, nhà khoa học và Nhà nước) chưa có hiệu quả. Mối liên kết trong chuỗi giá trị còn lỏng lẻo, đặc biệt là mối liên kết giữa doanh nghiệp và nông dân để tạo ra các chuỗi giá trị nông sản hàng hóa lớn còn yếu. Nguyên nhân chính là tiềm lực tài chính của cả doanh nghiệp và hộ nông dân còn hạn chế. Hộ nông dân thường có tình trạng sản xuất mang tính chộp giật, không lâu dài. Doanh nghiệp thiếu vốn cần thiết để tham gia đầu tư vào nông nghiệp, nhất là công đoạn sản xuất, mà chủ yếu tham gia vào khâu thu gom, sơ chế và tiêu thụ, không quan tâm đến toàn chuỗi sản xuất. Bên cạnh đó, việc xây dựng hệ thống phân phối hàng hóa nông sản luôn là khâu yếu nhất, do thiếu sự liên kết giữa nông dân và doanh nghiệp thu mua, phân phối. Trong thực tế hiện nay, các doanh nghiệp xuất khẩu trong nước ít tổ chức mạng lưới phân phối chính thống, mà thường dựa vào mạng lưới thu mua của tư thương, dẫn tới việc giá nông sản trời sập bấp bênh.

Ba là, Vai trò của Nhà nước trong sản xuất – chế biến – tiêu thụ trong chuỗi giá trị nông sản còn mờ nhạt.

Thời gian qua, các địa phương đã ký kết và thực hiện nhiều chương trình hợp tác, nhưng kết quả còn nhiều hạn chế do nhiều nguyên nhân như thiếu một cơ chế pháp lý rõ ràng và mô hình chỉ đạo, điều phối liên kết vùng chưa thực sự hiệu quả; việc liên kết mới chủ yếu giữa chính quyền với chính quyền, thông qua ký kết các chương trình hợp tác, thiếu ràng buộc trách nhiệm pháp lý; mối liên kết giữa sản xuất - chế biến - tồn trữ và tiêu thụ nông sản còn nhiều hạn chế.

Chuỗi giá trị có ý nghĩa vô cùng quan trọng trong sản xuất nông nghiệp, nhất là nước ta đang hội nhập sâu rộng với quốc tế, sản phẩm nông nghiệp chủ yếu là xuất khẩu; do đó nông dân hoặc các tổ hợp tác, hợp tác xã, doanh nghiệp... nếu không liên kết sẽ khó cạnh tranh.

Chính phủ đã có những chính sách của nhà nước hướng tới việc sản xuất sản phẩm nông nghiệp theo chuỗi giá trị như Quyết định 62, Quyết định 210, Quyết định 889, Quyết định 55... Tuy nhiên, chính sách của nhà nước cũng còn nhiều bất cập và chưa hợp lý khi triển khai xuống thực địa.

5. MỘT SỐ GIẢI PHÁP PHÁT TRIỂN SẢN XUẤT- CHẾ BIẾN- TIÊU THỤ NÔNG SẢN THEO CHUỖI GIÁ TRỊ NHẪM PHÁT TRIỂN BỀN VỮNG

Chính sách tài chính thúc đẩy sản xuất – chế biến – tiêu thụ nông sản theo chuỗi giá trị lúa gạo

Thứ nhất, Trước khi đưa ra các chính sách thúc đẩy sản xuất và xuất khẩu lúa gạo thì phải định hướng cấu trúc chuỗi, xác định một cách căn bản các đối tượng cần hỗ trợ đầu tư hướng đến đối tượng là từng

chuỗi theo các cấp độ khác nhau. Thay đổi cơ chế khuyến khích đầu tư và cho vay ưu đãi hướng về đối tượng là đơn vị dẫn đầu.

Thứ hai, Nhà nước cần có chính sách đầu tư một các căn bản thương hiệu gạo Đồng Bằng Sông Cửu Long (ĐBSCL). Điều này có ý nghĩa rất quan trọng vì tính hiệu quả và quy mô kinh doanh của chuỗi phụ thuộc rất lớn đến tính thương hiệu. Bên cạnh đó, để tiếp cận thị trường thế giới, cần tăng tính liên kết vùng. Vùng lúa chất lượng cao với quy mô khoảng 200.000 ha ở các tỉnh, thành ĐBSCL cần được đầu tư xây dựng tốt là những bước đi đầu tiên trong hành trình xây dựng thương hiệu gạo ĐBSCL

Thứ ba, Nhà nước tăng cường đầu tư và đảm bảo hiệu quả đầu tư cho ứng dụng các tiến bộ kỹ thuật trong sản xuất lúa gạo xuất khẩu ở khu vực ĐBSCL, kết hợp với phát triển nền sản xuất nông nghiệp sạch, ít sử dụng hóa chất. Theo đó, thông qua các hoạt động tín dụng chính sách, tín dụng NHTM, nhà nước có cơ chế cho vay ưu đãi đối với các hộ nông dân ứng dụng kỹ thuật canh tác mới, tham gia các chuỗi sản xuất lúa gạo...ĐBSCL đứng trước các nguy cơ về biến đổi khí hậu, về năng suất thấp, chất lượng không đồng đều, việc đầu tư, ứng dụng kỹ thuật công nghệ mới là điều ảnh hưởng rất lớn đến sự phát triển và năng lực cạnh tranh.

Cần tài trợ cho các chương trình nghiên cứu giống lúa mới phù hợp với nhu cầu thị trường xuất khẩu gạo quốc tế. Việt Nam sản xuất qua nhiều loại giống lúa, kể cả lúa thơm, chất lượng cao cũng bị lai tạp. Những bộ giống trên không còn phù hợp mà phải nhanh chóng có bộ giống mới phù hợp cho từng khu vực thị trường. Do đó, đây là lĩnh vực cần có sự hỗ trợ tài chính của Chính phủ kết hợp với giải pháp tín dụng của ngân hàng thương mại để đầu tư cho khâu giống, cho xúc tiến thương mại, phát triển thị trường xuất khẩu gạo đến các khu vực tiềm năng

Thứ tư, giảm thuế VAT cho các công ty dẫn đạo chuỗi giá trị về 0% thay vì 5% như hiện nay để nâng cao sức cạnh tranh kể cả thị trường trong nước.

Thứ năm, hỗ trợ đầu tư và cho vay ưu đãi đối với việc mua máy móc, thiết bị nông nghiệp một cách thiết thực và hiệu quả.

Thứ sáu, tăng cường đầu tư cơ sở hạ tầng cho phát triển nông nghiệp nói chung và lúa gạo nói riêng. Ở Đồng bằng sông Cửu Long, phát triển hệ thống đường thủy, đường bộ để tăng kết nối tới các vùng chuyên canh và cảng cần Thơ để có thể xuất khẩu gạo từ miền Tây. Áp dụng công nghệ hiện đại về kỹ thuật và quản lý để giảm thời gian tàu tại cảng, giảm chi phí bốc dỡ. Hỗ trợ xây dựng hệ thống điện phục vụ sản xuất cho các vùng chuyên canh ở Đồng bằng sông Cửu Long. Khuyến khích sử dụng năng lượng tái tạo trong sản xuất và chế biến lúa gạo. Ở các vùng chuyên canh: Hoàn chỉnh đồng ruộng, củng cố giao thông và thủy lợi nội đồng. Tập trung hỗ trợ doanh nghiệp xây dựng kho lúa khô đảm bảo lúa lưu kho với tiêu chuẩn tốt tại một số vùng chuyên canh, xây dựng phát triển kho ngoại quan tại một số thị trường trọng điểm.

Thứ bảy, tăng cường nguồn vốn NSNN, vốn Trái phiếu Chính phủ (TPCP) và huy động tối đa vốn ODA, FDI để đầu tư phát triển tam nông: ưu tiên bố trí thông qua các chương trình, dự án, các công trình trọng điểm về cơ sở hạ tầng kinh tế-xã hội; điều tiết phân bổ NSNN đảm bảo lợi ích của các địa phương có điều kiện phát triển công nghiệp, địa phương thuần nông; tập trung nguồn vốn TPCP cho các dự án phát triển giao thông nông thôn, vùng sâu, vùng xa, kiên cố hoá trường học, lớp học, cơ sở chữa bệnh, công trình thủy lợi trọng điểm...

Thứ tám, thành lập quỹ hỗ trợ ngành sản xuất lúa gạo từ nguồn ngân sách và các nguồn xã hội khác để dự phòng những rủi ro như thiên tai, dịch bệnh hoặc rủi ro về tiêu thụ. Đi đôi với thành lập quỹ này phải có quy chế về sử dụng quỹ và tái đầu tư.

Đối với hoạt động tín dụng

Thứ nhất, đổi mới chính sách tín dụng theo nguyên tắc thương mại, thị trường, coi trọng hiệu quả bền vững trên cơ sở lợi nhuận có điều chỉnh rủi ro. Hoàn thiện hệ thống chính sách tín dụng đảm bảo tính đầy đủ, đồng bộ, đơn giản hóa về thủ tục, nâng cao tỷ lệ cho vay trên tài sản thế chấp.

Quy định rõ về chính sách hỗ trợ nguồn vốn cho vay; việc cơ cấu lại thời hạn nợ, cho vay mới; hồ sơ, trình tự thủ tục khoanh nợ, xóa nợ; tỷ lệ khấu trừ tối đa đối với tài sản đảm bảo của khoản cho vay nông nghiệp, nông thôn. Cải tiến thủ tục vay vốn từ các tổ chức tín dụng theo chủ trương của chính sách.

Nâng cao năng lực kinh doanh của các tổ chức tín dụng, trong đó quan trọng nhất là đội ngũ cán bộ tín dụng chưa am hiểu hết thị trường nông thôn và ngành kinh tế nông nghiệp.

Vận dụng cơ chế lãi suất linh hoạt hơn, phù hợp với đặc thù, tình hình tài chính của doanh nghiệp, trong đó có các doanh nghiệp dẫn đầu chuỗi hoạt động liên quan trực tiếp đến sản xuất lúa và kinh doanh gạo xuất khẩu vùng ĐBSCL (hiện nay lãi suất của Quỹ Đầu tư phát triển địa phương tham chiếu theo lãi suất của Ngân hàng Phát triển Việt Nam, thiếu linh hoạt, thiếu phù hợp).

Nâng cao vai trò của Quỹ đầu tư phát triển địa phương. Trong thực tiễn hiện nay, hoạt động của các Quỹ Đầu tư phát triển địa phương cho thúc đẩy sản xuất, thu mua, chế biến lúa gạo xuất khẩu ở vùng ĐBSCL còn rất mờ nhạt. Các nhu cầu đầu tư cho giống lúa mới có chất lượng cao, đầu tư cho kho hàng, đầu tư cho cơ sở chế biến gạo... của các địa phương chưa được đáp ứng.

Chính sách tài chính thúc đẩy sản xuất – chế biến – tiêu thụ nông sản theo chuỗi giá trị chăn nuôi

Về định hướng quản lý nhà nước về chăn nuôi, cần thiết phải xây dựng Luật Chăn nuôi kèm theo các Nghị định của Chính phủ và Thông tư hướng dẫn, sớm trình Quốc hội và các cấp có thẩm quyền phê duyệt để thực hiện.

Quản lý giống bằng tiêu chuẩn, quy chuẩn kèm theo các điều kiện cụ thể về sản xuất để nâng cao chất lượng giống.

Quản lý chăn nuôi trang trại bằng điều kiện sản xuất gắn với bảo vệ môi trường có truy xuất nguồn gốc; đảm bảo mật độ chăn nuôi hợp lý để phát triển bền vững.

Quản lý thức ăn chăn nuôi bằng tiêu chuẩn, quy chuẩn; tăng cường công tác quản lý điều kiện sản xuất, kinh doanh và hậu kiểm chất lượng sản phẩm. Có cơ chế quản lý việc cân đối sản lượng thức ăn chăn nuôi trong nước với tốc độ phát triển của đàn gia súc, gia cầm; tiến tới xuất khẩu thức ăn chăn nuôi đi một số nước trong khu vực. Nghiên cứu đẩy nhanh sản xuất thức ăn cho đại gia súc bằng quy vùng trồng cỏ, sử dụng sản phẩm từ trồng trọt; chế biến thức ăn TMR, thức ăn bổ sung nâng cao năng suất, chất lượng thịt, sữa.

Hỗ trợ đề doanh nghiệp đóng vai trò nhà đầu tư, người tổ chức sản xuất, ứng dụng tiến bộ khoa học kỹ thuật, đảm bảo thị trường tiêu thụ. Còn người chăn nuôi nhận khoán theo định mức chi phí và được hỗ trợ một phần xây dựng cơ bản ban đầu, chi phí lao động và sản xuất trên đất đai của họ.

Về liên kết ngang, người sản xuất và đơn vị kinh doanh (các hợp tác xã và tổ hợp tác...) liên kết nhằm giúp đỡ nhau, đưa hoạt động sản xuất, kinh doanh hiệu quả hơn, hỗ trợ tích cực cho kinh tế hộ gia đình xã viên phát triển. Trong mô hình này, các đơn vị kinh doanh đảm nhận cung cấp các dịch vụ sản xuất bao gồm cả đầu vào, đầu ra cho các hộ xã viên (vật tư, phân bón, thức ăn chăn nuôi), đồng thời đóng vai trò là cầu nối giữa bà con xã viên với các doanh nghiệp giết mổ, chế biến, xuất khẩu.

Như vậy, vai trò của doanh nghiệp trong mô hình chăn nuôi liên kết theo chuỗi giá trị là rất quan trọng, có tính quyết định cho việc hình thành và phát triển các chuỗi liên kết trong chăn nuôi một cách bền vững. Doanh nghiệp đóng vai trò là nhà đầu tư, người tổ chức sản xuất, ứng dụng tiến bộ khoa học kỹ thuật, đảm bảo thị trường tiêu thụ trong liên kết dọc. Người chăn nuôi được hỗ trợ một phần chi phí khi sản xuất. Trong mô hình liên kết ngang, người sản xuất và đơn vị kinh doanh (điển hình là các HTX, tổ hợp tác...) liên kết lại,

hỗ trợ nhau sản xuất, kinh doanh hiệu quả. Trong đó, quan trọng nhất vẫn là thu hút các doanh nghiệp có khả năng thu mua, chế biến và đảm bảo đầu ra cho các sản phẩm chăn nuôi. Đây là các doanh nghiệp có tính chất quyết định để đẩy mạnh lượng cầu trong chăn nuôi. Bên cạnh đó, các địa phương cần tạo môi trường thuận lợi cho các doanh nghiệp cung cấp đầu vào hoạt động, lựa chọn các doanh nghiệp có uy tín, chất lượng. Đồng thời, vai trò của các hộ gia đình, các tổ nhóm, hợp tác xã chăn nuôi không thể thiếu trong chuỗi liên kết này.

Đẩy mạnh công tác thông tin tuyên truyền bằng nhiều hình thức nhằm nâng cao nhận thức cho người tiêu dùng sử dụng các sản phẩm gia súc, gia cầm từ các cơ sở có nguồn gốc, xuất xứ rõ ràng.

Tạo điều kiện để các tổ chức, cá nhân, các doanh nghiệp sản xuất chế biến, giết mổ tiêu thụ sản phẩm gia súc, gia cầm trực tiếp ký kết với các trang trại, hộ chăn nuôi đảm bảo đầu ra. Chính phủ cần sớm ban hành nghị định về hợp tác xã kiểu mới.

Khuyến khích người chăn nuôi nhỏ phải liên kết chặt chẽ với nhau trong chuỗi, liên kết theo từng nhóm gia trại, trang trại. Các doanh nghiệp chăn nuôi phải đảm nhiệm vai trò tổ chức sản xuất, cung ứng tiến bộ khoa học kỹ thuật và thị trường tiêu thụ. Hình thức này đảm bảo cho các tác nhân tham gia trong chuỗi giá trị sản xuất có thể chia sẻ quyền lợi và trách nhiệm với nhau, đảm bảo việc điều tiết cung cầu thị trường và truy xuất nguồn gốc sản phẩm, thực phẩm.

Các địa phương cần xây dựng quy hoạch chi tiết cho các vùng phát triển sản xuất chăn nuôi phù hợp với quy hoạch nông nghiệp tổng thể. Hỗ trợ, tạo điều kiện pháp lý thông thoáng để thu hút các doanh nghiệp đầu tư phát triển chăn nuôi, đặc biệt là chăn nuôi khép kín theo chuỗi.

Đối với các doanh nghiệp, cần có chính sách hỗ trợ một phần vốn đầu tư ban đầu xây dựng trang trại và các trang thiết bị đầu vào cho các trang trại nằm trong hệ thống gia công. Cần điều chỉnh tăng giá gia công kịp thời trong những thời điểm mà giá thị trường gia tăng. Tổ chức các lớp tập huấn về kỹ năng quản lý trang trại, kỹ thuật chăn nuôi cho các hộ chăn nuôi gia công.

Đối với các hộ chăn nuôi tham gia chuỗi nên lựa chọn quy mô chăn nuôi phù hợp với điều kiện kinh tế của gia đình. Cần tuân thủ đúng với những gì đã ký với hợp đồng của công ty. Thực hiện tốt công tác đảm bảo vệ sinh trong chăn nuôi, hạn chế ô nhiễm tới môi trường xung quanh.

Chính sách tài chính thúc đẩy sản xuất – chế biến – tiêu thụ nông sản theo chuỗi giá trị thủy sản

Chính sách thuế và hỗ trợ tài chính:

- Với cấu trúc nhập khẩu của ngành Thủy sản Việt Nam, hơn 80% hàng nhập khẩu về để sản xuất xuất khẩu; khoảng 15 - 17% nhập về để gia công và tiêu thụ nội địa. Do vậy cần đẩy nhanh lộ trình giảm thuế nhập khẩu về 0% sớm hơn cho một số mặt hàng thủy sản mà Việt Nam có thế mạnh về xuất khẩu. Trong đó, có tôm và cá ngừ là hai mặt hàng có thế mạnh mà Việt Nam nhập về để sản xuất và xuất khẩu với kim ngạch lớn.

- Tập trung việc thu thuế về một đầu mối là các doanh nghiệp dẫn đầu, tự các doanh nghiệp này sẽ có chính sách phân bổ chi phí thuế vào chi phí của chuỗi kể cả thuế giá trị gia tăng và thuế tiêu thụ đặc biệt.

- Ưu đãi về tiền thuê đất, mặt nước để canh tác, sản xuất. Miễn thuế chuyển nhượng quyền sử dụng đất đối với các doanh nghiệp mở rộng quy mô nuôi trồng thủy sản theo hướng tích tụ ruộng đất, mặt nước.

- Cung cấp kinh phí đào tạo, tổ chức các lớp tập huấn về kiến thức nuôi thủy sản sạch, phổ biến các quy định, tiêu chuẩn về vệ sinh an toàn thực phẩm để từng bước nâng cao năng lực sản xuất.

- Khuyến khích tổ chức lại sản xuất thông qua liên kết giữa các hộ nông dân nuôi trồng theo mô hình quản lý cộng đồng và phát triển các hình thức tổ chức sản xuất kinh tế tập thể như hợp tác xã, tổ hợp tác nhằm giám sát việc tuân thủ và áp dụng các biện pháp kỹ thuật tiên tiến

- Miễn thuế nhập khẩu đối với những công nghệ hiện đại, thiết bị tân tiến để phát triển công nghiệp chế biến, tạo thêm nhiều giá trị gia tăng cho sản phẩm;

- Nhà nước cũng có những chính sách ưu đãi về thuế dành riêng cho những doanh nghiệp tham gia vào chuỗi liên kết giá trị, có hợp đồng cung cấp đầu vào hoặc bao tiêu sản phẩm đầu ra cho doanh nghiệp.

Về tín dụng cho vay

- Hỗ trợ vốn, tín dụng cho sản xuất, ưu đãi lãi suất cho vay, kéo dài thời hạn cho vay để người sản xuất đầu tư cơ sở hạ tầng cho hoạt động nuôi trồng và đảm bảo tiến độ giải ngân; từ đó mở rộng quy mô sản xuất thành một vùng nuôi lớn, tổ chức nuôi thủy sản lớn để tạo lợi thế trong đàm phán về giá con giống, giá thức ăn, giá sản phẩm, giảm chi phí và tăng lợi nhuận, đồng thời góp phần nâng cao chất lượng, bảo đảm vệ sinh an toàn thực phẩm.

- Khoanh và giãn nợ đối với các doanh nghiệp, các cơ sở, các HTX khi tham gia vào chuỗi giá trị.

- Tập trung cho vay với lãi suất thấp theo đầu mối: Ngân hàng chỉ cho vay và thực hiện lãi suất ưu đãi cho các doanh nghiệp dẫn đầu (có chứng chỉ của cơ quan nhà nước có thẩm quyền về đạt chuẩn chuỗi cung ứng), các đơn vị dẫn đầu sẽ cung ứng vật tư, giống cho các thành viên trong chuỗi của mình... trên cơ sở nguồn vốn vay này.

- Tạo điều kiện cho các chuỗi tiếp cận được các nguồn vốn ODA

- Thực hiện chính sách khuyến khích các ngân hàng tham gia vào mối liên kết chiến lược giữa ngân hàng - doanh nghiệp - hộ sản xuất. Mặc dù Chính phủ có chủ trương giãn nợ cho người nuôi thủy sản và chính sách tín dụng đối với người nuôi tôm và cá tra, nhưng thực tế các doanh nghiệp sản xuất và chế biến thủy sản trong nước vẫn đang trong tình trạng thiếu vốn, người nuôi trồng thủy sản vẫn khó tiếp cận với vốn vay của các ngân hàng. Do đó, các ngân hàng cần linh hoạt hơn trong việc xem xét giãn nợ và cho vay mới để hỗ trợ ngư dân và doanh nghiệp thủy sản, đặc biệt cần ưu tiên tăng hạn mức cho vay với các khách hàng là doanh nghiệp chế biến và xuất khẩu có uy tín trong việc vay, trả nợ. Ngân hàng cung cấp vốn cho doanh nghiệp để ứng trước giống và thức ăn cho người nông dân thực hiện sản xuất. Sau đó doanh nghiệp chịu trách nhiệm tiêu thụ và chia lại lợi nhuận cho hộ sản xuất. Ngân hàng cũng cần phối hợp với sở nông nghiệp, hiệp hội để nắm thông tin cần thiết về thị trường, về doanh nghiệp, hộ dân và tính khả thi của dự án.

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MỘT SỐ GIẢI PHÁP THỨC ĐẨY TĂNG TRƯỞNG KINH TẾ TẠO NGUỒN LỰC THỰC HIỆN GIẢM NGHÈO BỀN VỮNG

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TÓM TẮT: Từ tình hình thực hiện công tác giảm nghèo của Việt Nam trong thời gian qua, căn cứ vào những quan điểm, định hướng trong giảm nghèo và dự báo có tính xu hướng về giảm nghèo cũng như xu hướng phát triển, hội nhập kinh tế - xã hội của Việt Nam trong thời gian tới, có thể khẳng định rằng: Muốn thực hiện giảm nghèo theo hướng bền vững không chỉ quan tâm giải quyết các vấn đề về chính sách, chương trình, dự án... mà đồng thời phải quan tâm tới những vấn đề kinh tế - xã hội nói chung, những vấn đề liên quan trực tiếp đến người nghèo, những vấn đề về khâu tổ chức thực hiện công tác giảm nghèo... Trên cơ sở đó, có thể đưa ra một số giải pháp nhằm thực hiện có hiệu quả công tác giảm nghèo trong thời gian tới, đạt mục tiêu giảm nghèo theo hướng bền vững.

Từ khóa: Giảm nghèo bền vững, nguồn lực thực hiện giảm nghèo.

Abstract: From the situation of poverty reduction in Vietnam in recent years, based on the viewpoints and orientations in poverty reduction and pro-poor trend, as well as development trends, economic integration - In the coming time, it is possible to affirm that: To achieve sustainable poverty reduction not only solve problems of policies, programs, projects ... but simultaneously Consideration should be given to socio-economic issues in general, issues directly related to the poor, issues relating to the organization of the implementation of poverty reduction, and so on. Some solutions to effective poverty reduction in the coming time, reaching the goal of poverty reduction in the direction of sustainability.

Keywords: Sustainable poverty reduction, resources for poverty reduction.

1. QUAN NIỆM VỀ GIẢM NGHÈO BỀN VỮNG

Cho đến nay, vẫn chưa có một quan niệm thống nhất về giảm nghèo bền vững hay giảm nghèo theo hướng bền vững là gì. Tuy nhiên, vấn đề giảm nghèo luôn được đề cập đến khi nói tới phát triển bền vững và giảm nghèo bền vững là một trong những yếu tố quan trọng tạo nên sự phát triển bền vững. Để làm rõ quan niệm giảm nghèo bền vững, trước hết cần xem xét mục đích và yêu cầu đề ra với giảm nghèo bền vững là gì?

Về cơ bản, giải quyết nghèo đói nói chung trước hết cần đảm bảo cả 2 mặt số lượng và chất lượng. Số lượng giảm nghèo sẽ là số tuyệt đối hộ nghèo giảm được trong một thời gian (thường được xem xét trong 1 năm, 5 năm), cần phân biệt giữa số hộ nghèo giảm với số hộ thoát nghèo, hai khái niệm này sẽ chỉ đồng nhất với nhau khi không có các yếu tố khác tác động hỗ trợ, khoảng cách thu nhập với các nhóm cư dân khác được rút ngắn về mặt tốc độ, khi gặp rủi ro hay bất trắc sẽ không bị rơi lại vào tình trạng đói nghèo, hay nói cách khác, chất lượng giảm nghèo suy cho cùng là phản ánh tính bền vững của quá trình giảm nghèo.

Thực tiễn cho thấy rằng, mặc dù tỷ lệ hộ nghèo liên tục giảm (thể hiện về mặt lượng), tuy nhiên nếu xét về mặt chất lượng thì nhìn chung đại bộ phận nông dân ở nông thôn, nhất là đồng bào dân tộc thiểu số, vùng núi cao đều có thu nhập thấp, chỉ đạt trên chuẩn nghèo khoảng 5-10%, trong điều kiện giá cả vật tư

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cho sản xuất, hàng hóa cho tiêu dùng thiết yếu đều tăng nhanh, dịch bệnh, thiên tai, lũ lụt xảy ra với quy mô, tần suất lớn, tập trung ở những vùng nghèo, thiệt hại về sản xuất, tài sản và nhà ở rất lớn, đời sống nhân dân nhất là hộ nghèo hết sức khó khăn, khả năng tự phục hồi sau hậu quả dịch bệnh, thiên tai, lũ lụt của hộ nghèo rất hạn chế, trong khi đó chúng ta lại chưa có cơ chế, phương thức hỗ trợ tại chỗ của cộng đồng... Mặt khác, tốc độ giảm nghèo còn chưa được đồng đều giữa các khu vực, vùng khó khăn, vùng nghèo chưa có đủ điều kiện để đột phá về giảm nghèo, tỷ lệ hộ nghèo chênh lệch rất lớn giữa các vùng trên cả nước.

Nhìn chung, để giảm nghèo bền vững các nhà nghiên cứu, các chuyên gia về kinh tế - xã hội, lao động - việc làm đều cho rằng, cần hỗ trợ phát triển hạ tầng, hỗ trợ nghề cũng như các điều kiện tiếp cận cơ hội phát triển kinh tế dựa vào cộng đồng để người nghèo có thể tự vươn lên thoát nghèo và làm giàu bằng chính khả năng của mình dựa trên những điều kiện kinh tế - xã hội sẵn có.

Do vậy, quan điểm giảm nghèo bền vững ở nước ta chính là cần nắm bắt được các xu hướng và đặc điểm vận động của các nhân tố tác động đến chất lượng của giảm nghèo và giải quyết đồng thời tất cả những bất cập nêu trên.

2. CÁC CHỈ TIÊU ĐÁNH GIÁ MỨC ĐỘ BỀN VỮNG TRONG GIẢM NGHÈO

Để đánh giá mức độ bền vững trong giảm nghèo, không thể chỉ đánh giá dựa trên số lượng người nghèo, hộ nghèo, xã nghèo, huyện nghèo giảm xuống mà còn phải căn cứ trên nhiều tiêu chí khác nhau:

Thứ nhất, thu nhập thực tế của người nghèo, hộ nghèo được cải thiện, vượt qua được chuẩn nghèo, hạn chế tối đa tình trạng tái nghèo về thu nhập, nếu gặp rủi ro hoặc sự thay đổi của chuẩn nghèo.

Thứ hai, được tạo cơ hội và có khả năng tiếp cận đầy đủ với các nguồn lực sản xuất được xã hội tạo ra, các dịch vụ hỗ trợ người nghèo và được quyền tham gia và có tiếng nói của mình đối với các hoạt động lập kế hoạch phát triển kinh tế, giảm nghèo cho bản thân và địa phương.

Thứ ba, được trang bị một số điều kiện “tối thiểu” để có khả năng tránh được tình trạng tái nghèo khi gặp phải những rủi ro khách quan như thiên tai, lũ lụt, dịch bệnh... hoặc sự thay đổi của chuẩn nghèo.

Thứ tư, được đảm bảo tiếp cận bình đẳng về giáo dục dạy nghề và chăm sóc sức khỏe để về lâu dài, người nghèo, người mới thoát nghèo và con em họ có được kiến thức, kinh nghiệm làm ăn, tay nghề nhằm tạo ra thu nhập ổn định trong cuộc sống.

Căn cứ vào những tiêu chí này, chúng ta có thể thấy được công tác giảm nghèo, kết quả giảm nghèo bền vững ở mức độ nào, trên cơ sở đó có những biện pháp để tăng tính bền vững của giảm nghèo.

3. NHỮNG NHÂN TỐ ẢNH HƯỞNG TỚI GIẢM NGHÈO BỀN VỮNG

Hiệu quả và tính bền vững trong thực hiện giảm nghèo phụ thuộc vào rất nhiều nhân tố. Trong đó có những nhân tố thuộc về phía người nghèo, nhân tố từ chính sách, chương trình giảm nghèo, điều kiện kinh tế xã hội và tác động của một số nhân tố khác:

Thứ nhất, về nhận thức

Đầu tiên, phải kể đến quan điểm, nhận thức của các cơ quan, cũng như của các địa phương trong việc đề xuất, xây dựng và thực hiện chính sách, chương trình. Giảm nghèo bền vững là vấn đề phức tạp, chỉ có những nhận thức đúng đắn, thống nhất của các chủ thể hoạch định và thực thi chính sách mới tạo cơ sở cho việc thực hiện có hiệu quả trong thực tiễn. Nhận thức không thống nhất về giảm nghèo bền vững khác nhau dẫn đến cơ chế thực hiện khác nhau, mức độ quan tâm, ưu tiên khác nhau. Có những bộ, ngành, cơ quan quản lý nhà nước cho rằng, tập trung ưu tiên phát triển hạ tầng cơ sở các vùng nghèo là điều kiện để giảm nghèo bền vững mà không hiệu quả bằng đó là trách nhiệm của Nhà nước, nên đã biến cơ chế đầu tư cơ sở

hạ tầng theo kiểu ban phát, xin - cho dẫn đến thất thoát, lãng phí, kém hiệu quả. Có những địa phương với những kinh nghiệm chủ quan của mình đã sử dụng các nguồn lực một cách bất hợp lý gây thiệt hại và thậm chí làm giảm đi khả năng của người nghèo tại địa phương. Quan niệm giảm nghèo bền vững cần được chỉ ra rõ ràng, mặc dù ở mỗi địa phương, vùng miền, có thể có những cách làm khác nhau, song vẫn cần phải bám sát những nội dung, tư tưởng của giảm nghèo bền vững đã được chỉ ra.

Thứ hai, về nguồn lực đảm bảo thực hiện chính sách, chương trình, dự án của giảm nghèo

Kinh phí để thực hiện giảm nghèo hiện nay được cân đối chủ yếu từ nguồn ngân sách nhà nước. Đồng thời có sự huy động của các nguồn khác từ tổ chức quốc tế, tổ chức của chính phủ, phi chính phủ và sự đóng góp của các tổ chức, cá nhân trong và ngoài nước.

Nguồn kinh phí từ ngân sách Nhà nước thường giữ vai trò chủ đạo. Tuy nhiên, nguồn này phụ thuộc vào trình độ phát triển kinh tế của mỗi quốc gia. Đối với các quốc gia đang phát triển như nước ta hiện nay thì tốc độ tăng trưởng kinh tế có vai trò quan trọng đối với nguồn lực giảm nghèo. Tốc độ tăng trưởng kinh tế cao và ổn định, thu ngân sách tăng trong thời gian qua là một trong những yếu tố đảm bảo tài chính cho giảm nghèo. Nếu chỉ tiêu cho y tế, giáo dục, dạy nghề, các chính sách đầu tư phát triển kinh tế - xã hội của Nhà nước chưa cân đối giữa các cấp hành chính, giữa các vùng miền, giữa các ngành kinh tế thì tình bền vững của giảm nghèo sẽ bị hạn chế.

Việc đầu tư và dành tỷ lệ đầu tư lớn cho nông nghiệp và khu vực nông thôn có tác động tích cực đến giảm nghèo. Ngoài việc tập trung đầu tư cho thủy lợi, các trục công nghiệp chính, chính sách đầu tư nếu chú trọng vào ngành công nghiệp thu hút nhiều lao động gắn với khuyến khích kịp thời phát triển doanh nghiệp nhỏ và vừa sẽ tạo động lực tốt cho giảm nghèo... Đối với các chính sách như tín dụng, trợ giá... nếu chưa đủ mạnh mà không đúng đối tượng sẽ làm ảnh hưởng xấu đến sự hình thành thị trường nông thôn, thị trường ở những vùng sâu, vùng xa. Cùng với đó, việc tập trung đầu tư vào phát triển giao thông, đường xá đến các vùng sâu, vùng xa, vùng đói nghèo sẽ có tác động, ảnh hưởng không nhỏ đến quá trình phát triển kinh tế hàng hóa ở các địa phương, vùng miền.

Hội nhập kinh tế quốc tế mở rộng cơ hội thu hút nguồn lực cho giảm nghèo song cũng làm trầm trọng thêm tình trạng nghèo đói. Quá trình hội nhập quốc tế và khu vực một mặt đem lại những sự trợ giúp về tài chính trong xóa đói giảm nghèo từ các thiết chế tài chính, tín dụng và chính phủ, các tổ chức phi chính phủ. Những nguồn lực này cùng với chương trình mang tính trợ giúp kỹ thuật, điều kiện kết cấu hạ tầng, nâng cao dân trí... nếu được sử dụng tốt sẽ có vai trò hỗ trợ tích cực đối với giảm nghèo bền vững.

Nguồn nhân lực là một yếu tố rất quan trọng đối với công tác giảm nghèo. Để thực hiện đồng bộ, hiệu quả hệ thống các chương trình giảm nghèo rất cần có đội ngũ cán bộ chuyên môn phù hợp, có tinh thần trách nhiệm cao, công việc được phân công, phân cấp rõ ràng, minh bạch từ Trung ương tới địa phương.

Thứ ba, về công tác tổ chức triển khai thực hiện và kiểm tra, đánh giá việc thực hiện các chương trình giảm nghèo

Hiệu quả của giảm nghèo được thể hiện thông qua những kết quả mà việc thực thi chính sách, chương trình, dự án giảm nghèo mang lại. Thực tế cho thấy để giảm nghèo bền vững, cần tác động tới người nghèo bằng một hệ thống chính sách, chương trình đồng bộ có tính lồng ghép cao. Nếu như chính sách giáo dục, dạy nghề và phát triển nguồn nhân lực góp phần tạo điều kiện, tiền đề hay nâng cao năng lực, kỹ năng, trang bị kiến thức cho người dân nói chung và người nghèo nói riêng thì chính sách y tế, khám chữa bệnh lại đảm bảo cho họ có được sức khỏe, khả năng tham gia lao động, sản xuất, còn các chính sách như bảo trợ xã hội, an sinh xã hội, cứu trợ xã hội lại là những “giá đỡ” quan trọng, góp phần ổn định điều kiện sống tối thiểu cho người dân khi họ phải gánh chịu những tác động bất lợi từ khía cạnh kinh tế đến những tác động do biến động xã hội gây ra và những rủi ro từ các yếu tố khách quan khác như dịch bệnh, thiên tai... Các chương trình giảm nghèo có tính chất đặc thù tác động đến một số đối tượng như: Chính sách 135, Nghị

quyết 30a của Chính phủ... có tác động tích cực, nhanh chóng đến những huyện nghèo, xã nghèo, hộ nghèo trong một khoảng thời gian ngắn, tạo đà cho họ giảm nghèo nói riêng và giảm nghèo cả nước nói chung. Do vậy, việc thực hiện đồng bộ các chính sách, chương trình, dự án giảm nghèo tránh sự chông chéo là hết sức quan trọng. Bên cạnh đó, việc thiết lập hệ thống chỉ tiêu và phương pháp đánh giá phù hợp cũng rất cần thiết bởi nó ảnh hưởng trực tiếp đến hiệu quả của công tác giảm nghèo.

Khó có thể chỉ ra và liệt kê hết những yếu tố có thể tác động tới người nghèo bền vững. Tuy nhiên, với vai trò quản lý vĩ mô của mình, Nhà nước hoàn toàn có thể kiểm soát và đưa ra những chính sách tác động nhiều chiều đến giảm nghèo. Do vậy, để giảm nghèo bền vững cần có một hệ thống chính sách, chương trình, dự án vừa khuyến khích, tạo động lực cho tăng trưởng kinh tế gắn với giảm nghèo bền vững, hạn chế tối đa tình trạng tái nghèo vừa đảm bảo cho người nghèo và nhóm có thu nhập thấp được hưởng nhiều hơn từ thành quả phát triển kinh tế.

4. MỘT SỐ GIẢI PHÁP THúc ĐẨY TĂNG TRƯỞNG KINH TẾ NHằM THỰC HIỆN Có HIỆU QUẢ MỤC TIÊU GIẢM NGHÈO THEO HƯỚNG BỀN VỮNG

Thứ nhất, tạo môi trường tăng trưởng bền vững cho xóa đói, giảm nghèo

Giải pháp này nhằm tác động đến tăng trưởng kinh tế ở tầm vĩ mô bằng cách: tạo môi trường kinh doanh bình đẳng và có tính cạnh tranh, đặc biệt là sự bình đẳng giữa doanh nghiệp kinh tế Nhà nước và các doanh nghiệp khác, nhằm thúc đẩy tăng tác dụng của quy luật cạnh tranh. Bên cạnh đó, tiếp tục cải thiện, nâng cao hiệu quả hoạt động của doanh nghiệp Nhà nước, tập trung hoạt động của những doanh nghiệp Nhà nước còn nắm giữ 100% vốn vào một số lĩnh vực công ích, xây dựng kết cấu hạ tầng và một số lĩnh vực quan trọng mà khu vực tư nhân chưa có khả năng tham gia...

Tiếp tục tạo điều kiện cho kinh tế tư nhân phát triển, đặc biệt là các doanh nghiệp nhỏ và vừa cũng như kinh tế hộ gia đình. Lao động của Việt Nam chưa qua đào tạo chiếm tỷ lệ cao, đặc biệt lao động là người nghèo vì vậy khuyến khích các hình thức doanh nghiệp nhỏ và vừa, kinh tế hộ gia đình phát triển ở khu vực nông thôn, vùng sâu, vùng xa là rất cần thiết để tạo công ăn việc làm nói chung và việc làm cho người nghèo nói riêng.

Bên cạnh đó cần tăng cường đầu tư ngân sách Nhà nước và các địa bàn khó khăn (các xã đặc biệt khó khăn, các vùng căn cứ cách mạng cũ, hải đảo, vùng sâu, vùng xa, đồng bào dân tộc thiểu số...), tập trung trước hết cho việc xây dựng hạ tầng giao thông, giáo dục, y tế... hỗ trợ xã nghèo phát triển sản xuất, dịch vụ, tiếp cận thị trường...

Một vấn đề cần quan tâm trong việc tạo môi trường cho tăng trưởng kinh tế cao là khuyến khích thành phần kinh tế có vốn đầu tư nước ngoài, coi đây là một bộ phận kinh tế lâu dài của Việt Nam. Quan tâm đến các chính sách ưu đãi đối với thành phần kinh tế này, đặc biệt là đối với các dự án có vốn đầu tư nước ngoài vào cơ sở hạ tầng, y tế, giáo dục, vùng sâu, vùng xa, vùng đặc biệt khó khăn.

Thứ hai, duy trì ổn định kinh tế vĩ mô

Tạo môi trường thuận lợi cho tăng trưởng kinh tế cao là hết sức cần thiết nhưng để đảm bảo tăng trưởng kinh tế cao, bền vững cần phải duy trì ổn định kinh tế vĩ mô nhằm tạo ra tác động tích cực đến toàn bộ nền kinh tế nói chung và hộ nghèo, xã nghèo, huyện nghèo nói riêng.

Trước hết, cần thực hiện chính sách tài chính, củng cố hệ thống thuế, cần đảm bảo thuế là nguồn thu chính để cân đối ngân sách vững chắc. Đó là việc cải cách hệ thống chính sách thuế theo hướng nuôi dưỡng nguồn thu, thực hiện công khai, minh bạch về hoạt động tài chính trong xã hội nhằm kích thích phát triển sản xuất, đảm bảo công bằng xã hội giữa các loại hình doanh nghiệp. Tăng cường chi cho các công trình hạ tầng kinh tế - xã hội quan trọng, các dịch vụ then chốt như y tế, giáo dục... nhằm hỗ trợ hiệu quả cho công tác xóa đói, giảm nghèo.

Cần ổn định chính sách tiền tệ, kiểm soát lạm phát, hỗ trợ phát triển kinh tế. Phát triển thị trường vốn, thị trường tiền tệ với nhiều hình thức đa dạng, thích hợp nhằm thu hút tối đa các nguồn vốn, đặc biệt là vốn nhân rỗi trong xã hội, tạo thêm nguồn vốn cho đầu tư phát triển. Đặc biệt, cần cải cách hoạt động của hệ thống ngân hàng thương mại, sao cho họ thật sự là một doanh nghiệp kinh doanh tiền tệ hiệu quả, chất lượng... nhằm tăng khả năng cạnh tranh, gắn trách nhiệm quản lý với hiệu quả kinh doanh. Đồng thời cơ cấu và củng cố lại hệ thống ngân hàng cổ phần, thực thi chính sách lãi suất cơ bản nhằm hướng tới phát huy tác dụng của chính sách lãi suất tự do.

Ngoài ra, nhằm ổn định kinh tế vĩ mô cần hoàn thiện chính sách thương mại đáp ứng yêu cầu hội nhập. Điều này đòi hỏi chúng ta phải tích cực, chủ động tham gia vào cơ chế hợp tác song phương, đa phương đã cam kết, điều này sẽ là động lực đòi hỏi các doanh nghiệp, các ngành phải nâng cao năng lực cạnh tranh trên thị trường trong nước và quốc tế. Tạo điều kiện thuận lợi cho các doanh nghiệp đặc biệt trong hoạt động xuất, nhập khẩu, tạo mọi điều kiện để nâng cao khả năng tiếp cận thị trường đối với người nghèo, nhất là người nghèo ở khu vực nông thôn.

Thứ ba, tín dụng cho người nghèo

Tiếp tục đa dạng hóa các nguồn vốn và nâng mức vay tín dụng gắn với hướng dẫn cách làm ăn cho hộ nghèo phát triển sản xuất, tăng thu nhập. Cách làm này tránh tình trạng người nghèo không sử dụng nguồn vốn vay vào sản xuất mà sử dụng vào mục đích tiêu dùng hoặc sản xuất nhưng thiếu kiến thức sẽ thua lỗ, làm triệt tiêu động lực vươn lên thoát nghèo của người nghèo. Thực hiện có hiệu quả chính sách tín dụng ưu đãi đối với hộ nghèo, nhất là hộ có người khuyết tật, chủ hộ là phụ nữ.

Đảm bảo huy động đủ nguồn vốn cho số hộ nghèo và số hộ có nguy cơ tái nghèo vay, tạo mọi điều kiện để người nghèo dễ dàng tiếp cận các nguồn vốn, vay vốn và sử dụng vốn có hiệu quả. Điều này nghĩa là cần phải kết hợp cả hệ thống tín dụng chính thức với các thể chế phi chính thức nhằm huy động tối đa nguồn lực tài chính dân cư cho mục tiêu xóa đói giảm nghèo. Không chỉ cho hộ trong diện nghèo vay vốn mà phải quan tâm đến cả nguồn vốn vay đối với những hộ đã thoát nghèo nhưng nằm sát ngay trên chuẩn nghèo để họ không tái nghèo và có cơ hội vươn lên làm giàu... đây chính là cách làm nhằm thực hiện giảm nghèo bền vững.

Thứ tư, cải cách hành chính

Cải cách hành chính là việc xây dựng nền hành chính Nhà nước trong sạch, có hiệu lực, hiệu quả. Cần thực hiện trên 4 lĩnh vực: thể chế hành chính, tổ chức bộ máy, xây dựng đội ngũ cán bộ công chức và cải cách tài chính công.

Phân cấp rõ ràng giữa Trung ương với địa phương đồng thời tăng cường năng lực của bộ máy hành chính địa phương theo hướng gọn nhẹ, giảm bớt đầu mối. Thực hiện có hiệu quả các quy chế về thực hiện dân chủ cơ sở. Điều này sẽ có tác dụng phát huy sự năng động, sáng tạo của cán bộ lãnh đạo nói chung, cán bộ hoạt động trực tiếp trong các dự án, chương trình giảm nghèo nói riêng.

Cung cấp thông tin đầy đủ đến người dân về chương trình phát triển ở địa phương mình, được quyền tham gia, góp ý kiến xây dựng, kế hoạch xây dựng, kế hoạch phát triển, tham gia thực hiện, vận hành, duy tu, bảo dưỡng và đóng góp công lao động, thể hiện vai trò chủ nhân để nâng cao trách nhiệm trong sử dụng và quản lý công trình cơ sở hạ tầng. Tăng cường hệ thống thông tin hai chiều để truyền bá thông tin và lấy ý kiến phản hồi.

Trên đây là nhóm giải pháp mang tính vĩ mô, nhằm tạo ra những điều kiện để thúc đẩy tăng trưởng kinh tế từ đó sẽ cung cấp nguồn lực cho xóa đói giảm nghèo. Những giải pháp này không tác động trực tiếp đến hộ nghèo, người nghèo nhưng nó sẽ tạo ra những yếu tố bền vững để công tác giảm nghèo đạt hiệu quả cao hơn, bền vững hơn, do tác động bao trùm và lan tỏa của các vùng phát triển, của toàn bộ nền kinh tế đến các vùng nghèo, người nghèo.

Thứ năm, giáo dục và dạy nghề cho người nghèo

Đầu tư cho giáo dục, đào tạo được hiểu là việc cung cấp cho người nghèo kiến thức, kỹ năng để tự bảo vệ mình. Vì vậy, đây là một trong những giải pháp giảm nghèo lâu dài, hiệu quả và bền vững nhất.

Trước hết, cần thực hiện xóa mù chữ, phổ cập giáo dục tiểu học trong độ tuổi, phấn đấu phổ cập trung học cơ sở. Thực hiện miễn, giảm học phí, hỗ trợ học bổng, trợ cấp xã hội và hỗ trợ chi phí học tập đối với học sinh nghèo ở các cấp học nhất là bậc mầm non và thực hiện chính sách tín dụng ưu đãi đối với học sinh, sinh viên nghèo.

Tăng cường đầu tư cho hệ thống giáo dục cơ sở để đảm bảo hầu hết các xã nghèo có đủ phòng học bậc tiểu học và trung học cơ sở. Cần bố trí mạng lưới trường lớp phù hợp với địa hình để học sinh không phải bỏ học vì khó khăn, trường quá xa nhà... Đối với những địa bàn không thuận lợi có thể phát triển mô hình nội trú dân nuôi nhằm khuyến khích con em dân tộc thiểu số một số vùng đi học để tạo nguồn lâu dài.

Mở rộng và nâng cao chất lượng các trung tâm dạy nghề, trường công nhân kỹ thuật ở các địa phương, đặc biệt là dạy nghề người nghèo để họ tự tạo việc làm, tăng thu nhập thông qua những nghề phục vụ cho sản xuất nông nghiệp hoặc những nghề phục vụ cho các doanh nghiệp sản xuất các hàng hóa thủ công, công nghiệp... để họ có thể trở thành công nhân của những doanh nghiệp trong nước hoặc tham gia lao động xuất khẩu.

Cuối cùng, cần chú ý đến việc thực hiện chính sách đãi ngộ, thu hút giáo viên đến công tác tại các vùng khó khăn, hình thành một đội ngũ cán bộ, giáo viên đạt chuẩn nhằm nâng cao chất lượng giáo dục, đào tạo ở những vùng khó khăn, tạo ra sự công bằng về cơ hội cho con em hộ nghèo.

Thứ sáu, hỗ trợ về nhà ở và đất sản xuất cho người nghèo

Để người nghèo có chỗ ở ổn định, vững chắc, an toàn... cần có những biện pháp hỗ trợ như cấp đất cho người nghèo xây dựng nhà ở. Ở khu vực thành thị, tiếp tục thực hiện có hiệu quả chương trình đầu tư xây dựng nhà ở cho người có thu nhập thấp nhằm tiến đến xóa bỏ hoàn toàn những khu nhà “ổ chuột”, nhà ở khu vực bị ô nhiễm.

Hiện nay, ở một số địa phương quỹ đất nông nghiệp bị thu hẹp do quá trình đô thị hóa và sự phát triển của một số ngành công nghiệp. Vì vậy, có thể tạo điều kiện cho người nghèo sản xuất nông nghiệp có nhu cầu về đất bằng cách khai hoang mở rộng diện tích, vận động người nghèo mượn đất của các hộ khác, thực hiện biện pháp di dân vào các vùng kinh tế mới đã quy hoạch. Ở những nơi gặp khó khăn trong việc đảm bảo đủ đất cho người nghèo sản xuất, cần lưu ý hỗ trợ họ về vốn, phương tiện sản xuất, dạy nghề để họ chuyển đổi sang ngành nghề phi nông nghiệp.

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VẬN DỤNG KẾ TOÁN QUẢN TRỊ TRONG DOANH NGHIỆP: CÁC NHÂN TỐ TÁC ĐỘNG VÀ ẢNH HƯỞNG ĐẾN HIỆU QUẢ KINH DOANH

Nguyễn Thu Hiền*

TÓM TẮT: Mục tiêu của nghiên cứu nhằm phát hiện và cung cấp bằng chứng về mối quan hệ nhân quả giữa các nhân tố tác động đến việc vận dụng KTQT và ảnh hưởng của việc vận dụng KTQT đến hiệu quả kinh doanh của DN ở Việt Nam. Số liệu sử dụng trong nghiên cứu được thu thập từ kết quả khảo sát thực tế tại 235 DN và được xử lý bằng phần mềm thống kê SPSS 20, AMOS 20 để kiểm định mức độ phù hợp của thang đo, mô hình lý thuyết thông qua hệ số tin cậy Cronbach's Alpha, phân tích nhân tố khám phá EFA, tương quan hồi quy tuyến tính, nhân tố khẳng định CFA (Confirmation Factor Analysis) và mô hình cấu trúc SEM (Structural Equation Modeling).

Kết quả nghiên cứu chỉ ra rằng trong 05 nhân tố tác động đến việc vận dụng KTQT tại các DN ở Việt Nam, quy mô doanh nghiệp nổi lên như là một nhân tố quan trọng và tác động mạnh nhất, trong khi trình độ nhân viên kế toán trong DN tác động ít nhất trong nhóm các nhân tố ảnh hưởng đến khả năng vận dụng KTQT. Bên cạnh đó, việc triển khai áp dụng các kỹ thuật KTQT như: chi phí, dự toán, đánh giá hiệu suất, chiến lược và hỗ trợ quá trình ra quyết định là công cụ kích thích và góp phần cải thiện, nâng cao hiệu quả kinh doanh của các DN.

Từ khóa: Nghiên cứu; Doanh nghiệp (DN); Kế toán quản trị (KTQT); Nhân tố; Hiệu quả kinh doanh.

ABSTRACT: The research's objective is to identify and provide evidences of the causal relationship between the factors impacting the application of management accounting and influences of the application of management accounting on the operational efficiency of enterprises in Vietnam. The data used in the research was collected from the actual survey results in 235 enterprises and processed with the statistical software SPSS 20, AMOS 20 to test the compatibility of the scale and the theoretical model through Cronbach's Alpha, a coefficient of reliability, Exploratory Factor Analysis (EFA), correlations of linear regression, Confirmation Factor Analysis (CFA) and Structural Equation Modeling (SEM).

The research results showed that among 05 factors impacting the application of management accounting in enterprises in Vietnam, the company size appeared as an important factor and had the strongest impacts while the qualification of accountants in the enterprises had the minimal impacts in the group of factors impacting the possibility of applying the management accounting. Furthermore, the application of management accounting techniques such as: Cost, estimation, efficiency assessment, strategy and support for the decision-making process are tools encouraging and making contributions to improving and enhancing the operational efficiency of the enterprises.

Keywords: Research; Enterprises; Management accounting (MA); Factors; Operational efficiency.

1. GIỚI THIỆU

Trong thời gian qua ở Việt Nam, hệ thống DN phát triển nhanh cả về số lượng lẫn quy mô DN. Tuy

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nhiên, cùng với sự phát triển nhanh về số lượng thì sự cạnh tranh và những thách thức đối với khả năng quản lý của DN theo đó cũng tăng lên (Bùi Ngọc Toàn, 2016). Vì vậy, các DN muốn tồn tại, phát triển bền vững đóng góp vào sự phát triển của nền kinh tế, các nhà quản trị DN cần dựa vào thông tin do KTQT cung cấp để đưa ra các quyết định hiệu quả hơn về kinh doanh, giúp DN của mình đạt được những lợi thế vượt trội so với các đối thủ cạnh tranh. Thông tin do KTQT cung cấp sẽ giúp nhà quản trị đưa ra các quyết định kịp thời và chính xác, đồng thời là yếu tố quyết định cải thiện hiệu quả hoạt động của DN (Wang and Huynh, 2013). Bởi vì, KTQT là quá trình kỹ thuật xử lý, tập trung vào việc sử dụng một cách có hiệu quả các nguồn lực của tổ chức, giúp các nhà quản lý hoàn thành nhiệm vụ nhằm gia tăng giá trị cho khách hàng cũng như cổ đông (Langfield-Smith, 2009). Việc vận dụng KTQT như hệ thống chi phí, lập ngân sách, đánh giá hiệu suất, thông tin để ra quyết định và phân tích chiến lược là công cụ kích thích và nâng cao hiệu quả kinh doanh của DN (Maziriri & Mapuranga, 2017). Hiệu quả kinh doanh là một trong những yếu tố để đo lường, đánh giá thành tựu của một tổ chức và đáp ứng mong muốn của các cổ đông lớn tại công ty (Smith & Reece, 1999). Thông thường hiệu quả kinh doanh được đo lường qua các chỉ số như: lợi nhuận, lợi tức đầu tư, doanh thu hoặc số lượng khách hàng (Wood, 2006) hoặc giảm chi phí, nâng cao doanh thu và tăng khả năng cạnh tranh (Hove, Sibanda & Poee, 2014).

Ở Việt Nam, thuật ngữ KTQT mới xuất hiện và được công nhận trong Luật Kế toán kể từ năm 2003, do vậy chưa có nhiều hệ thống văn bản quy phạm pháp luật hướng dẫn việc áp dụng KTQT trong các DN. Chính vì điều này, việc áp dụng KTQT vào công tác quản lý chưa được các DN quan tâm, chú trọng đúng mức và còn hạn chế dẫn đến hiệu quả hoạt động của DN chưa cao. Cùng với đó, là số lượng các nghiên cứu về hệ thống KTQT còn rất khiêm tốn (Doan et al., 2011), đặc biệt là các nghiên cứu về thực hành KTQT. Trong một nghiên cứu của mình, Sulaiman et al. (2004) chỉ ra rằng tại các nền kinh tế đang phát triển Đông Nam Á, trong đó có Việt Nam, vẫn còn thiếu những nghiên cứu thực nghiệm về hệ thống KTQT và cần phải có những nghiên cứu về mức độ áp dụng các hệ thống KTQT tại các quốc gia này.

Để đóng góp cho nghiên cứu thực nghiệm về hệ thống KTQT cũng như mức độ áp dụng hệ thống KTQT và ảnh hưởng của nó đến hiệu quả kinh doanh của DN tại các nền kinh tế đang phát triển, đặc biệt là Việt Nam. Nghiên cứu này với mục tiêu phát hiện và cung cấp bằng chứng về mối quan hệ nhân quả giữa các nhân tố tác động đến khả năng vận dụng KTQT và việc áp dụng KTQT ảnh hưởng đến hiệu quả kinh doanh của DN. Từ đó, cho thấy việc áp dụng KTQT góp phần cải thiện và nâng cao hiệu quả kinh doanh của DN. Bên cạnh đó, nghiên cứu này có thể rất hữu ích cho các nghiên cứu tương tự trong tương lai và các nhà quản trị DN. Dựa vào kết quả của nghiên cứu này, các nhà quản trị DN có thể hiểu rõ hơn về mức độ tác động của các nhân tố đến việc vận dụng KTQT và mối quan hệ giữa áp dụng KTQT với hiệu quả kinh doanh của DN. Qua đó, có thể giúp nhà quản trị DN đưa ra quyết định tốt hơn khi lựa chọn và sử dụng KTQT trong quản lý, điều hành nhằm mang lại hiệu quả kinh doanh tốt nhất có thể cho DN của mình.

Phần tiếp theo của nghiên cứu sẽ tiến hành xây dựng khung lý thuyết làm cơ sở để phát triển các giả thuyết và mô hình nghiên cứu. Tiếp đến là phương pháp và thiết kế nghiên cứu, phân tích hồi quy. Sau đó, mô tả và thảo luận các kết quả nghiên cứu, đồng thời đưa ra hạn chế và hướng nghiên cứu trong tương lai. Cuối cùng, tóm tắt một số kết quả đạt được và ý nghĩa của nghiên cứu trong phần kết luận.

2. KHUNG LÝ THUYẾT

Khung lý thuyết có vai trò rất quan trọng đối với các phương pháp nghiên cứu (định lượng, định tính hoặc hỗn hợp), vì vậy các nghiên cứu nên có một khung lý thuyết hợp lý để minh chứng cho tầm quan trọng và ý nghĩa của công việc nghiên cứu (Norman & Judith, 2015). Một khung lý thuyết là một lời giải thích

được phát triển tốt về các sự kiện giúp các nhà nghiên cứu xác định vị trí nghiên cứu và báo hiệu nguồn gốc về đề xuất của nghiên cứu. Các nghiên cứu về KTQT đã có truyền thống lâu đời với sự đa dạng của các lý thuyết được sử dụng (Scapens & Bromwich, 2010). Nghiên cứu này được xây dựng dựa trên khuôn khổ lý thuyết dự phòng (contingency theory), lý thuyết xã hội học (sociological theory) và lý thuyết tâm lý (psychological theory), các lý thuyết này thường xuyên được sử dụng trong hầu hết các nghiên cứu về việc áp dụng KTQT.

Lý thuyết dự phòng: Otley (1980) đã áp dụng lý thuyết dự phòng cho các thực hành KTQT và giải thích rằng không có một thực hành KTQT chung duy nhất nào có thể áp dụng cho tất cả các tổ chức. Vì vậy, không có một mô hình KTQT khuôn mẫu nào phù hợp cho tất cả các loại hình DN cũng như trường tồn qua các giai đoạn khác nhau (Walker, 1996), (Haldma, & Laats, 2002). Việc vận dụng KTQT trong các DN phụ thuộc vào đặc thù từng ngành, từng lĩnh vực, cũng như quy mô, cơ cấu tổ chức, trình độ công nghệ và chiến lược kinh doanh của các DN trong từng giai đoạn. Donaldson (2001) cho rằng dự phòng là biến kiểm duyệt mức độ ảnh hưởng của đặc điểm đến hiệu suất của tổ chức. Hiệu suất của một tổ chức phụ thuộc vào sự phù hợp với cơ cấu tổ chức và các biến theo ngữ cảnh như môi trường, chiến lược, công nghệ, quy mô, văn hóa (Chenhall, 2007). Do vậy, lý thuyết dự phòng có vai trò quan trọng trong việc giải thích các vấn đề liên quan đến việc áp dụng KTQT trong DN.

Lý thuyết xã hội học: Lý thuyết này tập trung vào việc làm thế nào tổ chức được thành lập thông qua tương tác giữa con người, tổ chức và xã hội. Các nhà lý thuyết xã hội học xem xét hệ thống KTQT về mặt thực tiễn xã hội hơn là chỉ về mặt kỹ thuật để đưa ra quyết định nội bộ và hiệu quả tổ chức. Thực tiễn KTQT phản ánh quyền lực chính trị và xã hội. Ngoài ra, lý thuyết xã hội học cho thấy hệ thống KTQT trong DN không chỉ là những vấn đề mang tính nội bộ DN mà nó chịu tác động ảnh hưởng trong một bối cảnh xã hội chung, nó liên quan đến các chế độ, chính sách hiện hành và giải quyết các mối quan hệ với người lao động trong DN. Chính vì vậy các mục tiêu của DN đặt ra phải nằm trong mục tiêu chung mà xã hội chấp nhận được. Thông qua nghiên cứu của mình, Hopper và Armstrong (1991), Collinson (1987), Oakes và Covalleski (1994) đều lập luận rằng KTQT và thông tin chi phí là công cụ để khai thác hiệu quả sản xuất.

Lý thuyết tâm lý: Lý thuyết tâm lý chỉ ra rằng việc thiết lập và vận hành hệ thống KTQT trong DN phải xem xét tác động đến mối quan hệ con người trong DN (quan hệ cấp trên với cấp dưới, quan hệ giữa các bộ phận trong DN với nhau). Điều này liên quan đến quá trình hoạch định ngân sách, kiểm soát đánh giá và ra quyết định phải tạo được động lực và hướng đến việc nâng cao hiệu suất các bộ phận.

3. XÂY DỰNG GIẢ THUYẾT VÀ MÔ HÌNH NGHIÊN CỨU

3.1. Kế toán quản trị

Trong một nghiên cứu của mình, Scapens (1991) cho rằng không có một khái niệm chung nào về KTQT được các trường phái chấp nhận rộng rãi. Có rất nhiều khái niệm khác nhau về KTQT đã được đưa ra nhưng một số lại quá chung chung không phù hợp với một cấu trúc cụ thể nào, trong khi một số chỉ đơn giản là nhấn mạnh một phương pháp nghiên cứu cụ thể.

KTQT là một trong những công cụ chính để ra quyết định ở mọi cấp độ của tổ chức (Mayanja, 2010) hoặc là một bộ phận của kế toán liên quan đến việc báo cáo cho các nhà quản trị trong nội bộ DN (Parker, 1984, 1992) nhằm đo lường, phân tích và báo cáo các thông tin tài chính và phi tài chính giúp các nhà quản lý đưa ra quyết định để thực hiện các mục tiêu của tổ chức (Horngren et al., 2014). KTQT hướng về quá trình kỹ thuật xử lý, tập trung vào việc sử dụng một cách có hiệu quả các nguồn lực của tổ chức, giúp các nhà quản lý hoàn thành nhiệm vụ, gia tăng giá trị cho khách hàng cũng như cổ đông (Langfield-Smith,

2009). Ngoài ra, công việc KTQT còn được coi như một nghề nghiệp có liên quan đến việc tham gia vào quá trình ra quyết định quản lý, lập kế hoạch và quản lý hiệu suất hệ thống, cung cấp báo cáo tài chính chuyên nghiệp và kiểm soát tài chính nhằm hỗ trợ các nhà quản lý trong việc xây dựng và thực hiện chiến lược của một tổ chức (Atkinson, 2012). Tuy có nhiều cách tiếp cận khác nhau, nhưng nhìn chung KTQT là công cụ hỗ trợ nhà quản trị trong việc thực hiện các chức năng quản lý.

3.2. Hiệu quả kinh doanh

Hiệu quả kinh doanh là để đo lường, đánh giá thành tựu của một tổ chức, hoặc là “khả năng hoạt động để đáp ứng mong muốn của các cổ đông lớn trong công ty” (Smith & Reece, 1999). Chính vì điều đó, hiểu được ý nghĩa của hiệu quả kinh doanh là điều kiện tiên quyết để đo lường hiệu suất tổ chức (Maziriri and Chinomona, 2016). Các chỉ số thông thường được sử dụng để đo lường hiệu quả kinh doanh là lợi nhuận, lợi tức đầu tư, doanh thu hoặc số lượng khách hàng (Wood, 2006), giảm chi phí, nâng cao doanh thu và khả năng cạnh tranh (Hove, Sibanda & Poee, 2014). Ngoài ra, Mann và Kehoe (1994) và Franco- Santos et al. (2007) cho rằng nên đo lường hiệu quả kinh doanh thông qua hệ thống đo lường hiệu suất kinh doanh (BPM) và phân loại hiệu suất kinh doanh thành hai lĩnh vực: hiệu suất hoạt động kinh doanh (OBP) và hiệu quả kinh doanh chiến lược (SBP).

3.3. Giả thuyết và mô hình nghiên cứu

Để giải quyết mục tiêu của nghiên cứu này, việc xây dựng các giả thuyết và mô hình nghiên cứu dựa trên cơ sở lý thuyết, tài liệu liên quan trong các nghiên cứu trước là yếu tố rất quan trọng. Phần này trình bày tổng quan tài liệu liên quan đến mục đích của nghiên cứu nhằm đánh giá những gì đã được thực hiện và cung cấp một bằng chứng rõ ràng các căn cứ trong nghiên cứu.

Quy mô doanh nghiệp và vận dụng KTQT: quy mô DN tác động đến cả cấu trúc lẫn việc sử dụng các công cụ kiểm soát quản lý trong DN. Theo Haldma & Laats (2002), Al-Omiri & Drury (2007), Abdel-Kader & Luther (2008) quy mô DN có ảnh hưởng đến việc sử dụng KTQT trong quá trình tổ chức, kinh doanh. Một DN lớn hơn thường có tổng nguồn lực lớn hơn và hệ thống thông tin nội bộ tốt hơn tạo thuận lợi cho việc phổ biến KTQT. Ngoài ra, các DN lớn hơn cũng có hệ thống phức tạp hơn và gặp phải nhiều vấn đề khó khăn hơn, chính vì điều này đã tạo tiền đề cho việc phổ biến KTQT. Trong một nghiên cứu của mình, Hutaibat (2005) đã chỉ ra rằng các nhân tố quy mô DN (được đo lường bằng doanh thu, số lượng nhân viên, các phòng ban,...) có mối quan hệ chặt chẽ với việc vận dụng KTQT, cụ thể: khi quy mô DN tăng lên thì DN có xu hướng gia tăng, mở rộng việc vận dụng các công cụ kỹ thuật KTQT. Dựa vào kết quả của các nghiên cứu trên, giả thuyết đầu tiên của nghiên cứu này được xây dựng như sau:

Giả thuyết H1: Các DN có quy mô càng lớn thì khả năng triển khai vận dụng KTQT vào DN càng cao.

Nhận thức của chủ sở hữu/nhà quản lý công ty và vận dụng KTQT: chủ sở hữu/nhà quản lý là các đối tượng tham gia vào quá trình quản lý công ty, vì vậy họ cần nhận thức được vai trò cũng như tầm quan trọng của thông tin KTQT trong quá trình ra quyết định quản lý, điều hành DN nhằm cải thiện và nâng cao hiệu quả DN. Tuy nhiên, sự nhận thức của chủ sở hữu/nhà quản lý về vai trò của thông tin KTQT ở các mức độ, các DN là khác nhau, chính vì điều này dẫn đến việc sử dụng KTQT tại các DN sẽ khác nhau. Trong nghiên cứu của mình, Shields (1995), Lybaert (1998) và Brown (2004) đã chỉ ra mức độ tác động của yếu tố nhận thức của chủ sở hữu/nhà quản lý đến việc vận dụng KTQT. Dựa vào các nghiên cứu trên, giả thuyết nghiên cứu thứ hai được xây dựng như sau:

Giả thuyết H2: Các DN có người chủ sở hữu/người điều hành công ty có hiểu biết về KTQT, đánh giá cao tính hữu ích của các công cụ kỹ thuật KTQT thì khả năng triển khai vận dụng KTQT vào DN càng cao.

Chi phí cho việc tổ chức KTQT và vận dụng KTQT: ở Việt Nam số lượng DNNVV chiếm tỷ trọng lớn trong tổng số DN đang hoạt động. Đặc điểm của DNNVV là nguồn vốn hạn chế, trong khi để có một hệ thống kế toán tốt, đặc biệt là hệ thống KTQT các DN cần phải đầu tư một khoản phí không nhỏ để đào tạo nhân viên KTQT và các chi phí khác phục vụ cho việc áp dụng KTQT, chính vì điều này nên rất ít DN có khả năng đầu tư hoặc nếu có thì luôn cân nhắc giữa chi phí đầu tư và hiệu quả mang lại của công tác KTQT. Khi nghiên cứu về các nhân tố tác động đến việc vận dụng KTQT trong các DNNVV tại Việt Nam, Trần Ngọc Hùng (2016) đã chỉ ra mức độ tác động của chi phí cho việc tổ chức KTQT đến việc vận dụng KTQT. Do vậy, để giải thích cho mối quan hệ này, giả thuyết thứ ba của nghiên cứu được xây dựng như sau:

Giả thuyết H3: Khi vận dụng KTQT nếu yêu cầu về đầu tư chi phí tổ chức KTQT càng thấp thì khả năng triển khai vận dụng KTQT vào DN càng cao.

Trình độ nhân viên kế toán và vận dụng KTQT: trong DN sự hiện diện của các nhân viên kế toán có đủ trình độ chuyên môn là một yếu tố quan trọng tác động đến việc vận dụng KTQT. Thông thường trong các DN lớn thường có các phòng ban kế toán/tài chính chuyên biệt và có xu hướng tuyển dụng những nhân viên kế toán có đủ trình độ chuyên môn để thực hiện những báo cáo cũng như tư vấn chuyên nghiệp. Ngược lại, ở những DN nhỏ thì có sự nghi ngờ rằng hầu hết các DN đều thuê mượn các nhân viên kế toán có đủ trình độ chuyên môn (Ahmad, 2012). Ngoài ra, một số nghiên cứu chỉ ra rằng, có sự tương thích giữa việc hiện diện của các nhân viên kế toán chuyên nghiệp với mức độ hiểu biết cao về vận dụng KTQT trong DN (Ismail and King, 2007) hay sự hiện diện của các nhân viên kế toán chuyên nghiệp trong DNNVV sẽ giúp cho khả năng vận dụng KTQT cao hơn (McChlery et al., 2004). Từ đó, giả thuyết tiếp theo phản ánh mối quan hệ giữa trình độ nhân viên kế toán và vận dụng KTQT trong nghiên cứu này được xây dựng như sau:

Giả thuyết H4: Các DN có đội ngũ nhân viên kế toán được đào tạo có chứng chỉ nghề hoặc bằng cấp kế toán chuyên nghiệp thì khả năng triển khai vận dụng KTQT vào DN sẽ càng cao.

Văn hóa doanh nghiệp và vận dụng KTQT: xét từ góc độ quản trị tác nghiệp, văn hoá DN bao gồm một hệ thống những ý nghĩa, giá trị, niềm tin chủ đạo, cách nhận thức và phương pháp tư duy được mọi thành viên trong một tổ chức cùng thống nhất và có ảnh hưởng ở phạm vi rộng đến nhận thức, hành động của từng thành viên. Văn hóa DN có vai trò quan trọng trong quản lý, là công cụ triển khai chiến lược, phương pháp tạo động lực cho người lao động và sức mạnh đoàn kết cho tổ chức. Khi nghiên cứu về tác động của nhân tố văn hóa DN đến việc vận dụng KTQT, AlperErserim (2012) đã chỉ ra rằng, các loại hình văn hóa DN như: văn hóa hỗ trợ; văn hóa cải tiến và văn hóa quản lý theo mục tiêu có tác động đến việc vận dụng KTQT. Vì vậy, giả thuyết thứ năm được xây dựng như sau:

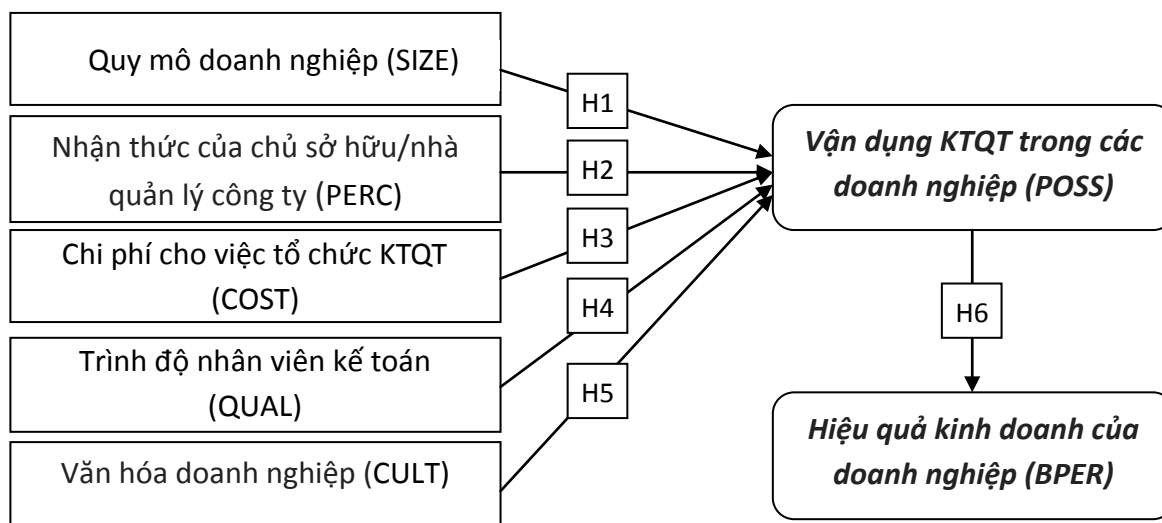
Giả thuyết H5: Các DN có văn hóa DN hỗ trợ mạnh thì khả năng triển khai vận dụng KTQT vào DN càng cao.

Vận dụng KTQT và hiệu quả kinh doanh: dựa trên quan điểm chính trị và thể chế, Mikes (2006) cho rằng thực hành KTQT có vai trò quan trọng trong việc cải thiện hiệu quả hoạt động của DN, hay nói cách khác thực hành KTQT đảm bảo hiệu quả trong quản lý và cũng có thể cải thiện hiệu suất của tổ chức (Ahmad & Mohamed-zabri, 2013). Ngoài ra, KTQT cung cấp thông tin cho các chủ thể trong tổ chức để họ có thể lập kế hoạch, kiểm soát hoạt động, ra quyết định và đánh giá hiệu quả hoạt động (Kinney & Raiborn, 2011). Từ đó, giúp cho các công ty tăng khả năng cạnh tranh trên thị trường và giảm thất bại trong kinh doanh (Mitchell & Reid, 2000). Trong một nghiên cứu được tiến hành bởi Maziriri & Mapuranga (2017) về ảnh hưởng của thực hành KTQT đến hiệu quả kinh doanh của các DNNVV trong tỉnh Gauteng ở Nam Phi, cho thấy việc áp dụng KTQT như hệ thống chi phí, lập ngân sách, đánh giá hiệu suất, thông tin để ra quyết định và phân tích chiến lược là công cụ kích thích hiệu quả kinh doanh của DNNVV. Đồng thời, các

DNNVV tham gia vào thực hành KTQT sẽ nâng cao hiệu quả kinh doanh. Dựa vào các nghiên cứu ở trên, giả thuyết cuối cùng của nghiên cứu này được phát triển như sau:

Giả thuyết H6: Vận dụng KTQT vào DN có ảnh hưởng thuận chiều đến hiệu quả kinh doanh của DN.

Dựa vào việc xem xét các nghiên cứu được thảo luận ở trên, sáu giả thuyết được xây dựng cho nghiên cứu này và được mô tả thông qua mô hình nghiên cứu trong Hình 1. Mô hình nghiên cứu này chứng minh 5 nhân tố tác động đến việc vận dụng KTQT và mối quan hệ giữa vận dụng KTQT với hiệu quả kinh doanh trong DN. Chứng minh này sẽ được phân tích, giải thích chi tiết hơn trong phần tiếp theo của nghiên cứu.



Hình 1. Mô hình nghiên cứu đề xuất

4. PHƯƠNG PHÁP VÀ THIẾT KẾ NGHIÊN CỨU

4.1. Phương pháp nghiên cứu

Nghiên cứu này được tiến hành bằng cách sử dụng kết hợp phương pháp nghiên cứu định tính và mô hình nghiên cứu định lượng, phù hợp với nội dung nghiên cứu để xác định mối quan hệ giữa các cấu trúc được điều tra (khảo sát).

Phương pháp nghiên cứu định tính được sử dụng để tổng quan các lý thuyết, tài liệu nghiên cứu trước đây có liên quan đến nghiên cứu này, từ đó thiết kế các câu hỏi điều tra (khảo sát) trong những biến cần nghiên cứu, làm cơ sở cho nghiên cứu định lượng.

Mô hình nghiên cứu định lượng nhằm lượng hóa và đo lường những thông tin, dữ liệu thu thập được từ bảng câu hỏi điều tra (khảo sát) thông qua việc kiểm định các thang đo và mô hình lý thuyết. Việc kiểm định mức độ phù hợp của thang đo và mô hình lý thuyết thông qua hệ số tin cậy Cronbach's Alpha, phân tích nhân tố khám phá EFA, tương quan hồi quy tuyến tính, nhân tố khẳng định CFA (Confirmation Factor Analysis) và mô hình cấu trúc SEM (Structural Equation Modeling) bằng phần mềm SPSS 20, AMOS 20.

4.2. Thiết kế nghiên cứu

Cỡ mẫu: cỡ mẫu là các yếu tố được đề cập đến khi đưa vào nghiên cứu và việc xác định kích thước mẫu là một phán đoán chủ quan được thực hiện bởi nhà nghiên cứu dựa trên các nghiên cứu trước đây. Các nhà nghiên cứu cho rằng kích thước mẫu tối thiểu phải từ 100 đến 150 (Hair et al., 1998). Theo Bollen (1989) thì kích thước mẫu tối thiểu là 5 mẫu cho 1 ước lượng (tỷ lệ 5:1) (trích Nguyễn Đình Thọ, 2011). Những quy tắc

kinh nghiệm khác trong xác định cỡ mẫu cho phân tích nhân tố EFA: thông thường thì kích thước mẫu phải bằng 4 hay 5 lần số biến trong phân tích nhân tố (Hoàng Trọng và Chu Nguyễn Mộng Ngọc, 2008).

Dữ liệu nghiên cứu: việc lựa chọn phương pháp lấy mẫu phụ thuộc vào các yếu tố như bản chất của vấn đề nghiên cứu, mục tiêu nghiên cứu, giới hạn chi phí và thời gian. Nghiên cứu này sử dụng kỹ thuật lấy mẫu ngẫu nhiên thông qua bảng câu hỏi khảo sát tại các DN trên địa bàn một số tỉnh, thành phố của Việt Nam như: Hà Nội, TP Hồ Chí Minh, Hải Phòng, Bắc Ninh, Hà Nam,... và đối tượng được hỏi (khảo sát) là giám đốc/tổng giám đốc, phó giám đốc/phó tổng giám đốc tài chính, kế toán trưởng, kế toán viên, nhân viên KTQT và những người tham gia KTQT của DN.

Dữ liệu sử dụng cho nghiên cứu này được thu thập từ 280 bảng câu hỏi khảo sát được gửi qua email và phỏng vấn trực tiếp tại các DN, trong số 280 bảng câu hỏi khảo sát thu về có 45 bảng câu hỏi khảo sát không cung cấp đầy đủ thông tin vì vậy không đạt yêu cầu. Sau khi loại bỏ các bảng câu hỏi khảo sát không đạt yêu cầu, còn lại 235 bảng có thể sử dụng được. Như vậy, kích thước mẫu của nghiên cứu này được lựa chọn là 235 (mỗi bảng câu hỏi khảo sát cho một DN).

Bố cục và định dạng câu hỏi: câu hỏi khảo sát sẽ được xây dựng, phát triển từ cơ sở lý thuyết và điều chỉnh từ kết quả của các nghiên cứu trước đây cho phù hợp với thực tiễn tại các DN Việt Nam. Bảng câu hỏi được chia thành 07 (bảy) phần, các phần A, B, C, D và E là các câu hỏi về các biến độc lập, phần F, G là các câu hỏi về biến phụ thuộc (vận dụng KTQT, hiệu quả kinh doanh). Bên cạnh đó, người trả lời bảng câu hỏi được yêu cầu cho biết về mức độ đồng ý của họ với những phát biểu bằng thang đo Likert năm bậc, trong đó 1 = rất không đồng ý, 2 = không đồng ý, 3 = không có ý kiến, 4 = đồng ý và 5 = rất đồng ý. Các câu hỏi khảo sát được thiết kế chi tiết như sau:

Bảng 1. Ý nghĩa của các biến trong nghiên cứu

| Ký hiệu biến | Ý nghĩa các biến | Nguồn tham khảo |
|---|--|--|
| A. Quy mô doanh nghiệp (SIZE) | | Flacke and Segbers (2005); Hutaibat (2005). |
| SIZE1 | Doanh thu của DN lớn | |
| SIZE2 | Số lượng nhân viên của DN lớn | |
| SIZE3 | Số lượng các phòng ban, chi nhánh của DN lớn | |
| B. Nhận thức của chủ sở hữu/nhà quản lý công ty (PERC) | | Trần Ngọc Hùng (2016); Ahmad (2012); Shields (1995); Brown (2004). |
| PERC1 | Đánh giá cao về tính hữu ích các công cụ kỹ thuật KTQT | |
| PERC2 | Hiểu biết về các công cụ kỹ thuật KTQT | |
| PERC3 | Có nhu cầu cao về việc vận dụng KTQT | |
| PERC4 | Chấp nhận mức chi phí cao trong việc đầu tư vận dụng KTQT | |
| C. Trình độ nhân viên kế toán (QUAL) | | Ismail and King (2007); McChlery et al (2004); Ahmad (2012). |
| QUAL1 | Trình độ từ trung cấp, cao đẳng nghề | |
| QUAL2 | Trình độ từ cử nhân kế toán trở lên | |
| QUAL3 | Có các chứng chỉ về kế toán chuyên nghiệp trong nước | |
| QUAL4 | Có các chứng chỉ về kế toán chuyên nghiệp quốc tế | |
| D. Chi phí cho việc tổ chức KTQT (COST) | | Trần Ngọc Hùng (2016). |
| COST1 | Đầu tư công nghệ phục vụ việc tổ chức KTQT | |
| COST2 | Tư vấn từ các tổ chức/chuyên gia về tổ chức KTQT | |
| E. Văn hoá DN (CULT) | | Alper Erserim (2012). |
| CULT1 | Sự hỗ trợ từ các nhà quản trị đối với nhân viên trong DN | |
| CULT2 | Sự hỗ trợ lẫn nhau từ nhân viên trong các phòng ban trong DN | |
| CULT3 | Sự đồng thuận về mục tiêu phát triển chung của doanh nghiệp | |

| F. Vận dụng KTQT (POSS) | | Maziriri & Mapuranga (2017); Ahmad và Zabri (2013). |
|--------------------------------------|--|---|
| POSS1 | Kỹ thuật chi phí | |
| POSS2 | Kỹ thuật dự toán | |
| POSS3 | Kỹ thuật đánh giá hiệu suất | |
| POSS4 | Kỹ thuật hỗ trợ quá trình ra quyết định | |
| POSS5 | Kỹ thuật chiến lược | |
| G. Hiệu quả kinh doanh (BPER) | | |
| BPER1 | Tăng khả năng cạnh tranh trên thị trường | |
| BPER2 | Tiết kiệm các chi phí | |
| BPER3 | Nâng cao doanh thu | |
| BPER4 | Tăng khả năng sinh lời | |

Nguồn: Tác giả tổng hợp

5. PHÂN TÍCH HỒI QUY

5.1. Kiểm định thang đo và phân tích nhân tố khám phá

Trước khi kiểm định các giả thuyết của nghiên cứu này, tác giả tiến hành một số quy trình để kiểm tra độ tin cậy của thang đo và xây dựng tính hợp lệ của các dữ liệu nghiên cứu. Theo Hoàng Trọng và Chu Nguyễn Mộng Ngọc (2008), thang đo có hệ số Cronbach's Alpha từ 0,6 trở lên là có thể sử dụng tốt và hệ số tương quan biến tổng phải lớn hơn 0,3 thì mới đạt yêu cầu. Hệ số Kaiser-Meyer-Olkin (KMO) là chỉ số dùng để xem xét sự thích hợp của phân tích nhân tố. Giá trị của KMO lớn (giữa 0,5 và 1) là điều kiện đủ để phân tích nhân tố, còn nếu như giá trị này nhỏ hơn 0,5 thì phân tích nhân tố có khả năng không thích hợp với các dữ liệu. Kiểm định Bartlett dùng để xem xét giả thuyết các biến không có tương quan trong tổng thể. Kiểm định Bartlett's phải có ý nghĩa thống kê ($\text{Sig} \leq 0,05$) thì các biến quan sát có tương quan với nhau trong tổng thể (Hoàng Trọng và Chu Nguyễn Mộng Ngọc, 2008). Đồng thời, hệ số tải nhân tố hay trọng số nhân tố (Factor loading) ≥ 0.5 được xem là có ý nghĩa thực tiễn khi phân tích EFA (Hair et al., 1998). Kết quả phân tích nhân tố được chấp nhận khi tổng phương sai trích $> 50\%$ và Eigenvalue lớn hơn 1 (Gerbing & Anderson, 1988). Kết quả kiểm định độ tin cậy thang đo và phân tích nhân tố khám phá EFA của các nhân tố được thể hiện trong Bảng 2 và Bảng 3.

Bảng 2. Kết quả kiểm định độ tin cậy thang đo và phân tích EFA các biến độc lập

| Biến quan sát | Hệ số tải các nhân tố thành phần | | | | | Tương quan biến tổng | Độ tin cậy | | Phương sai trích (AVE) | Số biến quan sát |
|---------------|----------------------------------|-------|-------|------|-------|----------------------|------------------|----------------------------------|------------------------|------------------|
| | SIZE | PERC | QUAL | CULT | COST | | Cronbach's Alpha | Tổng hợp (Composite Reliability) | | |
| SIZE1 | 0,849 | | | | | 0,661 | 0,825 | 0,829 | 0,617 | 3 |
| SIZE2 | 0,876 | | | | 0,714 | | | | | |
| SIZE3 | 0,840 | | | | 0,676 | | | | | |
| PERC1 | | 0,785 | | | | 0,608 | 0,802 | 0,803 | 0,505 | 4 |
| PERC2 | | 0,817 | | | 0,647 | | | | | |
| PERC3 | | 0,816 | | | 0,651 | | | | | |
| PERC4 | | 0,737 | | | 0,555 | | | | | |
| QUAL1 | | | 0,823 | | | 0,719 | 0,895 | 0,900 | 0,695 | 4 |
| QUAL2 | | | 0,856 | | 0,764 | | | | | |
| QUAL3 | | | 0,838 | | 0,750 | | | | | |
| QUAL4 | | | 0,906 | | 0,862 | | | | | |

| | | | | | | |
|-----------------------|-------|-------|---------|-------|-------|---|
| CULT1 | 0,848 | 0,706 | 0,809 | 0,824 | 0,609 | 3 |
| CULT2 | 0,809 | 0,668 | | | | |
| CULT3 | 0,790 | 0,648 | | | | |
| COST1 | 0,917 | 0,733 | 0,846 | 0,847 | 0,735 | 2 |
| COST2 | 0,917 | 0,733 | | | | |
| Sig | | | 0,000 | | | |
| Hệ số KMO | | | 0,765 | | | |
| Eigenvalues | | | 1,169 | | | |
| Tổng phương sai trích | | | 74,218% | | | |

Nguồn: Kết quả phân tích từ phần mềm SPSS 20 và AMOS 20

Kết quả kiểm định độ tin cậy thang đo và phân tích nhân tố khám phá EFA các biến độc lập (Bảng 2) cho thấy tất cả các biến đều có hệ số tương quan biến tổng lớn hơn 0,3 và hệ số Cronbach's Alpha biến tổng lớn hơn 0,6 nên các thang đo có ý nghĩa và biến thành phần trong thang đo là đáng tin cậy. Hệ số KMO = 0,765 (thỏa mãn tiêu chí $0,5 \leq KMO \leq 1$) đạt yêu cầu, và kiểm định Barlett's có Sig = 0,000 < 5% cho thấy các biến quan sát này có liên quan chặt chẽ với nhau và phù hợp cho việc phân tích nhân tố khám phá EFA. Tổng phương sai trích (Total Variance Explained) là 74,218% > 50%, tại Eigenvalues = 1,169 > 1, nên đạt yêu cầu. Các biến đặc trưng đều có hệ số tải nhân tố (Factor loading) lớn hơn 0,5, đạt yêu cầu. Kết quả phân tích nhân tố khám phá EFA các biến độc lập là hoàn toàn phù hợp, các nhân tố trích ra đều có độ tin cậy và giá trị. Sau khi thực hiện kiểm định độ tin cậy thang đo và phân tích nhân tố khám phá EFA các biến độc, kết quả vẫn giữ nguyên 16 biến quan sát thuộc 5 nhóm nhân tố và không có sự xáo trộn giữa các biến thành phần nên tên các nhân tố vẫn được giữ nguyên.

Bảng 3. Kết quả kiểm định độ tin cậy thang đo và phân tích EFA các biến phụ thuộc

| Biến quan sát | Độ tin cậy | | Tương quan biến tổng | Phương sai trích (AVE) | Hệ số tải các nhân tố thành phần | | Số biến quan sát |
|-----------------------|------------------|----------------------------------|----------------------|------------------------|----------------------------------|-------|------------------|
| | Cronbach's Alpha | Tổng hợp (Composite Reliability) | | | POSS | BPER | |
| POSS1 | 0,860 | 0,865 | 0,722 | 0,563 | 0,832 | | 5 |
| POSS2 | | | 0,695 | | 0,821 | | |
| POSS3 | | | 0,635 | | 0,768 | | |
| POSS4 | | | 0,603 | | 0,745 | | |
| POSS5 | | | 0,751 | | 0,851 | | |
| BPER1 | 0,827 | 0,837 | 0,710 | 0,558 | | 0,857 | 4 |
| BPER2 | | | 0,603 | | | 0,835 | |
| BPER3 | | | 0,641 | | | 0,798 | |
| BPER4 | | | 0,674 | | | 0,769 | |
| Sig | | | 0,000 | | 0,000 | | |
| Hệ số KMO | | | 0,784 | | 0,767 | | |
| Eigenvalues | | | 3,235 | | 2,659 | | |
| Tổng phương sai trích | | | 64,708% | | 66,481% | | |

Nguồn: Kết quả phân tích từ phần mềm SPSS 20 và AMOS 20

Kết quả kiểm định độ tin cậy thang đo và phân tích nhân tố khám phá các biến phụ thuộc (Bảng 3) cho thấy hai biến này đều có hệ số tương quan biến tổng lớn hơn 0,3 và hệ số Cronbach's Alpha biến tổng lớn hơn 0,6 nên các thang đo có ý nghĩa. Hệ số KMO của biến POSS = 0,784 và KMO của biến BPER = 0,767 đều thỏa mãn tiêu chí $0,5 \leq KMO \leq 1$ nên mô hình phù hợp cho việc phân tích. Kiểm định Barlett's

đều có Sig = 0,000 nên kiểm định này có ý nghĩa thống kê và các biến có tương quan nhau trong tổng thể. Đồng thời, Tổng phương sai trích của biến POSS là 64,708% và biến BPER là 66,481% đều lớn hơn 50%; tại Eigenvalues đều lớn > 1; các biến đều có hệ số tải nhân tố (Factor loading) lớn hơn 0,5 đạt yêu cầu. Kết quả phân tích nhân tố khám phá EFA các biến phụ thuộc là hoàn toàn phù hợp. Như vậy, vẫn giữ nguyên 05 biến quan sát của biến POSS, 04 biến quan sát của biến BPER và được đưa vào trong mô hình nghiên cứu.

Để kiểm tra vấn đề đa cộng tuyến, nghiên cứu thực hiện quy trình phân tích tương quan. Trước khi thực hiện quy trình phân tích mối quan hệ tương quan, nghiên cứu này tạo các biến tổng hợp mới cho từng yếu tố bằng cách tính trung bình các mục trong các yếu tố. Sáu biến mới được tạo ra là SIZE (quy mô doanh nghiệp), COST (chi phí cho việc tổ chức KTQT), QUAL (trình độ nhân viên kế toán), PERC (nhận thức của chủ sở hữu/người quản lý công ty), CULT (văn hoá doanh nghiệp), POSS (vận dụng KTQT). Sau đó, kiểm định mối quan hệ tương quan giữa các biến thông qua hệ số tương quan Pearson và phân tích hồi quy để kiểm tra vấn đề đa cộng tuyến. Kết quả của mỗi tương quan giữa các biến được thể hiện trong Bảng 3 và phân tích hồi quy được thể hiện trong Bảng 4.

Bảng 4. Mối quan hệ tương quan giữa các biến trong nghiên cứu

| | | POSS | SIZE | PERC | QUAL | CULT | COST |
|------|---------------------|------|---------|---------|---------|---------|---------|
| POSS | Pearson Correlation | 1 | 0,448** | 0,276** | 0,313** | 0,461** | 0,194** |
| | Sig. (2-tailed) | | 0,000 | 0,000 | 0,000 | 0,000 | 0,003 |

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Nguồn: Kết quả phân tích từ phần mềm SPSS 20

Kết quả phân tích tương quan Pearson (Bảng 4) cho thấy giá trị Sig giữa các biến độc lập SIZE, PERC, QUAL, CULT, COST với biến phụ thuộc POSS đều nhỏ hơn 1% nên hệ số tương quan Pearson (Pearson Correlation) có ý nghĩa thống kê, các biến độc lập có tương quan với biến phụ thuộc và sẽ được đưa vào mô hình để giải thích cho biến phụ thuộc.

Bảng 5. Kết quả phân tích hồi quy

| Mô hình | Hệ số chưa chuẩn hóa | | Hệ số chuẩn hóa | t | P-value Sig. | Thông kê đa cộng tuyến | | |
|----------------------|----------------------|---------------|-----------------|-------|-----------------|------------------------|--------------------------------|-------|
| | B | Độ lệch chuẩn | Beta | | | Hệ số Tolerance | VIF hệ số phóng đại phương sai | |
| 1 | Hằng số | 0,196 | 0,288 | | 0,682 | 0,496 | | |
| | SIZE | 0,344 | 0,046 | 0,382 | 7,482 | 0,000 | 0,962 | 1,040 |
| | PERC | 0,096 | 0,040 | 0,125 | 2,404 | 0,017 | 0,932 | 1,074 |
| | QUAL | 0,220 | 0,048 | 0,272 | 4,598 | 0,000 | 0,717 | 1,396 |
| | CULT | 0,085 | 0,030 | 0,158 | 2,807 | 0,005 | 0,789 | 1,267 |
| | COST | 0,154 | 0,038 | 0,207 | 4,094 | 0,000 | 0,979 | 1,021 |
| Biến phụ thuộc: POSS | | | | | | | | |

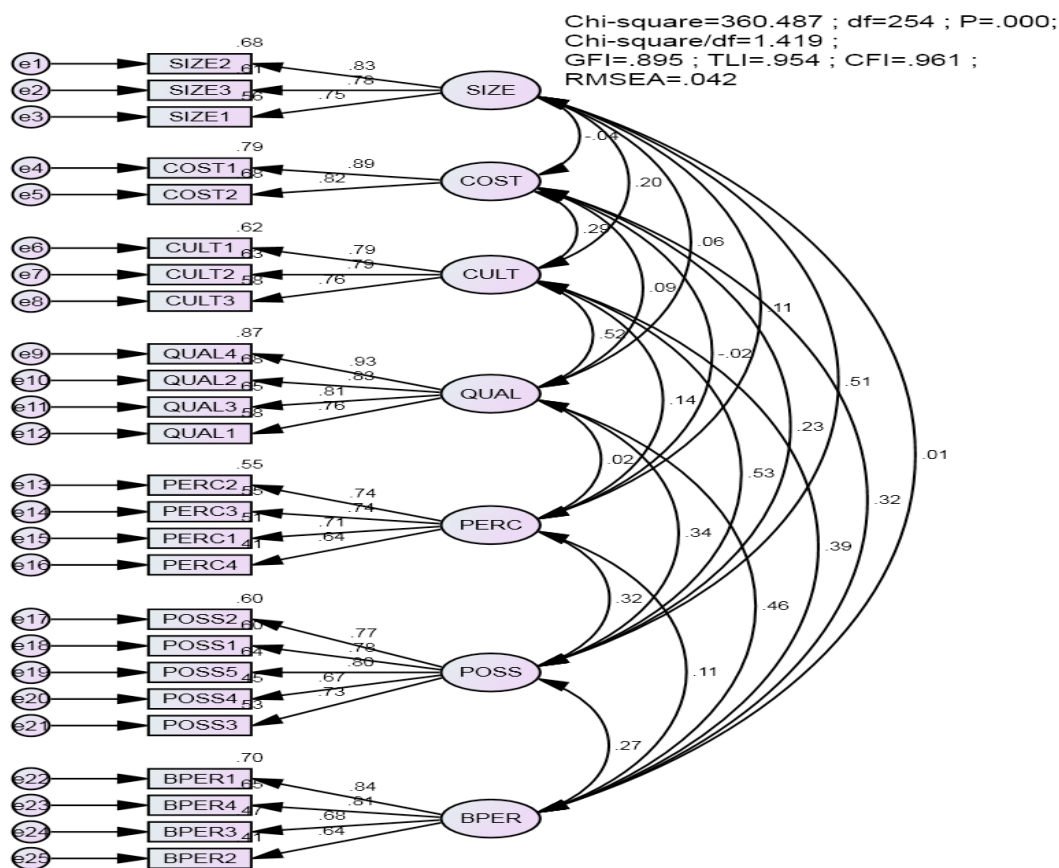
Nguồn: Kết quả phân tích từ phần mềm SPSS 20

Kết quả phân tích hồi quy Bảng 5 cho thấy có Sig. nhỏ hơn so với mức ý nghĩa 5% nên mô hình hồi quy có ý nghĩa thống kê, phù hợp với tập dữ liệu và có thể sử dụng được, tức là các biến độc lập SIZE, PERC, QUAL, CULT, COST có ảnh hưởng đến biến phụ thuộc POSS. Hệ số phóng đại phương sai VIF (Variance Inflation Factor) của các biến độc lập đều nhỏ hơn 2 nên không xảy ra hiện tượng đa cộng tuyến.

Như vậy, sau khi thực hiện kiểm định thang đo và phân tích nhân tố khám phá EFA, các thang đo đều có độ tin cậy, các biến đều thỏa điều kiện của phân tích nhân tố khám phá và không có biến quan sát nào bị loại, dữ liệu nghiên cứu hoàn toàn phù hợp. Kết quả này cung cấp nền tảng trước khi phân tích nhân tố khẳng định CFA và mô hình phương trình cấu trúc SEM.

5.2. Phân tích nhân tố khẳng định CFA

Kết quả phân tích nhân tố khẳng định CFA (Hình 2) cho thấy, mô hình đạt được độ tương thích tốt với dữ liệu thể hiện qua các chỉ số như: Chi-square là 360,487 với 254 bậc tự do (df), giá trị $p=0,000 (<0,05)$ (Jöreskog & Sörbom, 1989). Nếu điều chỉnh theo bậc tự do có $\text{Chi-square}/df = 1,419 < 3$, các chỉ tiêu khác nhau như: $\text{GFI} = 0,895$, $\text{TLI} = 0,954$, $\text{CFI} = 0,961$ (Segars and Grover, 1993); (Chin and Todd, 1995) và $\text{RMSEA} = 0,042 < 0,080$ (Taylor, Sharland, Cronin and Bullard, 1993); (Nguyễn Đình Thọ và Nguyễn Thị Mai Trang, 2008), đều đạt yêu cầu độ tương thích. Trọng số (Estimate) đã chuẩn hóa của các biến quan sát đều lớn hơn 0,5 (nhỏ nhất là 0,640) cho thấy các thang đo đạt tính đơn hướng (Steenkamp & Van Trijp, 1991) và giá trị hội tụ (Gerbing & Anderson, 1988). Hệ số tương quan của các nhân tố đều nhỏ hơn 1 có ý nghĩa thống kê. Vì vậy, các khái niệm trên đều đạt được giá trị phân biệt (Steenkamp & Van Trijp, 1991). Độ tin cậy tổng hợp (CR) và phương sai trích (AVE) của từng nhân tố đều lớn hơn 50% (Bảng 2, Bảng 3) nên các khái niệm đạt yêu cầu.



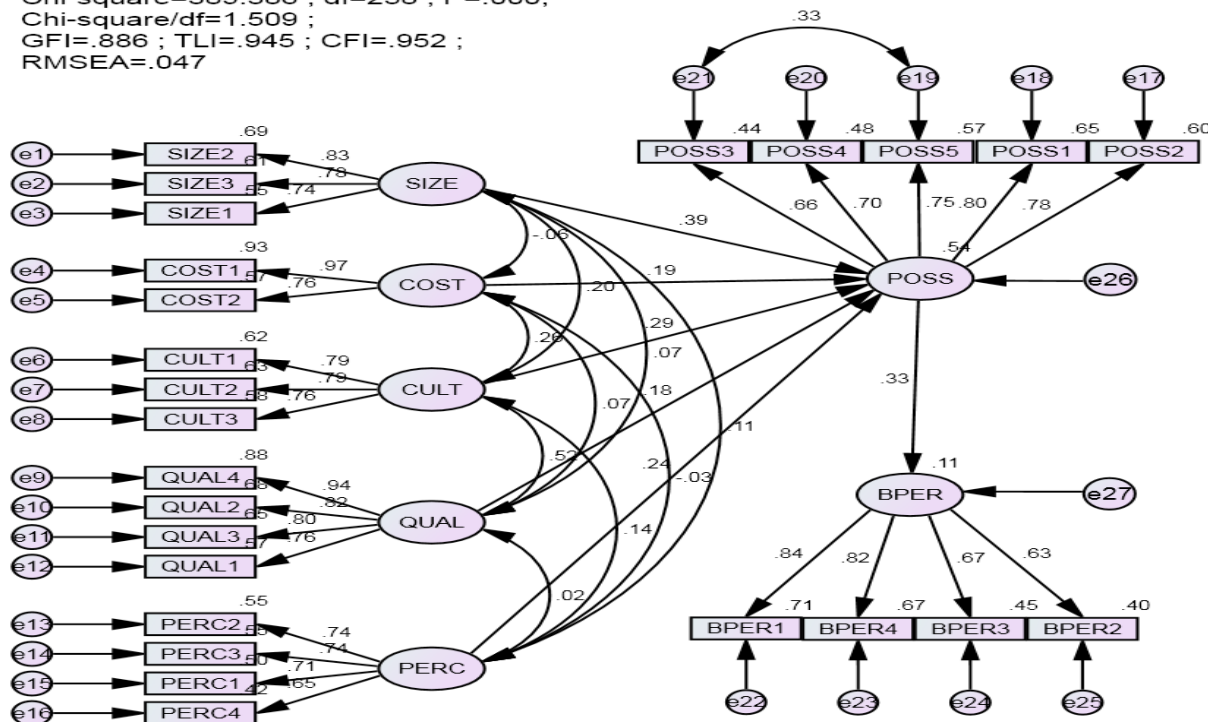
Hình 2. Mô hình phân tích CFA

5.3. Phân tích mô hình phương trình cấu trúc SEM

Kết quả phân tích mô hình phương trình cấu trúc SEM (Hình 3) cho thấy, mô hình này thích hợp với dữ liệu thị trường thể hiện qua các giá trị thống kê như: Chi-square là 389,386 với 258 bậc tự do (df), giá trị

$p=0,000 (<0,05)$ (Jöreskog & Sörbom, 1989). Nếu điều chỉnh theo bậc tự do có Chi-square/df = 1,509<3, đạt yêu cầu độ tương thích. Các chỉ tiêu khác nhau như: GFI = 0,886, TLI = 0,945, CFI = 0,952, RMSEA = 0,047<0,080 (Taylor, Sharland, Cronin and Bullard, 1993) và (Nguyễn Đình Thọ và Nguyễn Thị Mai Trang, 2008), đều đạt yêu cầu.

Chi-square=389.386 ; df=258 ; P=.000;
 Chi-square/df=1.509 ;
 GFI=.886 ; TLI=.945 ; CFI=.952 ;
 RMSEA=.047



Hình 3. Mô hình các nhân tố tác động đến việc vận dụng KTQT và ảnh hưởng của việc vận dụng KTQT đến hiệu quả kinh doanh (đã chuẩn hóa).

Bảng 6. Kết quả kiểm định mối quan hệ giữa các giả thuyết trong nghiên cứu

| Mối quan hệ | | Giá trị ước lượng chuẩn hóa | S.E. | C.R. | P-value | Kết luận giả thuyết | |
|----------------------------|------|--|-------|-------|---------|---------------------|-----------|
| Vận dụng KTQT (POSS) | <--- | Quy mô doanh nghiệp (SIZE) | 0,394 | 0,063 | 5,740 | *** | Chấp nhận |
| Vận dụng KTQT (POSS) | <--- | Văn hóa doanh nghiệp (CULT) | 0,291 | 0,087 | 3,452 | *** | Chấp nhận |
| Vận dụng KTQT (POSS) | <--- | Chi phí cho việc tổ chức KTQT (COST) | 0,185 | 0,048 | 2,718 | 0,007 | Chấp nhận |
| Vận dụng KTQT (POSS) | <--- | Trình độ nhân viên kế toán (QUAL) | 0,179 | 0,033 | 2,509 | 0,012 | Chấp nhận |
| Vận dụng KTQT (POSS) | <--- | Nhận thức của chủ sở hữu/ nhà quản lý (PERC) | 0,241 | 0,047 | 3,685 | *** | Chấp nhận |
| Hiệu quả kinh doanh (BPER) | <--- | Vận dụng KTQT (POSS) | 0,329 | 0,075 | 4,328 | *** | Chấp nhận |

Ghi chú: ***: mức ý nghĩa 1%, S.E.: độ lệch chuẩn, C.R.: giá trị tới hạn.

Nguồn: Kết quả phân tích cấu trúc SEM từ phần mềm AMOS

Kết quả ước lượng các tham số chính ở Bảng 6 cho thấy, tất cả các mối quan hệ đều có ý nghĩa thống kê (P-value <5%). Đồng thời, *quy mô doanh nghiệp* có tác động dương và mạnh nhất đến khả năng vận dụng KTQT trong các DN ($H1:\beta = 0,394$, P-value = ***), tiếp đến là *văn hóa doanh nghiệp* cũng tác động dương đến việc vận dụng KTQT ($H5:\beta = 0,291$, P-value = ***), ngay sau là *nhận thức của chủ sở hữu/nhà quản lý công ty* cũng có tác động dương đến việc vận dụng KTQT ($H2:\beta = 0,241$, P-value = ***), tiếp đến là *chi phí cho việc tổ chức KTQT* có tác động cùng chiều đến việc vận dụng KTQT ($H3:\beta = 0,185$, P-value = 0,007) và *trình độ nhân viên kế toán* ít tác động nhất khả năng vận dụng KTQT ($H4:\beta = 0,179$, P-value = 0,012). Cuối cùng, *vận dụng KTQT* có tác động dương đến hiệu quả kinh doanh ($H6:\beta = 0,329$, P-value = ***). Như vậy, tất cả 6 (sáu) giả thuyết trong nghiên cứu này đều được chấp nhận.

Tóm lại, khả năng vận dụng KTQT vào DN chịu sự tác động của 05 nhân tố bao gồm: (i) quy mô doanh nghiệp, (ii) nhận thức của chủ sở hữu/nhà quản lý công ty, (iii) chi phí cho việc tổ chức KTQT, (iv) trình độ nhân viên kế toán trong DN và (v) văn hóa doanh nghiệp. Sự tác động của các nhân tố này được phân định thứ bậc rõ rệt, trong đó nhân tố quy mô doanh nghiệp tác động mạnh nhất và tác động yếu nhất là trình độ nhân viên kế toán. Ngoài ra, việc vận dụng các kỹ thuật KTQT như: chi phí, dự toán, đánh giá hiệu suất, chiến lược và hỗ trợ quá trình ra quyết định, ảnh hưởng và cải thiện hiệu quả kinh doanh của DN.

6. THẢO LUẬN KẾT QUẢ NGHIÊN CỨU

Mục đích của nghiên cứu này là để điều tra sự tác động của các nhân tố đến khả năng vận dụng KTQT cũng như vận dụng KTQT ảnh hưởng đến hiệu quả kinh doanh của các DN Việt Nam. Kết quả phân tích hồi quy cho thấy, mô hình đo lường có giá trị thang đo đều đạt được độ tin cậy (hệ số Cronbach's Alpha, độ tin cậy tổng hợp) và giá trị cho phép (tính đơn hướng, phương sai trích, giá trị hội tụ và phân biệt). Ngoài ra, tất cả giả thuyết nghiên cứu đều được chấp nhận. Kết quả nghiên cứu có một số ý nghĩa như sau:

6.1. Quy mô doanh nghiệp và vận dụng KTQT

Kết quả kiểm định (Bảng 6) cho thấy, quy mô doanh nghiệp là một yếu tố quan trọng và tác động mạnh nhất đến khả năng vận dụng KTQT trong các DN ($H1:\beta = 0,394$, P-value = ***). Khi quy mô DN tăng lên 1 đơn vị độ lệch chuẩn thì khả năng vận dụng KTQT tăng lên 0,394 đơn vị độ lệch chuẩn. Những phát hiện này chứng minh rằng, đối với các DN Việt Nam, quy mô DN có tác động rất lớn và là một trong những yếu tố quyết định đến việc áp dụng KTQT trong DN. Các DN có quy mô càng lớn thì khả năng áp dụng KTQT trong quản lý, điều hành của DN càng cao. Kết quả này hoàn toàn phù hợp với một số nghiên cứu đã được tiến hành bởi Abdel-Kader & Luther (2008), Haldma & Laats (2002) và Hutaibat (2005).

6.2. Nhận thức của chủ sở hữu/nhà quản lý công ty và vận dụng KTQT

Kết quả kiểm định (Bảng 6) cũng cho thấy, nhận thức của chủ sở hữu/nhà quản lý công ty cũng là một yếu tố khá quan trọng và có ý nghĩa thống kê ($H2:\beta = 0,241$, P-value = ***) tác động đến việc vận dụng KTQT. Khi nhận thức của chủ sở hữu/nhà quản lý công ty tăng lên 1 đơn vị độ lệch chuẩn thì khả năng vận dụng KTQT tăng lên 0,241 đơn vị độ lệch chuẩn. Những kết quả phân tích hồi quy này minh họa rằng, khi chủ sở hữu hoặc người quản lý công ty có hiểu biết về KTQT, đánh giá cao tính hữu ích cũng như vai trò và tầm quan trọng của các công cụ kỹ thuật KTQT trong quá trình quản lý, điều hành DN để nâng cao hiệu quả DN, từ đó sẽ cải thiện và làm gia tăng khả năng vận dụng KTQT. Kết quả này đồng nhất với nghiên cứu của Shields (1995), Lybaert (1998) và Brown (2004).

6.3. Chi phí cho việc tổ chức KTQT và vận dụng KTQT

Kết quả phân tích hồi quy cho thấy, chi phí cho việc tổ chức KTQT nổi lên như một yếu tố mới phù hợp với điều kiện thực tế ở Việt Nam và có ý nghĩa thống kê ($H3:\beta = 0,185$, P-value = 0,007) ảnh hưởng đến

khả năng vận dụng KTQT. Khi chi phí cho việc tổ chức KTQT tăng lên 1 đơn vị độ lệch chuẩn thì khả năng vận dụng KTQT tăng lên 0,185 đơn vị độ lệch chuẩn. Điều này chứng tỏ rằng, do KTQT mới xuất hiện ở Việt Nam nên để có một hệ thống KTQT tốt cần đầu tư một khoản phí không nhỏ, vì vậy các DN luôn cân nhắc giữa chi phí đầu tư và hiệu quả mang lại của KTQT, chi phí cho việc tổ chức KTQT càng thấp thì khả năng áp dụng KTQT của các DN càng cao. Kết quả nghiên cứu hoàn toàn đồng nhất và phù hợp với nghiên cứu đã được tiến hành bởi Trần Ngọc Hùng (2016).

6.4. Trình độ nhân viên kế toán trong DN và vận dụng KTQT

Trình độ nhân viên kế toán trong DN cũng là một trong những yếu tố quan trọng tác động đến khả năng vận dụng KTQT và có ý nghĩa thống kê ($H4:\beta = 0,179$, P-value = 0,012) trong phân tích hồi quy. Khi trình độ nhân viên kế toán trong DN tăng lên 1 đơn vị độ lệch chuẩn thì khả năng vận dụng KTQT tăng lên 0,179 đơn vị độ lệch chuẩn. Những phát hiện trong nghiên cứu này cho thấy, trong DN các nhân viên kế toán được đào tạo có chứng chỉ nghề hoặc bằng cấp kế toán chuyên nghiệp sẽ có mức độ hiểu biết cao về vận dụng KTQT. Tuy nhiên, ở Việt Nam đa phần nhân viên kế toán chỉ có kinh nghiệm về kế toán tài chính, còn kiến thức về KTQT còn hạn chế do KTQT mới được công nhận trong Luật kế toán kể từ năm 2003 và chưa có nhiều hệ thống văn bản quy phạm pháp luật hướng dẫn việc áp dụng KTQT cũng như chưa được đào tạo bài bản. Nhân tố này có tác động ít nhất trong nhóm các nhân tố ảnh hưởng đến khả năng vận dụng KTQT. Kết quả nghiên cứu hiện tại có khác biệt với kết quả nghiên cứu của Trần Ngọc Hùng (2016) nhưng phù hợp với nghiên cứu của Ahmad (2012) và Ismail and King (2007).

6.5. Văn hóa doanh nghiệp và vận dụng KTQT

Trong phân tích hồi quy, văn hóa DN là yếu tố dự báo có ý nghĩa thống kê ($H5:\beta = 0,291$, P-value = ***) về khả năng vận dụng KTQT. Khi quy mô văn hóa DN tăng lên 1 đơn vị độ lệch chuẩn thì khả năng vận dụng KTQT tăng lên 0,291 đơn vị độ lệch chuẩn. Những kết quả phân tích hồi quy này chứng minh rằng, sự gắn kết chặt chẽ giữa các thành viên trong công ty, sự chia sẻ về thông tin hay hỗ trợ lẫn nhau giữa các nhà quản lý với nhân viên, giữa các nhân viên với nhau sẽ là tiền đề tốt cho việc vận dụng KTQT vào DN. Kết quả này phù hợp với nghiên cứu được tiến hành bởi AlperErserim (2012). Các kết quả thực nghiệm từ AlperErserim (2012) đã chỉ ra rằng các loại hình văn hóa DN như: văn hóa hỗ trợ; văn hóa cải tiến và văn hóa quản lý theo mục tiêu có tác động đến việc vận dụng KTQT.

6.6. Vận dụng KTQT và hiệu quả kinh doanh

Cuối cùng, kết quả phân tích hồi quy (Bảng 6) cho thấy, việc triển khai áp dụng KTQT như: kỹ thuật chi phí, dự toán, đánh giá hiệu suất, chiến lược và hỗ trợ quá trình ra quyết định là một trong những yếu tố rất quan trọng ảnh hưởng và tác động mạnh mẽ đến hiệu quả kinh doanh của DN và có ý nghĩa thống kê ($H6:\beta = 0,329$, P-value = ***). Khi triển khai áp dụng KTQT tăng lên 1 đơn vị độ lệch chuẩn thì hiệu quả kinh doanh tăng lên 0,329 đơn vị độ lệch chuẩn. Điều này cho thấy rằng, việc vận dụng KTQT vào công tác quản lý, điều hành trong các DN sẽ góp phần cải thiện và nâng cao hiệu quả kinh doanh. Những kết quả này, hoàn toàn tương đồng với nghiên cứu được tiến hành bởi Maziriri & Mapuranga (2017), việc áp dụng KTQT như hệ thống chi phí, lập ngân sách, đánh giá hiệu suất, thông tin để ra quyết định và phân tích chiến lược là công cụ kích thích hiệu quả kinh doanh của DN. Đồng thời, các DN tham gia vào thực hành KTQT sẽ nâng cao hiệu quả kinh doanh.

7. HẠN CHẾ VÀ HƯỚNG NGHIÊN CỨU TRONG TƯƠNG LAI

Mặc dù nghiên cứu này đã chỉ ra được mức độ tác động của từng nhân tố đến khả năng vận dụng KTQT cũng như việc vận dụng KTQT ảnh hưởng đến hiệu quả kinh doanh của các DN Việt Nam, Tuy

nhiên, vẫn còn một số giới hạn và các nghiên cứu trong tương lai cần xem xét để kết quả nghiên cứu của mình được thuyết phục hơn. Đầu tiên, dữ liệu thu thập được trong nghiên cứu này thông qua việc khảo sát tại nhiều loại hình DN (quy mô, ngành nghề khác nhau,...) do đó không thấy được tính đại diện cho từng loại hình DN. Để kết quả kiểm định tốt hơn, cần nghiên cứu cho một loại hình DN cụ thể để thấy được việc vận dụng KTQT cũng như KTQT ảnh hưởng đến hiệu quả kinh doanh của DN như thế nào. Hơn nữa, trên thực tế có nhiều nhân tố khác có thể tác động tới việc vận dụng KTQT trong các DN như nguồn lực khách hàng, mức độ cạnh tranh trên thị trường, chiến lược kinh doanh, thiết kế tổ chức phân quyền, công nghệ sản xuất tiên tiến,... nhưng chưa được xem xét trong nghiên cứu này. Các nghiên cứu trong tương lai có thể mở rộng khung khái niệm nghiên cứu bằng cách nghiên cứu mức độ tác động của một tập hợp nhiều nhân tố hơn đến việc vận dụng KTQT. Ngoài ra, nghiên cứu này sử dụng phương pháp phân tích, tổng hợp từ các nghiên cứu đã được công bố trước đây hoặc được công bố khá lâu, mẫu nghiên cứu còn ít nên tính khái quát chưa cao và phần nào làm ảnh hưởng đến chất lượng của nghiên cứu. Vì vậy, các nghiên cứu trong tương lai nên cập nhật các nghiên cứu được công bố mới nhất và mở rộng quy mô mẫu.

8. KẾT LUẬN VÀ Ý NGHĨA CỦA NGHIÊN CỨU

Qua việc nghiên cứu tổng quan các nghiên cứu trước đây ở Việt Nam và trên thế có thể thấy tầm quan trọng của việc áp dụng KTQT và sử dụng các kỹ thuật KTQT như: chi phí, dự toán, đánh giá hiệu suất, chiến lược và hỗ trợ quá trình ra quyết định, ảnh hưởng đến hiệu quả kinh doanh của DN. Xuất phát từ vai trò quan trọng cũng như lợi ích của việc vận dụng KTQT trong các DN, nghiên cứu này sử dụng một mô hình phân tích đường dẫn để kiểm tra các mối quan hệ nhân quả giữa các nhân tố tác động đến việc vận dụng KTQT, và việc triển khai áp dụng KTQT sẽ ảnh hưởng đến hiệu quả kinh doanh của DN. Theo phương pháp này, nghiên cứu chỉ ra rằng trong 05 nhân tố tác động đến khả năng vận dụng KTQT tại các DN ở Việt Nam, quy mô doanh nghiệp nổi lên như là một nhân tố quan trọng và tác động mạnh nhất, trong khi trình độ nhân viên kế toán trong DN tác động ít nhất trong nhóm các nhân tố ảnh hưởng đến khả năng vận dụng KTQT. Bên cạnh đó, việc triển khai áp dụng các kỹ thuật KTQT như: chi phí, dự toán, đánh giá hiệu suất, chiến lược và hỗ trợ quá trình ra quyết định là công cụ kích thích và góp phần cải thiện, nâng cao hiệu quả kinh doanh của các DN ở Việt Nam.

Nghiên cứu này có thể được sử dụng như một nguồn tài liệu tham khảo cho nhà nghiên cứu tương lai về các vấn đề tương tự. Đồng thời, cung cấp bằng chứng tương đối quan trọng trong mối quan hệ giữa các nhân tố tác động đến việc vận dụng KTQT, và việc triển khai áp dụng KTQT sẽ ảnh hưởng đến hiệu quả kinh doanh của DN ở Việt Nam. Đối với nhà quản trị DN, nghiên cứu này có thể giúp họ hiểu rõ hơn về vai trò của KTQT với hiệu quả kinh doanh cũng như mức độ tác động của từng nhân tố đến việc vận dụng KTQT. Từ đó, nhà quản trị DN có thể đưa ra quyết định tốt hơn khi lựa chọn và sử dụng KTQT trong DN, điều này sẽ mang lại hiệu quả kinh doanh tốt nhất có thể cho DN của mình. Cuối cùng, nghiên cứu này cũng có thể là một nguồn cung cấp thông tin cho các nhà hoạch định chính sách ở các nước đang phát triển như Việt Nam nhằm ban hành các chính sách cũng như hướng dẫn việc triển khai áp dụng KTQT trong DN.

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CẢI CÁCH THUẾ THEO HƯỚNG BỀN VỮNG Ở CÁC NƯỚC VÀ KHUYẾN NGHỊ VỚI VIỆT NAM

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TÓM TẮT: Sự thay đổi về bối cảnh kinh tế trong và ngoài nước đặt ra yêu cầu cần phải cải cách, hoàn thiện chính sách động viên ngân sách cho phát triển. Để đảm bảo tính bền vững của thu ngân sách Nhà nước trong giai đoạn tới, Việt Nam buộc phải có những điều chỉnh về thuế. Trong cơ cấu thu ngân sách, vai trò của các khoản thu nội địa, nhất là loại thuế tài sản, thuế tiêu dùng với hàng sản xuất nội địa (như thuế tiêu thụ đặc biệt), thuế thu nhập cá nhân sẽ ngày càng quan trọng hơn. Trên cơ sở tham khảo xu hướng cải cách thuế ở các nước theo hướng tạo ra nguồn thu bền vững, bài viết đề xuất các khuyến nghị đối với quá trình cải cách thuế ở Việt Nam trong thời gian tới. Song song với cải cách chính sách thuế theo hướng mở rộng đối tượng chịu thuế và khai thác có hiệu quả các nguồn thu từ thuế nội địa trong ngắn hạn, bồi dưỡng nguồn thu đảm bảo tính bền vững trong dài hạn thông qua việc khuyến khích đầu tư như thuế thu nhập doanh nghiệp. Cải cách đồng bộ công tác quản lý thuế là yếu tố cơ bản và quan trọng trong bối cảnh hội nhập kinh tế quốc tế để đảm bảo nguồn thu từ thuế bền vững.

Từ khóa: Cải cách thuế; Thuế tiêu dùng; Thuế thu nhập; Thuế tài sản; Tính bền vững;

Abstract: Changes in domestic and foreign economic contexts require the need to reform and improve the incentive policy for development. To ensure the sustainability of state budget revenues in the future, it is required that Vietnam make tax adjustments. In the revenue structure, the role of domestic revenues, especially property tax, consumption tax and domestic production (such as excise taxes), is becoming more important. Based on the trend of tax reformation in different countries towards sustainable income generation, the article proposes recommendations for tax reformation in Vietnam in the future. In parallel with the reformation of tax policies with a view to expanding taxable objects and effectively make use of domestic tax revenues in the short term, foster revenues to ensure long-term sustainability through incentives. such as corporate income tax. Synchronized reformation of tax administration is both fundamental and crucial in the context of international economic integration to ensure sustainable tax revenues.

Keywords: Tax reform, VAT, income tax, sustainability

1. XU HƯỚNG CẢI CÁCH THUẾ Ở CÁC NƯỚC HƯỚNG ĐẾN MỤC TIÊU BỀN VỮNG

Trong những năm gần đây, xu hướng cải cách nguồn thu ngân sách bắt buộc diễn ra ở nhiều nước, nhất là các quốc gia phát triển (OECD, 2016). Một số xu hướng chính bao gồm :

Thứ nhất, thực hiện cắt giảm hàng rào thuế quan.

Trong bối cảnh hội nhập, các nước đều thực hiện cắt giảm thuế quan theo các mức ràng buộc. Một điều đáng lưu ý là có nhiều nước đã có mức thuế quan thực tế thấp hơn nhiều so với mức thuế quan đã cam kết. Chẳng hạn, nghiên cứu của The Nation Board of Trade (2004) cho thấy, sau khi gia nhập WTO, 32 nước được lựa chọn nghiên cứu trên thế giới (14 nước Châu Mỹ La Tinh, 9 nước châu Phi và 9 nước châu Á) đã áp dụng mức thuế suất thực tế trung bình chỉ khoảng 20% so với mức thuế cam kết trung bình là 84%. Ngoài một số nguyên nhân chính trị, một số nước muốn giữ khoảng cách giữa hai mức thuế quan để tạo độ linh hoạt cần thiết khi điều chỉnh mức thuế quan thực tế nhằm thực hiện các mục tiêu phát triển ngành hàng của mình.

¹ Khoa Thuế và Hải quan - Học viện Tài chính.

Thứ hai, đề cao vai trò của thuế tiêu dùng.

Trong khi khả năng nâng cao nguồn thu từ thuế thu nhập cũng chỉ giải quyết được phần nào (do mức thu nhập của dân cư thấp) thì giải pháp khả thi hơn là nâng cao vai trò của các loại thuế tiêu dùng đánh cả vào hàng hoá, dịch vụ nội địa và nhập khẩu. Việc tăng thuế thu nhập có thể có những ảnh hưởng tiêu cực đến đầu tư. Về mặt hành chính, những ảnh hưởng do thay đổi thuế thu nhập không chắc chắn và không kịp thời bằng so với sự thay đổi của thuế tiêu dùng. Vì vậy, những loại thuế tiêu dùng như thuế giá trị gia tăng, thuế tiêu thụ đặc biệt, thuế bảo vệ môi trường sẽ trở thành chỗ dựa chủ yếu về nguồn thu cho Chính phủ các nước. Giữa năm 2000 và 2015, đóng góp của thuế giá trị gia tăng tăng lên ở hầu hết các nước Châu Á như Inddonesia, Malayssia, Singapore.

Trong giai đoạn 2009 - 2014, có khoảng hơn 20 quốc gia, thực hiện điều chỉnh tăng thuế suất phổ thông thuế GTGT. Hiện nay, mức thuế suất phổ thông thuế GTGT bình quân ở các nước OECD khoảng 19%, ở các nước khu vực EU khoảng 22%. Trong khu vực Châu Á, chính sách thuế giá trị gia tăng (GTGT) cũng đang được nhiều nước xem xét sửa đổi. Tháng 7/2012, Hạ viện Nhật Bản đã thông qua lộ trình điều chỉnh tăng thuế suất thuế GTGT từ 5% hiện hành lên 8% vào tháng 4/2014 và sau đó lên 10% vào tháng 10/2015. Thái Lan đang xem xét kế hoạch điều chỉnh tăng mức thuế suất thuế GTGT từ 7% lên 10%.

Trong giai đoạn 2009-2014, tỷ trọng nguồn thu từ thuế GTGT so GDP của các nước trong EU đã tăng từ mức bình quân 6,4% GDP lên mức 7,0%, trong đó, một số nước như Latvia tăng từ 5,9% lên 7,6%; Hungary từ 8,3% lên 9,4%; Hy Lạp từ 6,3% lên 7,1%.

Bảng 1. Tỷ trọng thu thuế GTGT so GDP ở một số nước (%)

| Nước | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 |
|--------------|------|------|------|------|------|------|
| Bungari | 8.5 | 8.7 | 8.2 | 9 | 9.3 | 8.9 |
| Cộng hòa Séc | 6.6 | 6.7 | 6.9 | 7.1 | 7.5 | 7.5 |
| Hy Lạp | 6.3 | 7.1 | 7.3 | 7.2 | 7 | 7.1 |
| Croatia | 11.2 | 11.6 | 11.3 | 12.3 | 12.7 | 12.5 |
| Latvia | 5.9 | 6.7 | 6.8 | 7.2 | 7.4 | 7.6 |
| Hungary | 8.3 | 8.6 | 8.5 | 9.2 | 9 | 9.4 |

Nguồn: Taxation trends in the European Union.

Xu thế chung về cải cách thuế TTĐB ở nhiều quốc gia trên thế giới hiện nay là tăng thuế suất thuế TTĐB. Trong thời gian qua, nhiều quốc gia đã và đang cải cách theo xu hướng điều chỉnh tăng thuế suất đối với 3 nhóm hàng hóa là: (i) các sản phẩm thuốc lá; (ii) các sản phẩm đồ uống có cồn; (iii) các sản phẩm dầu mỡ. Nhiều nước đã và đang mở rộng đối tượng chịu thuế TTĐB nhằm hạn chế (không khuyến khích) việc tiêu dùng một số loại hàng hóa mà theo quan điểm của họ là có hại cho sức khỏe hoặc nhà nước cần có sự điều tiết về tiêu dùng (như nước ngọt có ga, đồ ăn nhanh, sô-cô-la). Một số nước áp dụng thuế TTĐB đối với nước hoa (như Phi-lip-pin, In-đô-nê-xi-a), mỹ phẩm (như Trung Quốc, In-đô-nê-xi-a). Thậm chí có nước như Phần Lan áp dụng thuế TTĐB đối với kem, kẹo.

Gần đây, theo xu thế tăng thuế gián thu, nhiều nước đã tăng thuế tiêu thụ đặc biệt đối với thuốc lá, như Bỉ, Phần Lan, Ai-len, Latvia, Nga, U-crai-na, Zambia và Tanzania.

Phương thức đánh thuế TTĐB ở các nước có sự khác biệt, song về cơ bản có ba phương thức đánh thuế chủ yếu: (1) Áp dụng thuế suất theo tỷ lệ phần trăm; (2) Áp dụng mức thu tuyệt đối; và (3) Áp dụng đồng thời cả thuế suất theo tỷ lệ phần trăm và mức thu tuyệt đối (phương thức hỗn hợp). Xu hướng hiện nay của các nước là sử dụng đồng thời các phương pháp này, tùy theo từng mặt hàng cụ thể (như các nước

trong khu vực: Trung Quốc, Nhật Bản, Hàn Quốc...), đặc biệt là đối với các mặt hàng thuốc lá, rượu, bia. Đối với các mặt hàng có giá trị lớn như ô tô thì hầu hết các nước đều sử dụng phương pháp tính theo thuế suất tỷ lệ phần trăm (Trung Quốc, Thái Lan, In-đô-nê-xi-a, Phi-líp-pin..).

Đồng thời, có quốc gia quy định kết hợp cả mức thuế tuyệt đối và mức thuế theo tỷ lệ phần trăm song khi thu thuế thì áp dụng theo thuế tuyệt đối hoặc theo thuế suất theo tỷ lệ phần trăm, tùy thuộc vào cách tính nào dẫn đến nghĩa vụ thuế phải nộp cao hơn (trường hợp Thái Lan đối với mặt hàng rượu hay Thổ Nhĩ Kỳ đối với mặt hàng thuốc lá). Ngoài ra, có một số quốc gia, có sản phẩm chịu thuế TTĐB theo biểu thuế lũy tiến theo giá trị bán ra của hàng hóa (ví dụ như mặt hàng ô tô, thuốc lá, rượu, bia ... ở Phi-líp-pin). Tất cả các xu hướng cải cách chính sách nói trên đều hướng đến mục tiêu tăng thu cho NSNN, tăng tỷ trọng nguồn thu từ thuế tiêu dùng để bù đắp sự sụt giảm nguồn thu từ thuế nhập khẩu trong bối cảnh hội nhập kinh tế quốc tế.

Thứ ba, giảm thuế suất thuế thu nhập doanh nghiệp và mở rộng cơ sở thuế

Những năm gần đây, nhiều quốc gia đã thực hiện giảm mức thuế suất phổ thông thuế TNDN nhằm nâng cao sức cạnh tranh và hấp dẫn đầu tư. Khi thuế suất thuế thu nhập doanh nghiệp giảm có thể kéo theo sự suy giảm nguồn thu từ thuế thu nhập doanh nghiệp trong ngắn hạn. Tuy nhiên, về lâu dài, mức thuế suất thuế thu nhập doanh nghiệp giảm sẽ kích thích đầu tư, nâng cao khả năng cạnh tranh về thuế. Do vậy, xét trong dài hạn nguồn thu NSNN từ thuế thu nhập doanh nghiệp tăng. Đồng thời, khi mức thuế suất giảm, sẽ không tạo ra áp lực đối với người nộp thuế để tìm cách gian lận, trốn và tránh thuế, thất thu NSNN.

Các nước OECD giảm mức thuế suất thuế TNDN trung bình từ 32% năm 2000 xuống 26% năm 2008 và 25% năm 2015. Tại khu vực châu Á, Nhật Bản giảm mức thuế suất từ 25,5% xuống 23,9% từ 01/4/2015. Bangladesh giảm thuế suất từ 27,5% xuống 25% từ 01/7/2015. Ma-lay-xi-a giảm thuế suất từ 25% xuống 24% từ năm 2016. Irasel giảm thuế suất từ 25% xuống 24% năm 2016 và 23% năm 2017.

Nhật Bản cũng thực hiện các biện pháp mở rộng cơ sở thuế bao gồm đơn giản hóa hệ thống thuế đối với khấu hao và giảm ngưỡng tối đa của các khoản lỗ được khấu trừ khi tính thu nhập chịu thuế của doanh nghiệp. Tây Ban Nha với mục tiêu bù đắp số giảm thu ngân sách do giảm thuế suất thuế TNDN cũng đã thực hiện mở rộng cơ sở thuế TNDN theo hướng bổ sung: (i) không cho phép chi phí phát sinh đối với giao dịch với các bên liên kết được tính là chi phí được trừ khi xác định thu nhập chịu thuế; (ii) quy định chi phí lãi vay đối với những khoản vay mà được coi như vốn chủ sở hữu sẽ không được tính là chi phí được trừ khi xác định thu nhập chịu thuế.

Thứ tư, củng cố các nguồn thu sẵn có như thuế tài sản.

Đối với các nước phát triển, việc củng cố các loại thuế tài sản là một mục tiêu đặt ra để bù đắp sự sụt giảm nguồn thu từ thuế thu nhập do việc cắt giảm thuế suất và việc hạ thấp mức lũy tiến. Đối với các nước đang phát triển, ngoài việc coi trọng thuế tiêu dùng, các loại thuế trực thu như thuế thu nhập và thuế tài sản cũng được chú trọng để bù đắp số thu sụt giảm từ thuế nhập khẩu. Để tăng thu từ thuế tài sản, các nước đều có xu hướng đánh thuế vào bất động sản (nhà, đất, các loại tài sản có giá trị lớn...) với mức thuế suất cao. Thuế tài sản đánh vào người sử dụng tài sản nên khả năng tránh thuế là khó do các bất động sản khó giấu, khó di chuyển. Đồng thời trong những trường hợp cần thiết cơ quan thuế có thể tiến hành tịch thu bất động sản để bán thu tiền. Thuế tài sản được áp dụng ở nhiều quốc gia trên thế giới với nhiều tên gọi khác nhau: Thuế bất động sản (đánh trên nhà và/hoặc đất, thu định kỳ hàng năm); Thuế chuyển nhượng tài sản (vốn, trái phiếu, nhà, đất...); Thuế đăng ký tài sản; Thuế thừa kế, thuế quà tặng (đánh vào tài sản được thừa kế hoặc được tặng biếu). Thuế tài sản thường tạo ra nguồn thu quan trọng để bù đắp sự suy giảm nguồn thu từ thuế nhập khẩu, đảm bảo nguồn thu ổn định và bền vững cho NSNN.

Thứ năm, nâng tỷ trọng nguồn thu từ thuế thu nhập cá nhân

Các nước phát triển huy động nguồn thu từ thuế thu nhập cá nhân cao gấp 4 lần so với thuế thu nhập công ty, trong khi đó các nước đang phát triển huy động nguồn thu chủ yếu từ thuế thu nhập công ty. Lý do chủ yếu là từ sự khác biệt trong thu nhập về tiền lương, trong sự phức tạp của thủ tục hành chính thuế, trong quyền lực chính trị của tầng lớp người giàu giữa hai nhóm quốc gia là nguyên nhân chủ yếu dẫn đến sự khác biệt về tầm quan trọng của nguồn thu từ thuế TNCN và thuế TNCT. Theo đó các nước có xu hướng tăng thuế suất thuế thu nhập cá nhân đối với người có thu nhập cao và giảm thuế suất đối với người có thu nhập thấp. Đồng thời, mở rộng cơ sở thuế và quản lý thu nhập chịu thuế thu nhập cá nhân.

Năm 2017, Xin-ga-po đã sửa đổi chính sách thuế TNCN theo hướng tăng mức thuế suất lũy tiến đối với phần thu nhập chịu thuế cao. Cụ thể: tăng mức thuế suất lũy tiến từ 17% lên 18% đối với mức thu nhập chịu thuế trong khoảng 160.000-200.000S\$ và tăng từ 20% lên 22% đối với mức thu nhập chịu thuế từ 320.000S\$ trở lên. Bên cạnh đó, nước này cũng sửa đổi mức thuế suất áp dụng đối với khung thu nhập chịu thuế 200.000-320.000S\$ (chịu các mức thuế suất lũy tiến là 19% đối với thu nhập từ 200.000 – 240.000S\$, 19,5% đối với thu nhập từ 240.000 - 280.000S\$ và 20% đối với thu nhập từ 280.000 - 320.000S\$ thay vì trước đây chỉ chịu một mức thuế suất là 18%). My-an-ma từ năm 2015 quy định biểu thuế suất thuế TNCN lũy tiến từ 3% - 30% (trước đó là 2% - 25%) và bổ sung thêm mức thu nhập chịu thuế đối với những người có thu nhập cao nhất (từ 1.500 triệu MMK trở lên) phải chịu mức thuế suất cao nhất là 30% (trước đó mức thuế suất cao nhất là 25%). Phi-líp-pin đã thực hiện cải cách thuế TNCN theo hướng tăng thuế suất thuế TNCN đối với người có thu nhập cao (35% đối với thu nhập từ 5 triệu Peso/năm trở lên so với trước đây mức thuế suất cao nhất là 32% đối với thu nhập từ 6 triệu Peso/năm trở lên). Luxembour bổ sung ngưỡng thu nhập chịu thuế và mức thuế suất tương ứng đối với từng ngưỡng thu nhập chịu thuế mới, vì vậy quy định về mức thuế suất thuế TNCN hiện nay là từ 8% đến 42% (trước đó từ 8% đến 40%).

Ở một số quốc gia, thu nhập của cá nhân, hộ gia đình thuộc lĩnh vực nông nghiệp bị đánh thuế theo biểu thuế lũy tiến (Thái Lan, Hy Lạp...); nhằm mở rộng cơ sở tính thuế thu nhập cá nhân.

Thứ sáu, nhấn mạnh mục tiêu trung lập kinh tế và tăng nguồn thu của hệ thống chính sách thuế.

Các giải pháp chủ yếu để tăng thu ngân sách trong bối cảnh hội nhập là mở rộng cơ sở tính thuế của các sắc thuế nội địa với mức thuế suất thấp hơn; đề cao tính trung lập của hệ thống thuế đối với các hoạt động đầu tư và kinh doanh thông qua việc xóa bớt những ưu đãi, miễn, giảm thuế... đối với thuế thu nhập và thuế tiêu dùng, hạ thấp và dần đi đến xóa bỏ thuế quan xuất khẩu và nhập khẩu. Chiến lược tốt nhất nhằm thúc đẩy đầu tư lâu dài luôn phải kèm theo một khung pháp lý và các qui định minh bạch, ổn định cũng như sự hỗ trợ đầy đủ cho các tổ chức, cơ quan, và đưa hệ thống thuế tiến gần đến các thông lệ quốc tế.

Cạnh tranh thông qua việc cắt giảm thuế suất và tăng cường áp dụng các ưu đãi thuế diễn ra đồng loạt ở các nước là nguy cơ thu hẹp cơ sở đánh thuế của mỗi nước và do đó làm hạn hẹp nguồn thu của chính phủ. Hiệu ứng thu hút vốn đầu tư nước ngoài và hạn chế sự chảy máu vốn và chất xám ra bên ngoài chỉ xảy ra đối với những nước có chế độ thuế ưu việt hơn so với mặt bằng của các nước khác. Tuy nhiên, nếu việc cắt giảm thuế diễn ra đồng loạt ở tất cả các nước thì hiệu ứng này bị trung hòa và có thể ở trạng thái số không. Vì thế cái gọi là nguy cơ của «một cuộc chạy đua xuống đáy» không phải là không có cơ sở. Hệ quả kéo theo của việc thu hẹp nguồn thu của chính phủ là sẽ không đủ nguồn lực để cung cấp các dịch vụ công cần thiết cho người dân. Vai trò và sức mạnh của nhà nước có thể bị thu hẹp và nguy cơ bất ổn trong nền kinh tế có thể dự đoán trước. Đối với các nước nghèo, nguy cơ này ngày càng gia tăng, vay nợ sẽ ngày càng nhiều và môi trường đầu tư ngày càng sa sút dẫn đến sự sụt giảm về tính hấp dẫn đối với các nhà đầu tư.

Ưu đãi thuế trên phạm vi quốc tế có cả những mặt lợi và mặt hại. Đối với các nước đang phát triển, ưu đãi thuế là một trong những điều kiện cơ bản thu hút vốn đầu tư nước ngoài, nâng cao tiềm lực kinh tế và tiến bộ khoa học, kỹ thuật. Tuy nhiên, mặt bên kia của việc ban hành chế độ ưu đãi thuế hậu hĩnh thường đi liền với tình trạng thiếu hụt nguồn thu, giảm quy mô cung cấp dịch vụ công, tăng chi phí cho hành chính, tạo điều kiện cho tham nhũng và trục lợi... Vì vậy, việc thường xuyên xem xét đánh giá thực trạng hệ thống thuế với những quy định ưu đãi, miễn giảm thuế trong mối quan hệ so sánh với các nước khác để có đối sách điều chỉnh thích hợp là cần thiết đối mỗi quốc gia.

Ở Trung Quốc, năm 2008, đồng thời với việc giảm thuế suất thuế thu nhập doanh nghiệp đối với các doanh nghiệp trong nước từ 33% xuống 25% cũng đã thực hiện xoá bỏ nhiều biện pháp ưu đãi trong hệ thống thuế thu nhập doanh nghiệp của mình, chuyển từ chính sách ưu đãi dựa vào địa bàn và ngành nghề trước đây sang hệ thống chính sách ưu đãi dựa vào ngành nghề; trong chính sách ưu đãi dựa vào ngành nghề cũng thu hẹp các lĩnh vực, ngành nghề được hưởng ưu đãi thuế thu nhập doanh nghiệp, theo đó chỉ còn một số lĩnh vực được hưởng ưu đãi thuế bao gồm: doanh nghiệp đầu tư mạo hiểm, doanh nghiệp công nghệ cao/mới; dự án đầu tư trong lĩnh vực bảo vệ môi trường, nước sạch, năng lượng; ưu đãi đầu tư trong lĩnh vực nông, lâm nghiệp, thủy sản và cơ sở hạ tầng căn bản.

Thái Lan dần dần từng bước đi tới xoá bỏ và hạn chế các ưu đãi thuế thu nhập công ty, theo đó chỉ áp dụng thuế suất thuế thu nhập doanh nghiệp ưu đãi 20% và 25% cho các doanh nghiệp vừa và nhỏ, các doanh nghiệp niêm yết trên sở giao dịch chứng khoán và các công ty đăng ký trên thị trường đầu tư lựa chọn và các qui định về miễn, giảm thuế theo lộ trình đối với từng loại khu vực, địa bàn đầu tư.

Thứ bảy, hướng đến mục tiêu thúc đẩy sự tăng trưởng kinh tế thay vì mục tiêu công bằng.

Cải cách thuế ngày nay ở các nước chủ yếu tập trung vào việc khôi phục lại khía cạnh thúc đẩy tăng trưởng dựa trên một hệ thống thuế có cơ sở đánh thuế rộng và khuyến khích tiết kiệm, hoạt động hiệu quả trong một nền kinh tế thị trường mở. Một trường phái lý thuyết mới cho rằng mục tiêu công bằng thuộc về chức năng phúc lợi xã hội. Vì thế, đã nảy sinh thiên hướng đánh đổi giữa mục tiêu công bằng và mục tiêu hiệu quả trong cải cách thuế. Lý thuyết thuế đã vận dụng mối quan hệ “đánh đổi” giữa hai mục tiêu này, đồng thời áp dụng nguyên lý ưu tiên tăng trưởng kinh tế nên đã coi nhẹ mục tiêu công bằng và đặt trọng tâm nhiều hơn vào mục tiêu hiệu quả.

Theo điều tra của WB, có khoảng 54% số nước áp dụng thuế GTGT có biểu thuế suất gồm 1 mức (không tính mức thuế suất 0% cho xuất khẩu); 23% số nước áp dụng biểu thuế suất thuế GTGT với hai mức thuế suất và số còn lại là nhiều hơn hai mức.

Có một số quốc gia đã thực hiện cải cách chính sách thuế TNCN của mình theo hướng xoá bỏ biểu thuế lũy tiến và chuyển sang áp dụng duy nhất một mức thuế suất thuế TNCN với mức khá thấp, nhất là các nước thuộc Liên Xô cũ và Đông Âu. Ví dụ, Nga áp dụng một mức thuế suất là 13%, Cộng hòa Séc một mức là 15% và Bun-ga-ri một mức là 10

Thứ tám, hướng đến một hệ thống quản lý tốt với các biện pháp đơn giản hóa thủ tục hành chính và tuân thủ luật thuế.

Quản lý thuế là vấn đề trọng tâm trong cải cách thuế. Theo đó, xu hướng cải cách quản lý thuế của các nước trên cơ sở ứng dụng công nghệ thông tin vào quản lý thuế, sự phát triển của một số dịch vụ hỗ trợ đối tượng nộp thuế; thay đổi quy trình khai thuế và tính thuế nhằm đơn giản hóa quy trình quản lý thu và khắc phục sự chậm chễ các khoản thu thuế trong điều kiện lạm phát.

2. NHỮNG HÀM Ý ĐỐI VỚI QUÁ TRÌNH CẢI CÁCH THUẾ Ở VIỆT NAM TRONG THỜI GIAN TỚI

Mục tiêu xuyên suốt của cải cách cơ cấu thu NSNN nói chung và cải cách cơ cấu hệ thống thuế nói riêng là từng bước xây dựng một cơ cấu thu NSNN ổn định tương đối, đảm bảo mức động viên hợp lý để tạo nguồn lực tài chính ổn định lâu dài phục vụ sự nghiệp công nghiệp hóa và hiện đại hóa đất nước. Trong thời gian tới, cải cách cơ cấu thu NSNN phải hướng tới đảm bảo qui mô và cơ cấu thu ngân sách hợp lý, phù hợp với điều kiện kinh tế xã hội trong từng thời kỳ và góp phần thúc đẩy nền kinh tế xã hội phát triển.

Trên cơ sở tham khảo xu hướng cải cách thuế ở các nước trên thế giới, những hàm ý đặt ra đối với cải cách thuế ở Việt Nam nhằm hướng tới một cơ cấu thu NSNN bền vững trong thời gian tới là :

Cải cách hệ thống chính sách thuế

Việt Nam cần tiếp tục thực hiện cải cách từng sắc thuế theo hướng đảm bảo tính công bằng, hiệu quả, đơn giản, minh bạch và đảm bảo tính ổn định tương đối của hệ thống chính sách thuế trong tương lai trung và dài hạn, hướng đến một cơ cấu thu NSNN hợp lý và bền vững.

Đối với thuế GTGT:

- Mở rộng phạm vi áp dụng thuế GTGT thông qua việc giảm danh mục nhóm hàng hoá, dịch vụ không chịu thuế, đảm bảo phù hợp với thông lệ quốc tế và điều kiện kinh tế xã hội của Việt Nam.

Theo đó hầu hết các đối tượng hiện nay đang thuộc diện không chịu thuế GTGT như các dịch vụ công cộng, hoạt động văn hoá, thể dục thể thao, hàng hoá nhập khẩu chuyên dùng cho các mục đích giáo dục, quốc phòng, an ninh... sẽ đưa vào diện chịu thuế. Rà soát lại các đối tượng thuộc diện không chịu thuế GTGT theo qui định hiện hành nhưng xét thấy không có lợi cho cơ chế hành thu hoặc gây đứt đoạn hệ thống liên hoàn của cơ chế khấu trừ thì chuyển sang đối tượng chịu thuế GTGT.

- Điều chỉnh tăng mức thuế suất thuế GTGT phổ thông với một lộ trình phù hợp. Tiến tới áp dụng cơ chế một mức thuế suất thuế GTGT ngoài mức thuế suất 0%. Mức thuế suất cụ thể được xác định dựa trên khả năng huy động và mức tăng trưởng kinh tế bình quân dự kiến của giai đoạn này.

Vấn đề đặt ra là khi áp dụng cơ chế một mức thuế suất thuế GTGT thì ở mức bao nhiêu sẽ là hợp lý. Có nhiều ý kiến cho rằng, việc áp dụng duy nhất một mức thuế suất 10% ở Việt Nam là khá thấp theo điều kiện quốc tế nhưng lại tương đối phù hợp với các nước trong khu vực. Việc nâng mức thuế suất thuế GTGT chỉ là biện pháp tăng thu NSNN trong ngắn hạn, còn xét trong dài hạn, thuế suất thuế GTGT cao tuy làm tăng thu NSNN nhưng sẽ ảnh hưởng xấu đến nền kinh tế, làm tăng giá cả đầu vào, chi phí sản xuất tăng, mặc dù thu ngân sách và GDP đều tăng nhưng tốc độ tăng của giá sản xuất cao hơn so với tốc độ tăng của GDP nên mức tăng trưởng của nền kinh tế là âm. Phương án lựa chọn mức thuế suất thuế GTGT cao hoàn toàn không có lợi đối với sự tăng trưởng của nền kinh tế, và do vậy xét trong dài hạn ảnh hưởng không tốt đến nguồn thu NSNN. Việt Nam cải cách thuế GTGT theo hướng thay thế hai mức thuế suất thuế GTGT 5% và 10% bằng một mức thuế suất thuế GTGT 10% cũng sẽ góp phần tăng thu NSNN, đảm bảo chính sách thuế đơn giản và hiệu quả.

Đối với thuế TTĐB

Có lộ trình mở rộng phạm vi áp dụng thuế suất thuế TTĐB cũng như tăng thuế suất thuế TTĐB đối với một số mặt hàng, nhằm tăng tỷ trọng nguồn thu từ thuế TTĐB. Cần thiết phải đưa một số hàng hoá, dịch vụ khác vào diện chịu thuế TTĐB như vàng bạc đá quý, một số dịch vụ cá cược mới xuất hiện trong cơ chế thị trường...

Nghiên cứu áp dụng định mức thuế theo định suất tuyệt đối trên một đơn vị sản phẩm chịu thuế (như đồ uống có cồn) để đơn giản về cách tính toán mức thuế phải nộp đối với một số mặt hàng trong điều kiện

giá cả không có sự biến động lớn. Nếu thuế đánh theo giá trị với mức thuế suất cao sẽ gặp phản ứng của Người nộp thuế, dễ gây nên hiện tượng gian lận thuế, trốn thuế và có thể làm giảm thu NSNN. Việc áp dụng thuế tuyệt đối không phân biệt theo giá cả và xuất xứ sẽ khuyến khích người tiêu dùng có xu hướng sử dụng các loại sản phẩm cùng loại có chất lượng cao mặc dù giá cả cao hơn. Xét về tổng thể có thể tăng số thu NSNN từ các loại thuế khác trong hệ thống thuế như thuế GTGT, thuế nhập khẩu, thuế TNDN...

Việc tăng thuế suất thuế TTĐB thường ít gặp phản ứng của xã hội hơn so với tăng thuế suất các loại thuế khác như thuế GTGT, thuế TNDN hoặc thuế TNCN. Một số mặt hàng có thuế suất thuế TTĐB còn tương đối thấp như rượu, bia, thuốc lá... Việc tăng thuế suất thuế TTĐB đối với một số mặt hàng lựa chọn sẽ đem lại tác động tích cực đối với NSNN, thay đổi thói quen của người tiêu dùng theo hướng giảm tiêu dùng các mặt hàng không có lợi cho sức khỏe và môi trường.

Đối với thuế bảo vệ môi trường

Đối với thuế bảo vệ môi trường: cần nghiên cứu bổ sung đối tượng chịu thuế, thời điểm tính thuế, điều chỉnh khung, mức thuế suất đảm bảo phù hợp với chính sách phát triển kinh tế - xã hội trong giai đoạn tới dựa theo mức độ gây tác động xấu đến môi trường của hàng hóa và các thông lệ quốc tế, khuyến khích sản xuất, sử dụng, tiêu dùng hàng hóa thân thiện với môi trường, góp phần động viên nguồn thu cho NSNN

Mở rộng cơ sở đánh thuế bảo vệ môi trường, theo đó đưa các hàng hóa dịch vụ vào diện chịu thuế bảo vệ môi trường như: Thuốc lá; Phân bón hóa học; Chất tẩy rửa; Chất kích thích tăng trưởng; Khí than, khí thiên nhiên. Đồng thời tăng mức thuế suất thuế bảo vệ môi trường đối với hàng hóa thuộc diện chịu thuế gắn với mục tiêu giảm dần việc sử dụng sản phẩm, hàng hóa có tác động xấu đến môi trường.

Đối với thuế TNDN

Cần mở rộng cơ sở thu thuế thu nhập doanh nghiệp; giảm thuế suất và rà soát các chính sách ưu đãi thuế để điều chỉnh hợp lý các quy định ưu đãi thuế, tránh các ưu đãi không phù hợp dàn trải, gây lãng phí nguồn lực...; Đứng trên phương diện hiệu quả kinh tế, việc cải cách thuế phải dựa trên nguyên tắc mức thuế suất thấp và cơ sở thuế rộng. Một mức thuế suất thấp hơn sẽ làm giảm tổn thất phúc lợi xã hội. Thuế suất giảm còn làm giảm các hành vi trốn, tránh thuế thông qua các hoạt động dịch chuyển thu nhập hay chuyển giá - những hành vi làm thất thu thuế, tăng chi phí quản lý và tuân thủ thuế. Việc giảm thuế suất phải đi đôi với định nghĩa lại cơ sở thuế trên cơ sở rộng hơn nhằm có thể tăng doanh thu thuế ròng. Bởi vì, mục đích chính của chiến lược cải cách thuế phải là tối đa hóa nguồn thu, trong khi vấn đề công bằng và phúc lợi xã hội còn được giải quyết thông qua chính sách chi tiêu của Chính phủ.

Áp dụng các phương thức quản lý phù hợp để hạn chế tình trạng chuyển giá như áp dụng các quy định về vốn mỏng, các quy định liên quan đến các giao dịch liên kết, tăng cường quản lý các giao dịch thương mại điện tử. Cần có cơ chế kiểm soát được các nguồn thu nhập, nhất là nâng cao thu nhập của người dân nhờ vào tăng trưởng kinh tế cao và ổn định.

Đối với thuế TNCN

Cần qui định mọi khoản thu nhập đều đưa vào diện điều chỉnh của chính sách thuế TNCN, đồng thời có bước đi và giải pháp xử lý để đạt được yêu cầu về tính khả thi. Bổ sung thêm các nguồn thu nhập mới đang và sẽ phát sinh trong cơ chế thị trường, hội nhập (như thu nhập về đầu tư dưới dạng lãi cho vay, lãi tiền gửi, cổ tức; thu nhập từ bản quyền bao gồm cả thu nhập từ chuyển giao, chuyển quyền sử dụng tài nguyên internet theo qui định của Luật Viễn thông...), Một số khoản thu nhập hiện đang tạm thời chưa thu cần chuyển ngay vào diện chịu thuế như lợi tức cổ phần, lợi tức từ các hình thức góp vốn khác, lãi tiền gửi tiết kiệm.

Đối với thu nhập từ đầu tư vốn và thu nhập từ bất động sản, nên qui định các mức thuế suất hợp lý, đảm bảo hài hoà với biểu thuế và thuế suất đối với các loại thu nhập áp dụng phương pháp đánh thuế toàn bộ thu nhập và phù hợp với định hướng ưu tiên đầu tư; phát triển các thị trường tài chính và bất động sản.

Áp dụng thuế suất lũy tiến từng phần đối với thu nhập từ trúng thưởng.

Thuế TNCN là nguồn thu mà Việt Nam có thể kỳ vọng để thay thế cho các nguồn thu bị sụt giảm. Do vậy, việc áp dụng thuế suất lũy tiến từng phần đối với thu nhập từ trúng thưởng sẽ là một trong các biện pháp tăng thu từ thuế TNCN, nâng tỷ trọng thuế TNCN trong tổng thu NSNN để bù đắp sự suy giảm của các nguồn thu khác. Đồng thời, góp phần đảm bảo công bằng xã hội đối với các cá nhân có thu nhập từ các khoản trúng thưởng có giá trị rất lớn. Thuế suất lũy tiến từng phần áp dụng đối với thu nhập từ trúng thưởng theo 3 bậc thuế. Tương ứng, mức thưởng đến 5 tỷ đồng chịu thuế 10%; mức thưởng trên 5 tỷ đồng đến 10 tỷ đồng chịu thuế 20%; mức thưởng trên 10 tỷ đồng chịu thuế 30% nhằm điều tiết hợp lý thuế TNCN đối với khoản thu nhập này.

Đối với các sắc thuế tài sản và thu khác

Thuế tài nguyên:

Hợp lý hóa các chính sách thu liên quan đến tài nguyên. Sửa đổi, bổ sung để phù hợp với từng giai đoạn phát triển kinh tế - xã hội, bảo vệ và sử dụng hiệu quả nguồn tài nguyên, thúc đẩy khai thác tài nguyên gắn liền với chế biến sâu, bảo vệ môi trường, hạn chế tối đa xuất khẩu tài nguyên chưa qua chế biến, góp phần khuyến khích khai thác hiệu quả, hợp lý, tiết kiệm và bền vững nguồn tài nguyên khoáng sản quốc gia; Nghiên cứu mở rộng thêm một số đối tượng khai thác loại khoáng sản có lợi nhuận siêu ngạch như khai thác lộ thiên, lợi nhuận thu được lớn vào đối tượng chịu thuế tài nguyên.

Việc điều chỉnh tăng thuế suất thuế tài nguyên sẽ vừa góp phần tăng thu ngân sách, vừa hạn chế khai thác cạn kiệt tài nguyên. Tuy nhiên, việc tăng thuế cần hướng tới mục tiêu khuyến khích tinh chế tài nguyên và xem xét đến sức chịu đựng của doanh nghiệp.

Cần xây dựng một sắc thuế tài sản thống nhất, áp dụng đối với các loại tài sản bao gồm cả giá trị quyền sử dụng đất để từng bước đưa thuế tài sản trở thành một trong những nguồn thu quan trọng và ổn định cho NSNN và nâng cao động lực sử dụng đất đai và tài sản hiệu quả hơn. Nghiên cứu, xây dựng chính sách thuế tài sản thống nhất thay cho chính sách thuế sử dụng đất phi nông nghiệp và thuế sử dụng đất nông nghiệp hiện hành, mở rộng đối tượng thu thuế tài sản đối với tài sản gắn liền với đất và các tài sản có giá trị khác, phù hợp với điều kiện phát triển kinh tế - xã hội của Việt Nam và thông lệ quốc tế, đưa thuế tài sản trở thành một trong những nguồn thu quan trọng và ổn định cho ngân sách nhà nước, đặc biệt là nguồn thu này cần được phân cấp cho ngân sách địa phương hưởng, đồng thời nâng cao động lực sử dụng đất đai và tài sản hiệu quả hơn.

Đối với các khoản lệ phí có quy mô nguồn thu lớn, bản chất thu tương tự như thuế, ví dụ như lệ phí trước bạ đối với nhà, đất, ô tô, cần nghiên cứu xây dựng các sắc thuế phù hợp để thay thế, như thuế giao dịch đang được áp dụng ở nhiều nước.

Cải cách công tác quản lý thuế

Thứ nhất, tái thiết kế quy trình nghiệp vụ quản lý thuế phù hợp với xu hướng cải cách hệ thống thuế và ứng dụng công nghệ thông tin; một số quy trình quản lý thuế đáp ứng yêu cầu quản lý thuế tập trung đang được triển khai tại các cơ quan thuế từ trung ương tới địa phương. như: Tuyên truyền, hỗ trợ NNT; Quản lý hóa đơn, chứng từ; Trao đổi thông tin giữa các bộ phận của cơ quan thuế. Cơ quan thuế chuyển sang các hoạt động quản lý thuế dựa trên thông tin minh bạch và áp dụng kiểm tra dựa trên rủi ro để quản lý tuân thủ tốt hơn. Nếu được triển khai đầy đủ, các biện pháp trên không chỉ giúp tăng cường hiệu suất và hiệu quả quản lý thuế để tối đa hóa số thu mà còn giảm được chi phí tuân thủ cho người nộp thuế và cải thiện môi trường

kinh doanh một cách căn bản. Các biện pháp cải cách khác cần được tiến hành bao gồm nghiên cứu khả thi để thành lập một bộ phận quản lý doanh nghiệp lớn theo đúng nghĩa, theo thông lệ quốc tế tốt nhất. Tổng cục Thuế cần tăng cường phối hợp với Quỹ bảo hiểm xã hội trong thu thuế TNCN và đóng góp bảo hiểm xã hội, theo hướng giao Tổng cục Thuế chịu trách nhiệm thu đóng góp bảo hiểm xã hội thay cho Quỹ bảo hiểm xã hội.

Thứ hai, hiện đại hóa công tác quản lý thuế trên nền tảng công nghệ thông tin.

Để bảo đảm phát huy tốt nhất các chức năng của thuế trong nền kinh tế thị trường và hội nhập quốc tế. Hiện đại hóa quản lý thuế trên nền tảng công nghệ thông tin, kết nối mạng với doanh nghiệp, với người lao động và người tiêu dùng để vừa kiểm soát tốt các hoạt động kinh tế, chống thất thu NSNN, vừa thuận lợi hóa các thủ tục hành chính thuế, tạo điều kiện thuận lợi trong thực hiện nghĩa vụ thuế. Cần nâng cao trình độ đội ngũ cán bộ thuế bảo đảm làm chủ công nghệ quản lý thuế hiện đại, tiên tiến.

Thứ ba, thực hiện cải cách tổ chức bộ máy quản lý thuế, đẩy mạnh phát triển nguồn nhân lực về quản lý thuế bằng việc đào tạo tăng cường năng lực cho các cán bộ quản lý thuế. Nghiên cứu mô hình quản lý thuế theo chức năng kết hợp với quản lý theo nhóm đối tượng; Nghiên cứu, xây dựng bộ phận điều tra thuế và cơ chế phối hợp giữa điều tra thuế với các cơ quan điều tra của các Bộ, ngành có liên quan; Nghiên cứu, triển khai mô hình quản lý thu thuế kết hợp với quản lý thu các khoản bảo hiểm xã hội, bảo hiểm y tế, bảo hiểm thất nghiệp; Nâng cao năng lực và kỹ năng của cán bộ thuế về điều hành và quản lý thuế quốc tế; Nâng cao kiến thức và kinh nghiệm của cán bộ thuế về quản lý hiệu quả việc thu nợ thuế; Tăng cường kỹ năng của cán bộ thuế trong việc giải quyết các tranh chấp và khiếu nại về thuế.

Thứ tư, cải thiện các dịch vụ hỗ trợ người nộp thuế, đặc biệt cần đơn giản hóa các yêu cầu về thủ tục thuế đối với doanh nghiệp nhỏ và hộ kinh doanh theo hướng: (i) Sửa đổi các nguyên tắc quản lý thuế đối với hộ gia đình kinh doanh; (ii) Xem xét và sửa đổi các yêu cầu kế toán đối với hộ gia đình kinh doanh và doanh nghiệp dưới ngưỡng đăng ký thuế GTGT; (iii) xem xét nghiên cứu ban hành các chuẩn mực kế toán, Tổ chức công tác kế toán áp dụng riêng cho DN nhỏ, siêu nhỏ; (iv) Cần nghiên cứu chính sách thuế, cơ chế quản lý thuế riêng đối với doanh nghiệp nhỏ; (v) Nghiên cứu, đề xuất phương thức nộp thuế đơn giản cho đối tượng nộp thuế qui mô nhỏ;

Thứ năm, tăng cường công tác thanh tra, kiểm tra thuế chống thất thu thuế, chống chuyển giá, nhất là đối với hoạt động, phương thức kinh doanh mới như kinh tế sẻ chia và thương mại điện tử. Việc kiểm tra phát hiện các hành vi chuyển giá rất khó khăn và phức tạp vì vậy để nâng cao hiệu quả quản lý hoạt động chuyển giá cần nâng cao hiệu quả hoạt động của công tác kiểm tra, thanh tra thuế. Cụ thể: (i) cơ quan thuế cần có lực lượng cán bộ thanh tra mạnh cả về số lượng và chất lượng; (ii) cơ quan thuế phải có mục tiêu rõ ràng khi tiếp cận vấn đề xác định giá chuyển giao, cũng như thanh tra giá chuyển giao. Đó là mục tiêu đạt được số thu, hoặc là mục tiêu bảo đảm nguyên tắc giao dịch độc lập được tuân thủ trong các giao dịch liên kết, hoặc là kết hợp cả hai mục tiêu này; (iii) tổ chức việc xác định giá chuyển giao, kể cả thanh tra xác định giá chuyển giao theo hướng tập trung hoá; (iv) hình thành kho dữ liệu tập trung, làm cơ sở cho việc phân tích, đánh giá rủi ro; (v) tiếp cận từ các ngành đơn giản đến phức tạp, theo hướng ngày càng chuyên môn hoá; tập trung vào các nhóm ngành dễ có hiện tượng chuyển giá; cần kiểm tra việc chuyển giá đối với cả các doanh nghiệp vừa và nhỏ thay vì chỉ tập trung vào các tập đoàn lớn.

Thứ sáu, kiểm soát, đánh giá kết quả quản lý thuế thông qua các khảo sát về phản hồi của người nộp thuế (đánh giá sự hài lòng của người nộp thuế). Khảo sát về phản hồi của người nộp thuế là một công cụ thiết yếu để đo lường những đánh giá của người nộp thuế đối với những dịch vụ công của cơ quan thuế. Các khảo sát này sẽ giúp giám sát và đánh giá tác động của chương trình cải cách quản lý thuế, thể hiện qua các phản hồi tốt hay xấu của người nộp thuế. Tăng cường đối thoại với NNT để tìm ra giải pháp giúp NNT tuân thủ tốt pháp luật thuế và tạo thuận lợi cho môi trường kinh doanh.

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THỨC ĐẨY THỰC HIỆN CƠ CHẾ MỘT CỬA QUỐC GIA – ĐÁP ỨNG KỶ VỌNG CỦA CỘNG ĐỒNG DOANH NGHIỆP

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TÓM TẮT: Cơ chế một cửa quốc gia là việc cho phép người khai hải quan gửi thông tin, chứng từ điện tử để thực hiện thủ tục hải quan và thủ tục của cơ quan quản lý nhà nước liên quan đến hàng hóa xuất khẩu, nhập khẩu thông qua một hệ thống thông tin tích hợp. Cơ quan quản lý nhà nước quyết định cho phép hàng hóa được xuất khẩu, nhập khẩu, quá cảnh; cơ quan hải quan quyết định thông quan, giải phóng hàng hóa trên hệ thống thông tin tích hợp. Qua gần 4 năm triển khai thực hiện, có thể thấy hiệu quả mà Cơ chế một cửa mang lại là rất lớn, tuy nhiên quá trình tổ chức triển khai, vận hành vẫn còn bộc lộ nhiều mặt hạn chế, tồn tại khiến cơ chế này chưa thực sự phát huy được những tiện ích, hiệu quả như mong đợi. Vậy, giải pháp nào đặt ra nhằm thúc đẩy thực hiện Cơ chế một cửa quốc gia đáp ứng kỳ vọng của doanh nghiệp?

Từ khóa: Cơ chế một cửa quốc gia (NSW); doanh nghiệp; tạo thuận lợi thương mại; năng lực cạnh tranh; cải cách thủ tục hành chính.

Astract: National single window mechanism means the permission for the customs declarant to send information and electronic documents for completion of customs procedures and procedures of state management agencies related to exported and imported goods through an integrated information system. State management agencies shall decide to permit import, export and transit of goods; the customs shall decide on customs clearance and release of goods on the integrated information system. After nearly 4 years of implementation, it is possible to see the effect that the National single window mechanism has brought about. However, the process of organizing and implementing the system still reveals many shortcomings. This is not really promote the utility, effective as expected. So, what solutions to promote the implementation of the National single window mechanism to meet the expectations of enterprises?

Keywords: National single window (NSW), enterprises, trade facilitation, competitiveness, administrative reform.

1. NHỮNG KHÓ KHĂN TRONG TRIỂN KHAI CƠ CHẾ MỘT CỬA QUỐC GIA

Cơ chế một cửa quốc gia (NSW) đã được chính thức triển khai từ tháng 11/2014 với các thủ tục ban đầu bao gồm 01 thủ tục cấp giấy chứng nhận xuất xứ (C/O) mẫu D của Bộ Công thương và 03 thủ tục liên quan đến quản lý tàu biển xuất cảnh, nhập cảnh, quá cảnh tại cảng biển quốc tế do Bộ Giao thông vận tải chủ trì. Triển khai Cơ chế một cửa quốc gia không chỉ là thực hiện cam kết của Việt Nam trong thực hiện Cơ chế một cửa ASEAN (ASW), mà còn là một trong những giải pháp quan trọng được kỳ vọng mang lại sự đột phá trong cải cách thủ tục hành chính, tạo thuận lợi cho hoạt động xuất nhập khẩu; dần mở ra cánh cửa thông thoáng giúp cộng đồng doanh nghiệp vươn mình mạnh mẽ ra thị trường quốc tế. Những lợi ích của NSW mang lại đó là đơn giản hóa thủ tục hành chính, giảm thời gian thông quan hàng hóa và góp phần

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nâng cao năng lực cạnh tranh quốc gia; xây dựng nền hành chính công khai, minh bạch để nâng cao chất lượng dịch vụ công liên quan đến hoạt động xuất nhập khẩu.

Tính đến tháng 7/2018, đã có 53/251 thủ tục hành chính của 11 Bộ, ngành kết nối Cơ chế một cửa quốc gia; hơn 1,3 triệu hồ sơ của gần 23.000 doanh nghiệp đã được xử lý thông qua Cơ chế một cửa quốc gia. Riêng Bộ Tài chính, tất cả các quy trình thủ tục hải quan đã kết nối Cơ chế một cửa quốc gia và được tự động hóa ở mức độ rất cao với 99,65% doanh nghiệp tham gia thực hiện tại 100% các đơn vị hải quan trên phạm vi toàn quốc. Việc ứng dụng công nghệ thông tin đã rút ngắn thời gian làm thủ tục hải quan cho doanh nghiệp, giảm thiểu giấy tờ và đơn giản hóa hồ sơ hải quan. Hiện nay, thời gian tiếp nhận và thông quan đối với hàng luồng xanh chỉ từ 1-3 giây, đối với hàng luồng vàng, thời gian xử lý và kiểm tra hồ sơ không quá 02 giờ làm việc.

Mặc dù đã có nhiều nỗ lực từ Chính phủ, các Bộ, ngành và đã đạt được kết quả nhất định bước đầu, nhưng thực tế trong quá trình triển khai NSW vẫn chưa thực sự đáp ứng kỳ vọng của cộng đồng doanh nghiệp, chưa tạo được sự chuyển biến rõ nét trong tạo thuận lợi cho hoạt động xuất khẩu, nhập khẩu. Cụ thể như sau:

Thứ nhất, Thủ tục hành chính còn nhiều phức tạp

Trong thời gian qua, với sự chỉ đạo quyết liệt của Chính phủ, Ủy ban chỉ đạo quốc gia về ASW, NSW và tạo thuận lợi thương mại, kết quả thực hiện Cơ chế một cửa quốc gia đã có sự chuyển biến và đạt được những kết quả nhất định, góp phần vào cải cách thủ tục hành chính, giảm thời gian thông quan hàng hóa. Tuy nhiên thực tế cho thấy, sự biến chuyển này mới chỉ diễn ra ở một số Bộ, ngành, lĩnh vực cụ thể, trong khi còn nhiều yêu cầu về thông tin, chứng từ không cần thiết, chông chéo giữa các cơ quan; mức độ tiêu chuẩn hóa, đơn giản hóa, hài hòa hóa quy trình thủ tục hành chính còn bất cập, thiếu cơ sở pháp lý quy định trách nhiệm của các bộ ngành trong việc chia sẻ thông tin thực hiện thủ tục hành chính. Bên cạnh đó là việc chưa đảm bảo tính minh bạch, tính nhất quán và dự báo trong hệ thống pháp luật; tỷ lệ kiểm tra trong thông quan chưa giảm nhiều, kéo dài thời gian, tăng chi phí cho doanh nghiệp. Cụ thể, đó là các thủ tục liên quan đến kiểm dịch như các thủ tục đăng ký kiểm dịch động vật, kiểm dịch thực vật, kiểm tra chất lượng thức ăn chăn nuôi. Việc khai báo đăng ký các thủ tục này dù được doanh nghiệp thực hiện qua Cổng thông tin một cửa quốc gia nhưng vẫn mất rất nhiều thời gian để có kết quả, thậm chí lâu hơn thực hiện thủ công như trước.

Đối với thủ tục đăng ký kiểm dịch thực vật, sau khi khai báo đăng ký qua NSW, doanh nghiệp phải đợi từ 2 - 3 giờ mới có số thứ tự do cơ quan kiểm dịch cấp. Sau khi có số đăng ký, doanh nghiệp mang hồ sơ giấy đến làm thủ tục trực tiếp tại cơ quan kiểm dịch (thời gian trung bình là 1 ngày), sau đó cơ quan kiểm dịch sẽ xuống cảng lấy mẫu xét nghiệm và cấp chứng thư có đạt yêu cầu hay không đạt yêu cầu (thời gian trung bình là 1 ngày). Như vậy tổng thời gian thực hiện thủ tục kiểm dịch cho một lô hàng xuất nhập khẩu mất trung bình 2 ngày.

Đối với thủ tục kiểm dịch động vật, những khó khăn của doanh nghiệp còn nhiều hơn. Doanh nghiệp phải xin giấy phép của Cục Thú y thuộc Bộ Nông nghiệp và Phát triển nông thôn với thời gian chờ đợi cấp giấy phép là 5 ngày. Sau khi có giấy phép, doanh nghiệp thực hiện khai báo, đăng ký kiểm dịch động vật (kèm giấy phép) qua Cổng thông tin một cửa quốc gia (thời gian làm thủ tục 1 ngày). Cơ quan Thú y xuống cảng lấy mẫu và sau 5 - 6 ngày làm việc doanh nghiệp mới được cấp chứng thư đối với hàng hóa có đạt yêu cầu hay không đạt yêu cầu.

Đáng chú ý, dù thủ tục kiểm tra chặt chẽ, mất nhiều thời gian và chi phí, nhưng kết quả mang lại không thực sự hiệu quả. Theo thống kê sơ bộ, trong 6 tháng đầu năm 2018, cơ quan Kiểm dịch (cả thực vật và động vật) đều chưa phát hiện được lô hàng nào của doanh nghiệp không đạt điều kiện nhập khẩu.

Hiện nay, vẫn còn Bộ Khoa học & Công nghệ còn giữ chức năng cấp giấy phép, trong khi đó, hầu hết các bộ, ngành đã cho phép cơ quan Hải quan tự động công nhận các loại kết quả kiểm định, chứng nhận từ

các tổ chức có chức năng đánh giá sự phù hợp. Tuy nhiên, do các tổ chức đánh giá sự phù hợp không kết nối với NSW, nên sau khi có kết quả đánh giá, doanh nghiệp lại phải chuyển về các bộ, ngành. Thủ tục vòng vòng như vậy nên doanh nghiệp chưa thực sự hài lòng với NSW.

Thứ hai, Thời gian triển khai các thủ tục hành chính còn chậm

Kết quả triển khai Cơ chế một cửa quốc gia còn khiêm tốn so với mục tiêu đề ra. Số lượng thủ tục triển khai còn thấp so với yêu cầu tại Quyết định số 2185/2016/QĐ-TTg của Thủ tướng Chính phủ (đạt 53/283 thủ tục). Theo phản ánh của các doanh nghiệp và cơ quan khảo sát độc lập, việc triển khai Cơ chế một cửa quốc gia vẫn chưa đi vào thực chất vì khi thực hiện một số thủ tục thông qua Cơ chế một cửa quốc gia, bên cạnh việc gửi hồ sơ điện tử, tình trạng các doanh nghiệp được yêu cầu phải xuất trình hồ sơ, chứng từ giấy còn diễn ra khá phổ biến. Bên cạnh đó, còn nhiều yêu cầu về thông tin chứng từ dư thừa, chồng chéo giữa các cơ quan; mức độ tiêu chuẩn hóa, đơn giản hóa, hài hòa hóa quy thủ tục hành chính còn thấp.

Năng lực chia sẻ thông tin giữa các cơ quan chính phủ trong thực hiện thủ tục hành chính còn yếu. Hiện tại Cơ chế một cửa quốc gia đang nhằm vào mục tiêu giải quyết trực tiếp thủ tục hành chính phục vụ cho khâu thông quan (gửi hồ sơ và nhận kết quả thông qua chứng từ điện tử và quyết định hành chính điện tử) mà chưa chú trọng nhiều đến việc chia sẻ thông tin phục vụ công tác quản lý nhà nước cũng như công tác điều hành của các cơ quan chính phủ trên cơ sở chia sẻ thông tin.

Các doanh nghiệp cung cấp dịch vụ logistics, dịch vụ tài chính chưa kết nối đầy đủ với các cơ quan chính phủ để đảm bảo cung cấp thông tin phục vụ công tác quản lý nhà nước cũng như tạo tiện ích để rút ngắn thời gian vận chuyển, xếp dỡ hàng hóa tại cảng biển, sân bay quốc tế, kho bãi; thanh toán và kiểm soát chứng từ thanh toán cho các giao dịch thương mại xuyên biên giới... qua đó rút ngắn thời gian thông quan tại cửa khẩu.

Theo báo cáo của Bộ Tài chính tại Hội nghị “Thúc đẩy Cơ chế một cửa quốc gia, Cơ chế một cửa ASEAN và tạo thuận lợi thương mại”, dự kiến đến cuối năm 2018 sẽ triển khai thêm 143 thủ tục hành chính thông qua Cơ chế một cửa quốc gia, nâng tổng số lên 196 thủ tục, đạt 78% trên tổng cộng 251 thủ tục hành chính theo đề xuất mới nhất của các Bộ, ngành. Cụ thể như sau:

Bảng 1: Số thủ tục hành chính thực hiện thông qua Cơ chế một cửa quốc gia

| | Số thủ tục hành chính |
|---|-----------------------|
| - Số thủ tục hành chính đã triển khai | 53 |
| - Số thủ tục hành chính triển khai mới năm 2018 (các Bộ, ngành đề xuất) | 143 |
| - Tổng số thủ tục hành chính đến năm 2018 | 196 |
| - Số thủ tục hành chính cần triển khai đến năm 2020 (theo QĐ 2185/QĐ-TTg) | 282 |
| - Số thủ tục hành chính triển khai mới đến năm 2020 (các Bộ, ngành đề xuất) | 198 |
| - Tổng số thủ tục hành chính đến năm 2020 | 251 |

(Nguồn: Bộ Tài chính)

Thứ ba, Công nghệ thông tin chưa tích hợp hoàn toàn

Cơ chế một cửa quốc gia chỉ có thể phát huy tác dụng khi tất cả các thủ tục phải liên thông từ cơ quan đăng ký kinh doanh đến thuế, rồi đến cơ quan quản lý chuyên ngành, Hải quan... Thậm chí, chỉ các bộ ngành kết nối với nhau ở thượng tầng là chưa đủ, mà các cấp Vụ, Cục, các tổ chức có chức năng kiểm định, chứng nhận hợp quy... cũng phải kết nối với nhau để mọi cơ quan đều có thể truy cập được kho dữ liệu

dùng chung. Đặc biệt là đối với cộng đồng doanh nghiệp có hoạt động xuất nhập khẩu, Cơ chế một cửa phải tạo cho doanh nghiệp có thể gửi các loại đơn đăng ký bất kỳ lúc nào, hoặc có thể theo dõi tiến trình thực hiện các thủ tục hành chính của mình bất kỳ khi nào, bất kỳ ở đâu có kết nối mạng.

Hệ thống CNTT chưa hoàn toàn đáp ứng được nhu cầu và khối lượng công việc phải xử lý. Để kết nối công thông tin một cửa quốc gia về mặt kỹ thuật đòi hỏi sự đồng bộ về hệ thống CNTT giữa các cơ quan liên quan. Tuy nhiên, thực tế hiện nay hạ tầng CNTT của một số cơ quan, bộ ngành chưa hoàn thiện để đảm bảo phục vụ kết nối thông suốt, ổn định. Thực tế đã có nhiều trường hợp do mạng kết nối bị nghẽn, bị lỗi nên doanh nghiệp phải chờ đợi (1-2 ngày) để cập nhật thông tin, hoàn thiện các thủ tục; việc kết nối chưa đồng bộ khiến doanh nghiệp mất nhiều thời gian khi giải quyết thủ tục liên quan đến nhiều bộ, ngành khác nhau.

Thực tế cho thấy, việc ứng dụng, truy cập thông tin về hàng hóa, việc kết nối Cơ chế một cửa quốc gia hiện nay còn gặp nhiều vướng mắc ở khâu xây dựng, ứng dụng và triển khai CNTT chưa thực sự thông suốt giữa các cơ quan, các bộ, ngành. Các cơ quan sử dụng hệ thống thông tin riêng nên phần mềm chưa tương thích với nhau. Chẳng hạn như việc cấp C/O mẫu B của VCCI là một hệ thống riêng, còn C/O của Bộ Công thương lại một hệ thống phần mềm riêng, điều này khiến doanh nghiệp rất lúng túng khi áp dụng.

Nguyên nhân của những hạn chế trên bắt nguồn từ phương pháp quản lý, kiểm tra chưa theo chuẩn mực quốc tế (chưa thực hiện công nhận chất lượng hàng hóa giữa các nước, chưa đẩy mạnh phương pháp quản lý rủi ro, đẩy mạnh áp dụng từ tiền kiểm sang hậu kiểm...); Quy định về kiểm tra chuyên ngành còn chồng chéo, xung đột, chưa có nguyên tắc chung để các Bộ, ngành xây dựng mặt hàng kiểm tra chuyên ngành (một mặt hàng thực hiện nhiều thủ tục kiểm tra chuyên ngành do một hoặc nhiều Bộ quy định, như hàng hóa vừa phải kiểm dịch vừa phải kiểm tra an toàn thực phẩm hoặc kiểm tra chất lượng, như mặt hàng sữa chua, pho mat; hoặc hàng hóa đồng thời vừa kiểm dịch thực vật vừa phải có chứng nhận hợp quy như giống cây trồng; hoặc vừa kiểm tra chất lượng vừa kiểm dịch như mặt hàng thức ăn chăn nuôi cho gia súc, gia cầm, thủy sản có nguồn gốc từ thực vật (khô dầu đậu tương, đậu nành, động phộng, hạt ngô...)); Việc thống nhất ban hành danh mục phải kiểm tra chuyên ngành có gắn mã HS còn chậm, nhiều mặt hàng chưa có mã HS (có khoảng 60 danh mục chưa được các bộ ban hành); Số lượng các tiêu chuẩn, quy chuẩn mặt hàng kiểm tra chuyên ngành cần được ban hành còn nhiều; Triển khai tự động hóa thủ tục hành chính trên công thông tin một cửa quốc gia còn chậm.

2. MỘT SỐ GIẢI PHÁP ĐẨY MẠNH THỰC HIỆN CƠ CHẾ MỘT CỬA QUỐC GIA ĐÁP ỨNG KỶ VỌNG CỦA CỘNG ĐỒNG DOANH NGHIỆP

Một là, hoàn thiện cơ sở pháp lý và cải cách thủ tục hành chính, đẩy nhanh tiến trình thực hiện Cơ chế một cửa quốc gia hướng tới một cửa ASEAN

Hiện nay, mỗi Bộ, ngành, cơ quan đều ban hành những quy định riêng về biểu mẫu hồ sơ, chứng từ mặc dù có rất nhiều thông tin giống hoặc tương tự nhau. Do đó, cần xem xét xây dựng một bộ mẫu chứng từ điện tử hợp nhất, tạo thuận lợi cho người làm thủ tục; đồng thời có cơ chế lưu trữ, tận dụng tối đa các chứng từ điện tử đã sử dụng (sử dụng lại các thông tin, chứng từ, quyết định hành chính đã được lưu trữ thay vì yêu cầu doanh nghiệp phải xuất trình mỗi lần làm thủ tục). Song song đó cần xây dựng hành lang pháp lý đầy đủ cho việc sử dụng, trao đổi chứng từ điện tử, hồ sơ điện tử đối với các thủ tục thực hiện qua Cổng thông tin một cửa quốc gia.

Bên cạnh đó, cần rà soát đề xuất cắt giảm danh mục thủ tục hành chính theo góp ý của doanh nghiệp. Rà soát để cắt giảm và đơn giản hóa danh mục hàng hóa thuộc diện quản lý và kiểm tra chuyên ngành có nguy cơ rủi ro cao gây mất an toàn, gây nguy hại cho sức khỏe, tính mạng con người, gây ô nhiễm môi trường, đạo đức xã hội, thuần phong mỹ tục, nguy hại cho kinh tế, cho an ninh quốc gia; bỏ quy định doanh

ngành phải nộp bản đăng ký có xác nhận của cơ quan chuyên ngành để thông quan hàng hóa đối với hàng hóa thuộc diện kiểm tra chuyên ngành sau thông quan; Các bộ, ngành quản lý chuyên ngành cần tăng cường, phối hợp, kiểm tra, giám sát đảm bảo việc quản lý chất lượng đối với sản phẩm, hàng hóa đã được chuyển việc kiểm tra chuyên ngành từ giai đoạn trước thông quan sang giai đoạn sau thông quan.

Ngoài ra, cần hoàn thiện hệ thống cơ sở pháp lý phục vụ cho hoạt động kiểm tra chuyên ngành; áp dụng phương pháp quản lý rủi ro trong kiểm tra chuyên ngành đối với hàng hóa XNK; đơn giản hóa về thủ tục, rút ngắn thời gian thông quan hàng hóa; tạo thuận lợi thương mại thông qua áp dụng các phương pháp quản lý tiên tiến như quản lý rủi ro, kiểm tra sau thông quan; không kiểm tra đối với những sản phẩm hàng hóa có hàm lượng công nghệ cao, đã đạt tiêu chuẩn của các nước tiên tiến như EU, Mỹ, Nhật Bản mà Việt Nam không có thiết bị, phương tiện để kiểm tra. Triển khai khai báo C/O trên Cổng thông tin một cửa quốc gia, áp dụng C/O điện tử trong cộng đồng ASEAN...

Hai là, Đẩy mạnh áp dụng phương pháp quản lý rủi ro trong kiểm tra chuyên ngành

Rà soát, xây dựng văn bản quy phạm pháp luật về quản lý và kiểm tra chuyên ngành theo hướng áp dụng phương pháp quản lý rủi ro trong kiểm tra chuyên ngành dựa trên mức độ rủi ro của hàng hóa và mức độ tuân thủ pháp luật của doanh nghiệp; ưu tiên và tạo thuận lợi đối với các mặt hàng khuyến khích xuất khẩu, hàng hóa nhập khẩu phục vụ sản xuất mà trong nước chưa sản xuất được...

Theo đó, cơ quan hải quan sẽ kiểm tra xác suất hoặc kiểm tra sau thông quan đối với hàng hóa có độ rủi ro thấp, hàng hóa có xuất xứ từ các nước công nghiệp phát triển, hàng hóa của doanh nghiệp tuân thủ tốt pháp luật. Áp dụng miễn, giảm kiểm tra chuyên ngành đối với hàng hóa có kết quả kiểm tra của cơ quan có thẩm quyền nước xuất khẩu, hàng hóa đã áp dụng hệ thống quản lý tiên tiến theo tiêu chuẩn quốc tế, tiêu chuẩn khu vực; hàng hóa phải kiểm tra chuyên ngành trước thông quan được kiểm soát theo từng thời kỳ do các bộ ngành xây dựng và phải được công bố trên cổng thông tin một cửa quốc gia; Một số sản phẩm hàng hóa chỉ do một bộ, một cơ quan chịu trách nhiệm.

Ba là, Xây dựng nguyên tắc trong việc xây dựng danh mục hàng hóa xuất khẩu, nhập khẩu thuộc đối tượng kiểm tra chuyên ngành trước thông quan

Theo đó, hàng hóa đưa vào danh mục phải đáp ứng được các điều kiện sau:

- Hàng hóa có nguy cơ rủi ro cao gây mất an toàn, gây lây lan dịch bệnh, gây nguy hại cho sức khỏe, tính mạng con người, gây ô nhiễm môi trường, đạo đức xã hội, thuần phong mỹ tục, nguy hại cho kinh tế, cho an ninh quốc gia.

- Có tên gọi kèm mã số hàng hóa

- Có tiêu chuẩn, quy chuẩn làm cơ sở để kiểm tra, trường hợp chưa có tiêu chuẩn, quy chuẩn thì phải quy định cụ thể về tiêu chí kiểm tra, phương pháp, cách thức kiểm tra.

- Có quy định trình tự kiểm tra, thời hạn kiểm tra và cơ quan, tổ chức thực hiện kiểm tra chuyên ngành

Bốn là, Đẩy mạnh công nhận lẫn nhau, miễn trừ hàng hóa có xuất xứ từ các nước công nghiệp phát triển

Thực hiện thừa nhận lẫn nhau về kết quả kiểm tra hàng hóa hoặc giảm thiểu việc kiểm tra chất lượng đối với hàng hóa nhập khẩu từ những khu vực, quốc gia có tiêu chuẩn cao,...

Xây dựng ban hành điều kiện, tiêu chuẩn, quy chuẩn, trình tự thủ tục công nhận của các tổ chức, cơ quan, thương nhân được thực hiện các hoạt động đánh giá sự phù hợp, kiểm tra chuyên ngành đối với hàng hóa xuất khẩu, nhập khẩu.

Năm là, Xây dựng, sửa đổi và bổ sung văn bản pháp luật liên quan đến hoàn thiện hoạt động kiểm tra chuyên ngành

Tiếp tục rà soát, xây dựng, bổ sung, sửa đổi hệ thống văn bản theo hướng cơ quan nhà nước chỉ thực hiện công tác quản lý, giám sát, còn việc kiểm tra chuyên ngành giao cho các tổ chức, cá nhân, thương nhân đáp ứng điều kiện theo quy định.

Loại bỏ những chồng chéo trong hoạt động kiểm tra chuyên ngành. Theo đó các bộ, ngành quản lý chuyên ngành cần rà soát loại bỏ những quy định chồng chéo trong hoạt động kiểm tra chuyên ngành. Sửa đổi, bổ sung các quy định liên quan đến kiểm tra chuyên ngành theo hướng một mặt hàng chỉ bị sự điều chỉnh bởi một văn bản và do một đơn vị thuộc bộ chịu trách nhiệm quản lý, kiểm tra.

Quy định đối tượng miễn kiểm tra chuyên ngành: Trong quá trình xây dựng văn bản các bộ, ngành cần đưa ra các đối tượng loại trừ còn thiếu trong kiểm tra chuyên ngành như các đối tượng hàng hóa nhỏ lẻ không vì mục đích thương mại, cụ thể đó là các hàng hóa gửi qua dịch vụ bưu chính, chuyển phát nhanh (giá trị dưới 1.000.000 đồng); hàng hóa mua bán trao đổi của cư dân biên giới trong định mức miễn thuế; hàng hóa xuất nhập khẩu tại chỗ; hàng hóa tái nhập khẩu để sửa chữa, tái chế theo yêu cầu của đối tác nước ngoài.

Ngoài ra việc xây dựng, sửa đổi, bổ sung các văn bản pháp lý trong hoạt động kiểm tra chuyên ngành cần tăng cường hơn nữa việc lấy ý kiến của cộng đồng doanh nghiệp.

Sáu là, Triển khai xây dựng cơ chế bảo lãnh thông quan

Theo đó Bộ Tài chính cần chủ trì với các bộ, ngành liên quan rà soát lại văn bản quy phạm pháp luật nhằm triển khai thực hiện cơ chế bảo lãnh thông qua tạo thuận lợi cho thương mại; Xây dựng đề án thí điểm áp dụng cơ chế bảo lãnh thông quan, lựa chọn phạm vi bảo lãnh như: Bảo lãnh thuế, phí và bảo lãnh chứng từ liên quan đến quản lý và kiểm tra chuyên ngành; lựa chọn mặt hàng bảo lãnh có độ rủi ro cao, mặt hàng phục vụ sản xuất xuất khẩu; lựa chọn doanh nghiệp tham gia bảo lãnh bao gồm cả doanh nghiệp Việt Nam và doanh nghiệp nước ngoài.

Ngoài những giải pháp về phía các Bộ, ngành và các cơ quan quản lý nhà nước nêu trên, chính bản thân các doanh nghiệp cũng cần đồng hành thực hiện các giải pháp sau:

- Bám sát lộ trình và kế hoạch triển khai thủ tục hành chính trên Cổng thông tin một cửa quốc gia, phối hợp chặt chẽ với các cơ quan quản lý nhà nước, chủ động chuẩn bị nguồn lực và cơ sở vật chất để sẵn sàng thực hiện đầy đủ các thủ tục triển khai trên Cơ chế một cửa quốc gia.

- Chủ động, tích cực tham gia ý kiến đóng góp về cơ sở pháp lý, cơ chế chính sách; đồng thời phản ánh vướng mắc, khó khăn và kiến nghị nhằm nâng cao hiệu quả Cơ chế một cửa quốc gia.

- Tham gia đầy đủ các khóa đào tạo, tập huấn của Tổng cục Hải quan và của các bộ, ngành có liên quan về Cơ chế một cửa quốc gia.

3. KẾT LUẬN

Qua quá trình gần 4 năm tổ chức triển khai, vận hành Cơ chế một cửa quốc gia có thể thấy vẫn còn nhiều tồn tại, hạn chế, khiến cơ chế này chưa thực sự phát huy được những tiện ích, hiệu quả như mong đợi. Chính vì vậy, đòi hỏi sự tham gia tích cực hơn nữa từ các bộ, ngành, các cơ quan quản lý nhà nước cũng như các doanh nghiệp. Trong phạm vi bài nghiên cứu, nhóm tác giả đã đề xuất một số giải pháp cho các cơ quan quản lý nhà nước với mong muốn đẩy nhanh tiến độ thực hiện Cơ chế một cửa quốc gia, nhằm thực hiện thành công chủ trương của Chính phủ trong cải cách, đơn giản hóa thủ tục hành chính, giảm thời gian thông quan hàng hóa xuất nhập khẩu, góp phần nâng cao năng lực cạnh tranh quốc gia, tạo thuận lợi thương mại, đáp ứng kỳ vọng của cộng đồng doanh nghiệp.

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ĐỔI MỚI MÔ HÌNH TĂNG TRƯỞNG, CƠ CẤU LẠI NỀN KINH TẾ: HƯỚNG ĐI ĐÚNG CHO SỰ PHÁT TRIỂN BỀN VỮNG

Hoàng Xuân Hòa* - Trịnh Mai Vân**

Đầu nhiệm kỳ, Hội nghị Trung ương 4 khóa XII đã ban hành Nghị quyết số 05-NQ/TW về một số chủ trương chính sách lớn nhằm tiếp tục đổi mới mô hình tăng trưởng, nâng cao chất lượng tăng trưởng, nâng suất lao động, sức cạnh tranh của nền kinh tế (sau đây gọi tắt là Nghị quyết 05). Thực hiện chủ trương của Đảng, Quốc hội đã ban hành Nghị quyết số 24/2016/QH14 về Kế hoạch cơ cấu lại nền kinh tế giai đoạn 2016 - 2020 (sau đây gọi tắt là Nghị quyết 24), với 22 mục tiêu cụ thể tập trung vào 5 nhóm nhiệm vụ: (i) Tập trung hoàn thành cơ cấu lại ba trọng tâm gồm cơ cấu lại đầu tư công, DNNN và các TCTD; (ii) Cơ cấu lại NSNN, khu vực công; (iii) Phát triển mạnh khu vực kinh tế tư nhân trong nước và thu hút hợp lý FDI; (iv) Hiện đại hóa công tác quy hoạch, cơ cấu ngành và vùng kinh tế theo hướng nâng cao năng suất, chất lượng, hiệu quả gắn với đẩy mạnh hội nhập kinh tế quốc tế; (v) hình thành đồng bộ và phát triển các loại thị trường gồm thị trường tài chính, thị trường sử dụng đất, thị trường lao động và thị trường khoa học công nghệ.

Triển khai Nghị quyết số 05 và Nghị Quyết số 24, Chính phủ đã ban hành Nghị quyết số 27/NQ-CP ngày 21 tháng 2 năm 2017 về Chương trình hành động của Chính phủ thực hiện hai Nghị quyết nêu trên (sau đây gọi tắt là Nghị quyết 27), giao 16 nhiệm vụ và chính sách lớn cần thực thi cho các Bộ, ngành, địa phương với 120 nhiệm vụ cụ thể nhằm đẩy mạnh cơ cấu lại nền kinh tế và đổi mới mô hình tăng trưởng.

Sau gần 3 năm triển khai thực hiện các nghị quyết trên, nền kinh tế Việt Nam đã có bước phát triển mới thực chất hơn, chất lượng tăng trưởng đi vào chiều sâu, năng suất lao động tăng và các trọng tâm cơ cấu lại của nền kinh tế như đầu tư công, doanh nghiệp nhà nước (DNNN), hệ thống tổ chức tín dụng (TCTD)... đều có chuyển biến rõ rệt.

1- NHỮNG KẾT QUẢ NỔI BẬT SAU GẦN 3 NĂM THỰC HIỆN ĐỔI MỚI MÔ HÌNH TĂNG TRƯỞNG, CƠ CẤU LẠI NỀN KINH TẾ

- Kinh tế vĩ mô được duy trì ổn định, các cân đối vĩ mô được tăng cường. Tăng trưởng kinh tế từng bước được cải thiện, đạt mức tăng khá trong những năm vừa qua. Tốc độ tăng Tổng sản phẩm trong nước (GDP) năm 2016 đạt 6,21%, năm 2017 tăng lên 6,81% (vượt mục tiêu Quốc hội đề ra) và ước tính năm 2018 đạt 6,7%; Bình quân 3 năm 2016-2018 đạt 6,57% (cao hơn tốc độ tăng bình quân 5,91%/năm của giai đoạn 2011-2015), đạt mục tiêu tăng trưởng bình quân 6,5%-7% của Kế hoạch 5 năm 2016-2020. Lạm phát giảm từ 7,7% bình quân giai đoạn 2011-2015 xuống 3,1% ước bình quân giai đoạn 2016-2017. Lạm phát cơ bản cũng được duy trì ổn định ở dưới 2%. Cán cân tài khoản vãng lai thặng dư trở lại (sau khi thâm hụt trong năm 2015). Dự trữ ngoại hối nếu như giảm mạnh trong năm 2015 thì trong hai năm 2016 và 2017 mỗi năm tăng một lượng tương đương khoảng 4% GDP. Bội chi ngân sách từng bước được kiểm chế. Tỷ lệ bội chi/

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** Đại học Kinh tế Quốc dân Hà Nội

GDP năm 2015 là 6,11%, năm 2016 là 5,52%, năm 2017 giảm còn 3,48% và dự kiến năm 2018 là 3,67%¹. Tỷ lệ nợ công/GDP giảm từ 63,6% năm 2016 xuống còn 61,4% năm 2017 và 58,5% tính đến tháng 6/2018.

- *Mô hình tăng trưởng và chất lượng tăng trưởng đã bước đầu chuyển biến* đạt được những kết quả tích cực: Tăng trưởng kinh tế dần dịch chuyển sang chiều sâu, thể hiện ở mức đóng góp của năng suất các nhân tố tổng hợp (TFP) trong tăng trưởng kinh tế ngày một lớn. Tính chung cả giai đoạn 2011-2015, đóng góp của TFP vào tăng trưởng GDP là 33,58%; đóng góp của vốn là 51,20%; đóng góp của lao động là 15,22%. Trong 3 năm đầu của giai đoạn 2016-2020, đóng góp của TFP vào tăng trưởng kinh tế tăng lên đáng kể, đạt 42,18% (vượt mục tiêu đóng góp của TFP vào tăng trưởng trong 5 năm 2016-2020 đạt khoảng 30%-35%), trong đó năm 2016 đạt 40,68%; năm 2017 đạt 45,19% và ước tính năm 2018 đạt 40,23%.

Năng suất lao động có sự cải thiện đáng kể theo hướng tăng đều qua các năm, đồng thời Việt Nam là quốc gia có tốc độ tăng NSLĐ cao trong khu vực ASEAN². NSLĐ của toàn nền kinh tế theo giá hiện hành năm 2016 đạt 84,5 triệu đồng/lao động; năm 2017 đạt 93,2 triệu đồng/lao động; ước tính năm 2018 đạt 102,3 triệu đồng/lao động. Tính theo giá so sánh năm 2010, NSLĐ toàn nền kinh tế năm 2016 tăng 5,3% so với năm trước; năm 2017 tăng 6%; ước tính năm 2018 tăng 5,55%. Bình quân 3 năm 2016-2018 NSLĐ tăng 5,62%/năm, cao hơn so với mức tăng bình quân 4,3%/năm của giai đoạn 2011-2015, đạt mục tiêu Nghị quyết số 27/NQ-CP ngày 21/2/2017 của Chính phủ đề ra (tăng trên 5,5%).

Cơ cấu kinh tế dịch chuyển theo hướng tích cực. Tỷ trọng khu vực nông, lâm nghiệp và thủy sản trong GDP giảm từ 17,4% năm 2015 xuống 14,8% năm 2018; khu vực công nghiệp, xây dựng tăng từ 38% lên 39,2%; dịch vụ từ 44,6% lên 46%, đạt mục tiêu của kế hoạch 5 năm 2016-2020 (đến năm 2020 tỷ trọng công nghiệp, xây dựng và dịch vụ chiếm khoảng 85% GDP). Cơ cấu nội ngành chuyển dịch thực chất hơn; tỷ trọng khai khoáng giảm mạnh, năm 2016 chiếm 8,12% GDP, năm 2017 (7,47%GDP), 6 tháng đầu năm 2018 (7,32%GDP); trong đó, sản lượng dầu thô giảm từ 16,88 triệu tấn năm 2015 xuống 11,3 triệu tấn năm 2018. Tỷ trọng ngành công nghiệp chế biến chế tạo tăng dần, năm 2016 chiếm 14,27% GDP, năm 2017 (15,33%GDP), 6 tháng đầu năm 2018 (16,21%GDP). Xếp hạng năng lực cạnh tranh công nghiệp (CIP) của Việt Nam tăng từ thứ 48 năm 2016 lên thứ 41 năm 2017 và thu hẹp khoảng cách so với các nước ASEAN-4.

Vai trò của khu vực tư nhân gia tăng, tỷ trọng của khu vực tư nhân trong GDP tăng từ 7,8% bình quân giai đoạn 2011-2015 lên 0,2% năm 2016 và 8,6% năm 2017. Tỷ trọng của khu vực dân cư và tư nhân trong tổng đầu tư toàn xã hội tăng từ 12,1% bình quân giai đoạn 2011-2015 lên 12,5% năm 2016, 13,5% năm 2017 và 13,6% trong 6 tháng/2018.

Xuất khẩu khu vực trong nước có dấu hiệu tăng nhanh hơn khu vực có vốn ĐTNN: Quý 2/2018, tốc độ tăng giá trị XK (so với cùng kỳ năm trước) của khu vực trong nước là 23,7%, so với mức tăng 6,4% của khu vực ĐTNN (ngoài dầu). Nhìn chung khoảng cách về tốc độ tăng giá trị xuất khẩu giữa khu vực có vốn ĐTNN và khu vực trong nước đã thu hẹp dần qua các năm, nhất là khi không tính dầu và điện thoại trong xuất khẩu của khu vực có vốn ĐTNN: Năm 2017, tốc độ tăng giá trị xuất khẩu của khu vực trong nước là 17,8%, xấp xỉ mức tăng 19,6% của khu vực ĐTNN không tính dầu và điện thoại.

Chỉ số quản trị mua hàng (PMI) trung bình năm 2017 của Việt Nam đạt mức cao nhất kể từ năm 2011 (năm bắt đầu khảo sát). Trong 6 tháng đầu năm 2018, chỉ số PMI hầu hết các tháng đạt trên 52 điểm (riêng

¹ Bội chi xác định theo cách tính mới (không bao gồm chi trả nợ gốc) của Luật NSNN 2015.

² Tính chung giai đoạn 10 năm 2008-2017, NSLĐ theo sức mua tương đương năm 2011 (PPP 2011) của Việt Nam tăng trung bình 4%/năm, cao hơn so với mức tăng bình quân của Xin-ga-po (0,9%/năm); Ma-lai-xi-a (1,1%/năm); Thái Lan (2,6%/năm); Phi-li-pin (3,3%/năm); In-đô-nê-xi-a (3,4%/năm).

tháng 3 đạt 51,6 điểm), trong đó tháng 6 đạt cao nhất với 55,7 điểm, cao hơn nhiều so với một số nước ASEAN (Indonesia 50,3 điểm; Thái Lan 50,2 điểm; Malaixia 49,5 điểm).

Bên cạnh các kết quả đạt được, quá trình chuyển đổi mô hình tăng trưởng, ổn định kinh tế vĩ mô vẫn còn nhiều thách thức. Cụ thể là:

- Quá trình chuyển đổi mô hình tăng trưởng chưa đạt được tiến bộ mạnh mẽ trong lĩnh vực hoàn thiện thể chế kinh tế thị trường. Môi trường kinh doanh được cải thiện chủ yếu ở lĩnh vực điều kiện gia nhập thị trường. Hệ sinh thái hỗ trợ, nuôi dưỡng doanh nghiệp phát triển, đặc biệt là doanh nghiệp tư nhân, chưa có nhiều tiến bộ. Khu vực doanh nghiệp tư nhân, nhất là doanh nghiệp vừa và nhỏ vẫn yếu thế trong quá trình phân bổ nguồn lực vật chất so với doanh nghiệp Nhà nước và doanh nghiệp FDI. Những bất cập thể chế về đất đai, quyền tài sản bao gồm giao dịch đảm bảo, xử lý tài sản thế chấp, thủ tục phá sản... vẫn chậm được giải quyết. Đây vẫn là những trở ngại lớn cản trở lực lượng sản xuất phát triển.

- Mô hình tăng trưởng vẫn chưa có thay đổi thực sự rõ nét. NSLĐ tăng chủ yếu do tăng cường độ vốn. Tốc độ gia tăng thâm dụng vốn (được đo bằng số vốn bình quân/lao động) tăng từ 5,9% năm 2016 lên 6,3% năm 2017, nâng mức đóng góp của cường độ vốn vào tăng năng suất lần lượt lên 58,9% và 55,8%. NSLĐ xã hội của toàn nền kinh tế năm 2017 đạt 93,2 triệu đồng/lao động (tương đương 4.159 USD/lao động), tăng 6%. Tuy nhiên, mức NSLĐ của Việt Nam hiện nay vẫn rất thấp so với nhiều nước trong khu vực. Tính theo sức mua tương đương năm 2011, NSLĐ của Việt Nam năm 2016 đạt 9.894 USD, chỉ bằng 7,0% của Singapore; 17,6% của Malaysia; 36,5% của Thái Lan; 42,3% của Indonesia; 56,7% của Philipin và 87,4% của Lào. Hơn nữa, chênh lệch về NSLĐ giữa Việt Nam với các nước vẫn tiếp tục gia tăng. Các ngành có thế mạnh của Việt Nam hiện nay như dệt may, da giày, du lịch, thủy sản hay kể cả điện tử,... vẫn chủ yếu đang hoạt động ở phân khúc thấp trong chuỗi giá trị, nơi tạo ra giá trị gia tăng thấp, NSLĐ thấp.

2. MỘT SỐ ĐÁNH GIÁ VIỆC THỰC HIỆN CÁC VẤN ĐỀ TRỌNG TÂM TRONG CƠ CẤU LẠI NỀN KINH TẾ 2016 - 2018

2.1. Một số kết quả đạt được:

- Về cơ cấu lại đầu tư công

+ Giai đoạn 2016-2018, nhiều văn bản pháp luật tạo khung khổ pháp lý cho quá trình cơ cấu lại đầu tư công đã được ban hành như Luật Quản lý, sử dụng tài sản công có hiệu lực thi hành từ 01/01/2018¹; Quyết định số 63/QĐ-TTg, ngày 12/01/2018 phê duyệt đề án cơ cấu lại đầu tư công giai đoạn 2017-2020 và định hướng đến năm 2025. Cùng với đó, hệ thống thông tin về giám sát, đánh giá các chương trình, dự án đầu tư công sử dụng vốn Nhà nước được đưa vào vận hành góp phần nâng cao kỷ luật, kỷ cương trong hoạt động đầu tư công, cắt giảm tình trạng đầu tư dàn trải và nợ đọng xây dựng cơ bản². Các mục tiêu có khả năng hoàn thành chủ yếu liên quan đến nhiệm vụ nâng cao kỷ luật, kỷ cương trong hoạt động đầu tư công, cắt giảm cơ bản tình trạng đầu tư dàn trải và nợ đọng xây dựng cơ bản.

+ Tỷ trọng vốn đầu tư nhà nước trong tổng đầu tư năm 2016 và năm 2017 giảm xuống còn 37,5% và 35,7% và dự kiến năm 2018 còn 34,5% tiến sát mục tiêu đã đề ra đến năm 2020 (31-34%).

+ Giải ngân vốn đầu tư công từng bước được cải thiện nhờ những nỗ lực tháo gỡ khó khăn của Chính phủ. Tỷ lệ giải ngân vốn đầu tư công năm 2016: 91%, 2017: khoảng 89% (xấp xỉ mục tiêu đề ra là trên

¹ 15 Nghị định và 01 Quyết định hướng dẫn Luật Quản lý, sử dụng tài sản công đã được dự thảo trình Chính phủ, Thủ tướng Chính phủ ban hành.

² Bộ Kế hoạch và Đầu tư đã ban hành Thông tư số 03/2017/TT-BKHĐT ngày 25/04/2017 quy định chế độ báo cáo việc lập, theo dõi và đánh giá thực hiện kế hoạch đầu tư công; Thông tư số 13/2016/TT-BKHĐT ngày 29/09/2016 Quy định về chế độ Báo cáo trực tuyến và quản lý vận hành Hệ thống thông tin về giám sát, đánh giá đầu tư chương trình, dự án đầu tư sử dụng vốn Nhà nước

90%); Tỷ trọng vốn đầu tư Nhà nước bình quân 3 năm 2016-2018 bằng 12% GDP (thấp hơn mức bình quân 12,4% giai đoạn 2011-2015).

+ Hiệu quả đầu tư có cải thiện; ICOR của nền kinh tế, giảm còn mức 6,42 năm 2016, và 6,11 vào năm 2017 (Tính toán của Tổng cục Thống kê dựa vào vốn đầu tư giá cố định 2010).

- Về cơ cấu lại doanh nghiệp nhà nước

+ Để thực hiện cơ cấu lại DNNN, Chính phủ đã xác định 8 nhiệm vụ, cùng với đó trong thời gian từ 01/2016 đến 4/2018 ban hành 22 văn bản quy phạm pháp luật hoàn thiện khung pháp luật về cơ cấu lại DNNN, 123 văn bản điều hành, chỉ đạo quyết liệt, thường xuyên, liên tục, đảm bảo quá trình đổi mới, sắp xếp, cơ cấu lại DNNN theo đúng mục tiêu¹, kế hoạch, lộ trình đã phê duyệt².

+ Cổ phần hóa được 145 doanh nghiệp với tổng giá trị doanh nghiệp là 440.067 tỷ đồng, trong đó giá trị vốn nhà nước là 204.547 tỷ đồng, tổng vốn điều lệ theo phương án được cấp có thẩm quyền phê duyệt là 208.900 tỷ đồng, đã bán cho nhà đầu tư chiến lược 61.953 nghìn tỷ đồng; đấu giá công khai 33.768 tỷ đồng, số còn lại bán cho người lao động là 1.593 tỷ đồng và tổ chức công đoàn 45 tỷ đồng.

+ Thoái vốn tại các tập đoàn, tổng công ty, các doanh nghiệp: 16.463 tỷ đồng, thu về 154.306 tỷ đồng, trong đó: SCIC thực hiện thoái vốn tại 114 doanh nghiệp với giá trị 3.693 tỷ đồng, thu về 28.400 nghìn tỷ đồng; thoái 10.747 nghìn tỷ đồng và thu về trên 123.405 nghìn tỷ đồng vốn đầu tư trong các lĩnh vực khác.

+ Thu từ cổ phần hóa, thoái vốn nộp NSNN từ Quỹ Hỗ trợ, sắp xếp và phát triển doanh nghiệp 115.000 tỷ đồng.

- Về cơ cấu lại tổ chức tín dụng

+ Đánh giá giữa kỳ cho thấy, khung khổ thể chế tạo cơ sở pháp lý cho quá trình cơ cấu lại các TCTD được hoàn thiện. Quốc hội đã ban hành Luật Sửa đổi, bổ sung một số điều của Luật Các TCTD (Luật số 17/2017/QH 14 ngày 20/11/2017 có hiệu lực từ 15/01/2018), Quyết định 1058/QĐ-TTg ngày 19/7/2017 phê duyệt Đề án Cơ cấu lại hệ thống các TCTD gắn với xử lý nợ xấu giai đoạn 2016-2020, Nghị quyết số 42/2017/QH14 ngày 21/6/2017 về thí điểm xử lý nợ xấu của các TCTD, Chỉ thị số 32/CT-TTg ngày 19/7/2017 về triển khai thực hiện Nghị quyết 42, theo đó giao nhiệm vụ cho các Bộ, ngành, triển khai với lộ trình cụ thể đảm bảo tính khả thi, kịp thời. Bên cạnh đó, Ngân hàng Nhà nước cũng đã ban hành nhiều văn bản, chỉ thị nhằm hoàn thiện khung khổ pháp lý thúc đẩy quá trình cơ cấu lại các TCTD gắn với xử lý nợ xấu.

+ Xử lý nợ xấu tại các TCTD được thực hiện thực chất hơn, lãi suất cho vay trung bình giảm, dòng vốn tín dụng chuyển dịch nhiều hơn vào các ngành sản xuất để hỗ trợ cho tăng trưởng kinh tế. Lũy kế từ

¹ Các mục tiêu định lượng gồm: (i) Thoái toàn bộ vốn khỏi các DNNN tại các ngành nhà nước không cần nắm giữ trên 50%; (ii) Thoái vốn Nhà nước xuống mức sàn quy định đối với các ngành mà Nhà nước sắp xếp, cơ cấu lại vốn đầu tư quy định theo Quyết định số 58/2016/QĐ-TTg; (iii) Hoàn thành cổ phần hóa 137 DNNN, đến năm 2020 chỉ còn 103 DNNN (100% vốn Nhà nước) theo Quyết định 58/2016/QĐ-TTg; và (iv) Thu về tối thiểu 250.000 tỷ đồng từ cổ phần hóa, thoái vốn Nhà nước tại doanh nghiệp. Các mục tiêu định tính gồm: (i) Xử lý dứt điểm các dự án của DNNN kém hiệu quả, thua lỗ kéo dài; (ii) Nâng cao một bước quan trọng hiệu quả sản xuất kinh doanh; (iii) Nâng cao chất lượng sản phẩm, năng lực cạnh tranh của DNNN; (iv) Phân đấu đáp ứng các chuẩn mực quốc tế về quản trị doanh nghiệp; (v) Trong năm 2018, thành lập cơ quan chuyên trách làm đại diện sở hữu đối với DNNN.

² Trong đó, có một số văn bản quan trọng như Quyết định 707/QĐ-TTg ngày 25/5/2017 phê duyệt Đề án Cơ cấu lại doanh nghiệp nhà nước, trọng tâm là Tập đoàn kinh tế, Tổng công ty Nhà nước giai đoạn 2016-2020³; Quyết định số 1232/QĐ-TTg ngày 17/8/2017 phê duyệt Danh mục doanh nghiệp có vốn nhà nước thực hiện thoái vốn giai đoạn 2017-2020; Quyết định 991/TTg-ĐMDN ngày 10/7/2017 của Thủ tướng Chính phủ V/v phê duyệt Danh mục DNNN hoàn thành cổ phần hóa theo từng năm giai đoạn 2017-2020.

2012 đến cuối 7/2018, toàn hệ thống các TCTD đã xử lý được 794,2 nghìn tỷ đồng nợ xấu (nợ xấu do các TCTD tự xử lý: 492,7 nghìn tỷ đồng (chiếm 62%); (ii) nợ xấu bán cho VAMC là 281,8 nghìn tỷ đồng (chiếm 35,5%); Nợ xấu bán cho tổ chức, cá nhân khác 19,7 nghìn tỷ đồng (chiếm 2,5%)).

+ Chất lượng tài sản của TCTD được cải thiện, cơ cấu danh mục đầu tư, cơ cấu tài sản có dịch chuyển theo hướng tích cực, an toàn hơn, dòng vốn tín dụng tập trung vào lĩnh vực sản xuất, kinh doanh, lĩnh vực ưu tiên theo chủ trương của Chính phủ. (tính đến 6/2018 tín dụng nông nghiệp, nông thôn tăng 9,2%; xuất khẩu tăng 17,55%; doanh nghiệp ứng dụng công nghệ cao tăng 5,54%; công nghiệp ưu tiên phát triển tăng 6,57%; doanh nghiệp nhỏ và vừa tăng 4,48% so với cuối năm 2017).

+ Tín dụng đối với hầu hết các ngành kinh tế đều tăng, tập trung chủ yếu vào các ngành: công nghiệp chiếm tỷ trọng 21,37% (trong đó công nghiệp hỗ trợ là 16,32%), xây dựng là 9,80% và thương mại dịch vụ là 59,09% (trong đó bán buôn bán lẻ chiếm 19%).

2.2. Một số hạn chế cần khắc phục

- Về cơ cấu lại đầu tư công

+ Còn có khoảng cách giữa chất lượng thể chế quản lý đầu tư công của Việt Nam so với thông lệ quốc tế tốt¹, đặc biệt ở khâu lập, thẩm định, lựa chọn, sắp xếp thứ tự ưu tiên các dự án đầu tư; việc giải ngân vốn kế hoạch đầu tư công còn chậm chễ.

+ Việc theo dõi, đánh giá các dự án sử dụng vốn đầu tư công chưa đồng bộ và chưa được coi trọng.

+ Cơ cấu lại đầu tư công chưa gắn chặt chẽ với định hướng cơ cấu lại các ngành kinh tế và cơ cấu lại NSNN. Cơ cấu đầu tư nội bộ ngành, lĩnh vực còn chưa hợp lý và chưa có sự gắn kết chặt chẽ giữa chi đầu tư và chi thường xuyên (đảm bảo trang thiết bị, vận hành, duy tu, bảo dưỡng). Một số ngành có khả năng khuyến khích xã hội hóa cao như ngành giáo dục, dạy nghề, y tế, văn hóa, thể thao, môi trường, vốn đầu tư nhà nước vẫn chiếm tỷ lệ rất lớn trong tổng vốn đầu tư toàn xã hội.

+ Tình trạng lãng phí, thất thoát, chi chưa đúng chế độ, chính sách, không bố trí đủ nguồn vốn, chất lượng công trình thấp trong đầu tư và xây dựng chưa được giải quyết triệt để. Các dự án đầu tư theo hình thức PPP chưa thu hút được nguồn vốn nước ngoài và còn phụ thuộc nhiều vào nguồn vốn tín dụng, chưa phù hợp với định hướng phát triển kết cấu hạ tầng, đặc biệt trong lĩnh vực giao thông và giảm chi phí kinh doanh cho doanh nghiệp (chi phí logistics).

- Về cơ cấu lại doanh nghiệp nhà nước

+ Hoạt động cơ cấu lại các DNNN vẫn chậm so với kế hoạch (đến hết tháng 9/2018 mới cổ phần hóa được 10/85DN; 30/316 DN thực hiện thoái vốn).

+ Mô hình quản trị doanh nghiệp chậm được đổi mới, chưa đáp ứng được các tiêu chuẩn và thông lệ quốc tế, chưa gắn được trách nhiệm của người đứng đầu với kết quả sản xuất, kinh doanh của doanh nghiệp.

+ Việc thoái vốn nhà nước tại DNNN nắm giữ trên 50% vốn điều lệ chưa thực hiện được theo phương án được duyệt. Việc bàn giao quyền đại diện chủ sở hữu vốn nhà nước về SCIC còn chậm, chưa đảm bảo kế hoạch (mới chuyển giao về SCIC 25 doanh nghiệp với tổng vốn nhà nước là 953,28 tỷ đồng/2.365 tỷ đồng vốn điều lệ; số chưa chuyển giao là 37 doanh nghiệp với tổng số vốn nhà nước là 10.113 tỷ đồng/14.721 tỷ đồng vốn điều lệ).

¹ Theo khung đánh giá của Quỹ Tiền tệ thế giới, chất lượng thể chế quản lý đầu tư công của các quốc gia được đánh giá theo 3 nhóm tiêu chí (Mức độ bền vững của kế hoạch đầu tư công; Bảo đảm đầu tư công được phân bổ vào đúng ngành và dự án; và Cung cấp tài sản công bền vững và hiệu quả) với 15 chỉ tiêu. Điểm đánh giá trung bình các chỉ tiêu của Việt Nam chỉ đạt 0,7 điểm (thang điểm từ 0-2), ở mức thấp so với các nước đang hiện. Các chỉ tiêu có mức điểm thấp là chỉ tiêu về thẩm định dự án, lựa chọn dự án, tính thống nhất và toàn diện của ngân sách, và giám sát tài sản công.

+ Quyết toán của doanh nghiệp đã chuyển sang hoạt động dưới hình thức công ty cổ phần chậm làm ảnh hưởng đến công tác bàn giao và thu nộp các khoản về Quỹ Hỗ trợ sắp xếp và phát triển doanh nghiệp.

+ Cơ cấu lại một số dự án đầu tư kém hiệu quả còn chậm (12 dự án thua lỗ vẫn chưa được xử lý triệt để trong khi nhiều tài sản không sử dụng, hao mòn theo thời gian, chi phí như lãi vay, tiền bảo dưỡng duy trì tài sản... vẫn phát sinh). Nhiều doanh nghiệp chậm đăng ký giao dịch, niêm yết trên thị trường chứng khoán làm ảnh hưởng đến tính công khai, minh bạch của thị trường.

+ Cơ chế quản lý, giám sát và việc thực hiện quyền, trách nhiệm của cơ quan và người đại diện chủ sở hữu vốn nhà nước chưa thật rõ ràng và phù hợp; xử lý trách nhiệm của người đứng đầu trong khi xảy ra sai phạm cũng như các hành vi vi phạm về giám sát, đánh giá hiệu quả hoạt động đối với DNNN chưa đầy đủ, nghiêm túc.

- Về cơ cấu lại các TCTD:

+ Việc thực hiện cơ cấu lại đối với các NHTM có vốn Nhà nước gặp khó khăn về vốn, chưa tương xứng với tốc độ phát triển và quy mô hoạt động. Tổng số vốn cần đầu tư, bổ sung cho các NHTM có vốn Nhà nước là khá lớn để đảm bảo đáp ứng yêu cầu tỷ lệ an toàn vốn tối thiểu theo Basel II. Trong khi đó nguồn lực để có thể tăng vốn cho các NHTM có vốn Nhà nước cũng hết sức hạn chế;

+ Việc thoái vốn đầu tư tại doanh nghiệp khác của các NH mua lại bắt buộc chưa được thực hiện, do vướng mắc liên quan đến quy định về việc chuyển nhượng vốn của NHTM mua bắt buộc phải gắn với phương án cơ cấu lại doanh nghiệp được cấp có thẩm quyền phê duyệt và quy định về yêu cầu kết quả định giá doanh nghiệp; (iii) Tiến độ xử lý cơ cấu lại đối với một số TCTD phi ngân hàng có chủ sở hữu/cổ đông lớn là các Tập đoàn/Tổng Công ty nhà nước còn chậm, phụ thuộc vào nội dung phương án cơ cấu lại tổng thể của Tập đoàn/Tổng công ty nhà nước.

+ Tình trạng sở hữu chéo các TCTD đã được xử lý bước đầu¹, nhưng còn phức tạp, với nhiều hình thức sở hữu tinh vi, khó phát hiện hơn (như cố tình nhờ người đứng tên hộ, việc này rất tinh vi nên thanh tra phải kỹ lưỡng mới phát hiện ra) nên chưa được giải quyết dứt điểm.

3. MỘT SỐ GIẢI PHÁP NHẪM THÚC ĐẨY CƠ CẤU NỀN KINH TẾ TỪ NAY ĐẾN 2020

3.1. Bối cảnh quốc tế

- Kinh tế thế giới tăng trưởng không đồng đều khi một số nền kinh tế (Mỹ, Nhật Bản và khu vực EU) đã đạt “đỉnh” và có dấu hiệu chậm lại; Các nền kinh tế đang nổi ở Châu Á lại được dự báo tiếp tục tăng trưởng khá mạnh với tốc độ 6,5% (2018-2019)

- Các yếu tố tiêu cực được dự báo ngày gia tăng như: *Điều kiện tài chính toàn cầu* kém thuận lợi hơn; Xung đột thương mại giữa các nền kinh tế lớn ngày càng leo thang, tăng tính bất ổn, làm suy yếu động cơ thúc đẩy đầu tư, tác động mạnh đến chuỗi sản xuất toàn cầu; Rủi ro địa chính trị diễn biến phức tạp và các

¹ Số cặp TCTD sở hữu chéo trực tiếp lẫn nhau đã giảm từ 7 cặp trong năm 2012 xuống còn 1 cặp; Sở hữu cổ phần trực tiếp lẫn nhau giữa ngân hàng và doanh nghiệp giảm, đến tháng 6/2018 còn tại 2 NHTMCP với 2 cặp sở hữu cổ phần lẫn nhau (tại thời điểm tháng 6/2012 có 56 cặp). Ngoài ra, liên quan đến việc xử lý, khắc phục một số vi phạm sở hữu cổ phần, do một số khó khăn trong quá trình xử lý, chuyển nhượng nên TCTD có sở hữu cổ phần tại TCTD khác chưa đáp ứng quy định tại Luật các TCTD và Thông tư số 36 vẫn chưa khắc phục được như dự kiến, cụ thể: Còn 4 NHTMCP có cổ đông là DNNN sở hữu cổ phần chiếm trên 15% vốn điều lệ (vượt tỷ lệ quy định tại Khoản 2, Điều 55, Luật các TCTD); 2 NHTMCP có cổ đông là nhóm những người có liên quan với nhau sở hữu cổ phần chiếm trên 20% vốn điều lệ (vượt tỷ lệ quy định tại Khoản 3, Điều 55, Luật các TCTD 2010); 03 NHTM nắm giữ cổ phần của hơn 2 TCTD khác (chưa đáp ứng quy định tại điểm a, Khoản 3, Điều 20 Thông tư 36); 03 TCTD có sở hữu trên 5% cổ phần của TCTD khác (chưa đáp ứng quy định tại điểm b, Khoản 3, Điều 20 Thông tư 36).

thách thức an ninh phi truyền thống, đặc biệt là thiên tai và thời tiết cực đoan diễn ra thường xuyên hơn với mức độ tác động, thiệt hại lớn hơn.

- Tác động của chiến tranh thương mại (IMF đưa ra kịch bản xấu nhất là GDP toàn cầu có thể giảm khoảng 0,5% GDP, tương đương thiệt hại khoảng 430 tỷ USD). Giá hàng hóa thế giới tăng nhẹ. Giá dầu thế giới biến động liên tục, dù giữ xu hướng tăng.

- FDI toàn cầu dự báo có thể tăng 10% trong năm 2018 nhờ tăng trưởng GDP, thương mại và giá hàng hóa, điều chỉnh chính sách công nghiệp và đầu tư tại nhiều nền kinh tế; v.v. Tuy nhiên, những căng thẳng địa chính trị, xung đột thương mại giữa các nền kinh tế chủ chốt, v.v. có thể làm tăng bất định đối với lưu chuyển vốn FDI toàn cầu.

- Hội nhập kinh tế thế giới có thêm một số ít chuyển biến. Tiến trình phê chuẩn Hiệp định Đối tác toàn diện và tiến bộ xuyên Thái Bình Dương (CPTPP) đã được thúc đẩy tại nhiều nền kinh tế thành viên.

3.1. Bối cảnh trong nước

- Chính phủ vẫn kiên định duy trì ổn định kinh tế vĩ mô song song với tiếp tục xây dựng, hoàn thiện thể chế pháp luật, cải cách hành chính, cải thiện môi trường kinh doanh.

- Một số điều luật quan trọng được thông qua, ban hành và có hiệu lực trong năm 2018, bao gồm: Luật Quốc phòng; Luật Cảnh tranh (sửa đổi); Luật An ninh mạng; Luật Tố cáo; Luật sửa đổi, bổ sung một số điều của Luật Thể dục, thể thao; Luật Đo đạc và Bản đồ; Luật sửa đổi, bổ sung một số điều của các Luật liên quan đến Luật Quy hoạch.

- Trong báo cáo triển vọng Kinh tế thế giới công bố tháng 7/2018, IMF cho rằng các động lực phát triển kinh tế mạnh mẽ của Việt Nam tiếp tục duy trì trong năm 2018 do được hỗ trợ bởi nỗ lực cải cách và cam kết ổn định kinh tế vĩ mô. Tăng trưởng của Việt Nam dự báo đạt 6,6% vào năm 2018, lạm phát dưới 4%. Nếu duy trì tiến độ cải cách như hiện nay, tăng trưởng của Việt Nam hoàn toàn có khả năng đạt 6,5% sau năm 2018.

- Chỉ số phát triển bền vững năm 2018 (SDG Index 2018) được Ban Thư ký LHQ công bố, theo đó Việt Nam, tăng 11 bậc, xếp hạng 57/156 quốc gia và vùng lãnh thổ (đứng thứ 3 trong khu vực ASEAN, sau Singapore và Malaysia).

- Chỉ số đổi mới sáng tạo toàn cầu (GII Index 2018) được Tổ chức Sở hữu Trí tuệ Thế giới công bố, theo đó Việt Nam tăng 2 bậc, xếp hạng 45/124 quốc gia và vùng lãnh thổ (đứng thứ 4 trong khu vực ASEAN, sau Singapore, Malaysia và Thái Lan).

- Các điều kiện kinh doanh của Việt Nam đã cải thiện hơn. Số lượng đơn đặt hàng mới ngành sản xuất tiếp tục tăng, *Việt Nam vẫn đứng đầu bảng xếp hạng PMI ngành sản xuất ASEAN* khi tiếp tục có sự cải thiện mạnh mẽ trong lĩnh vực sản xuất hàng hóa trong tháng 7/2018 (Theo đánh giá của Nikkei).

3.2. Một số giải pháp thực hiện trong giai đoạn 2018-2020

Trong khoảng thời gian từ nay đến 2020, với những phân tích nêu trên và quan điểm đẩy mạnh thực chất cơ cấu lại nền kinh tế, chuyển đổi mô hình tăng trưởng là trọng tâm ưu tiên hàng đầu trong công tác điều hành của Chính phủ, các Bộ, ngành, địa phương và việc hoàn thành các mục tiêu đã đề ra về cơ cấu lại nền kinh tế sẽ là động lực quan trọng hàng đầu để duy trì tốc độ tăng trưởng cao và nâng cao hiệu quả của nền kinh tế trong giai đoạn 2019-2025, chúng ta cần thực hiện một số giải pháp chủ yếu sau:

- Giải pháp về các trọng tâm ưu tiên cơ cấu lại nền kinh tế trong giai đoạn tới

Thứ nhất về cơ cấu lại đầu tư với trọng tâm là đầu tư công nhằm nâng cao hiệu quả sử dụng vốn, đẩy nhanh tiến độ giải ngân vốn đầu tư công. Cụ thể:

+ Tiến hành đánh giá toàn diện chất lượng thể chế quản lý đầu tư công, trong đó tập trung nghiên cứu, xây dựng Luật sửa đổi, bổ sung một số điều của Luật Đầu tư công, Nghị định sửa đổi, bổ sung một số điều Nghị định số 77/2015/NĐ-CP, Nghị định số 136/2015/NĐ-CP và Nghị định số 161/2016/NĐ-CP để khẩn trương khắc phục những vướng mắc trong triển khai Luật Đầu tư công, đảm bảo tính thống nhất của hệ thống pháp luật và tháo gỡ khó khăn cho các bộ, ngành và địa phương.

+ Thực hiện rà soát để tháo gỡ vướng mắc trong thực hiện thủ tục đầu tư, tạo điều kiện thuận lợi để các bộ, ngành, địa phương, doanh nghiệp, nhà đầu tư, nhà tài trợ triển khai nhanh các dự án đầu tư, không để chậm trễ trong giải ngân vốn đầu tư công; nghiên cứu để bỏ các thủ tục không cần thiết, rút ngắn thời gian hoàn thiện thủ tục hành chính.

+ Nghiên cứu cải tiến công tác thẩm định, đánh giá và lựa chọn dự án đầu tư theo mức độ hiệu quả kinh tế dự tính của dự án và các ưu tiên về cơ cấu lại nền kinh tế; xây dựng và ban hành hướng dẫn về phương pháp luận thẩm định, bao gồm cả phân tích chi phí lợi ích xã hội và các công cụ thay thế.

+ Khẩn trương xây dựng cơ sở dữ liệu tập trung toàn quốc và có thể truy cập trực tuyến cho các bên có liên quan về các dự án đầu tư công. Thực hiện việc công khai, minh bạch thông tin và tăng cường giám sát đối với đầu tư công.

+ Quản lý chặt chẽ việc sử dụng nguồn vốn dự phòng trong kế hoạch đầu tư công trung hạn. Không được sử dụng vốn dự phòng cho các dự án mới ngoài các quy định trong Luật đầu tư công.

+ Các dự án BOT nói riêng và các dự án PPP nói chung cần tập trung nâng cao tính công khai, minh bạch và cạnh tranh trên mọi khâu của chu trình quản lý dự án, sửa đổi cơ chế chính sách nhằm phát huy ưu thế của hình thức này trong phát triển cơ sở hạ tầng và cung ứng các loại hình dịch vụ công.

Thứ hai, cơ cấu lại DNNN và doanh nghiệp có vốn nhà nước với mục tiêu tăng hiệu quả sử dụng vốn đầu tư của nhà nước tại doanh nghiệp dựa trên việc cải cách quản trị, tăng cường tính công khai, minh bạch trong quản lý DNNN. Cụ thể:

+ Xây dựng và thực hiện kế hoạch tổng thể về cổ phần hóa, thoái vốn nhà nước tại doanh nghiệp đến năm 2020. Với vai trò thống nhất đại diện chủ sở hữu Nhà nước, Chính phủ cần giao các chỉ tiêu bắt buộc về nâng cao hiệu quả kinh doanh đối với các DNNN về các chỉ tiêu Doanh thu/vốn; Lợi nhuận gộp (gross profit)/doanh thu; Lợi nhuận trước thuế/tài sản (bao gồm cả giá trị quyền sử dụng đất); Lợi nhuận/vốn chủ sở hữu).....

+ Thực hiện cải thiện chất lượng quản trị doanh nghiệp, nhất là chất lượng báo cáo tài chính và công khai, minh bạch hóa thông tin. Xây dựng cơ sở dữ liệu tập trung toàn quốc có thể truy cập trực tuyến về tình hình hoạt động và tài chính của các doanh nghiệp nhà nước và doanh nghiệp có vốn nhà nước trên 50%.

+ Kiên quyết xử lý các DNNN, các dự án đầu tư chậm tiến độ, hoạt động thua lỗ, kém hiệu quả theo cơ chế thị trường; xem xét, thực hiện phá sản DNNN theo quy định của pháp luật, tiến hành cơ cấu lại và chuyển nhượng dự án cho nhà đầu tư thuộc thành phần kinh tế khác.

+ Không sử dụng ngân sách nhà nước để xử lý thua lỗ của doanh nghiệp, làm rõ trách nhiệm và xử lý nghiêm theo quy định của pháp luật những vi phạm của các tổ chức, cá nhân liên quan để xảy ra tình trạng DNNN, dự án đầu tư thua lỗ, thất thoát, lãng phí lớn.

+ Tiếp tục rà soát hệ thống các DNNN, tách bạch giữa những lĩnh vực then chốt của nền kinh tế hoặc lĩnh vực công ích do Nhà nước cần nắm quyền chi phối với những lĩnh vực nên huy động vốn đầu tư từ xã hội. Duy trì tỷ lệ sở hữu nhà nước tại doanh nghiệp ở mức hợp lý nhằm thu hút nhà đầu tư bên ngoài và thay đổi mô hình quản trị doanh nghiệp một cách thực chất.

Thứ ba, thực hiện cơ cấu lại thị trường tài chính với trọng tâm là các tổ chức tín dụng theo hướng tăng cường giám sát, điều tiết các thị trường tài chính, nâng cao chất lượng hàng hóa trên thị trường. Cụ thể:

+ Phát triển các sản phẩm mới trên thị trường trái phiếu (trái phiếu bán trước, trái phiếu phái sinh, trái phiếu có lãi suất thả nổi, chứng khoán hóa dựa trên tài sản, trái phiếu trung và dài hạn).

+ Nghiên cứu phát triển các sản phẩm có ý nghĩa an sinh xã hội và có ý nghĩa đối với nền kinh tế như bảo hiểm thiên tai, tài sản công, thủy sản.

+ Xây dựng các cơ chế, chính sách khuyến khích cụ thể để phát triển các quỹ hưu trí như quỹ hưu trí bắt buộc, quỹ hưu trí tự nguyện.

+ Tiếp tục rà soát, cơ cấu lại các tổ chức kinh doanh chứng khoán (công ty chứng khoán, công ty quản lý quỹ, công ty đầu tư chứng khoán để nâng cao hiệu quả tài chính, bảo đảm tính thanh khoản và an toàn hệ thống).

+ Đẩy mạnh vấn đề xử lý sở hữu chéo trong hệ thống các tổ chức tín dụng và nâng cao chất lượng quản trị các tổ chức tín dụng theo thông lệ quốc tế.

+ Bảo đảm tiến độ hợp nhất 2 sở giao dịch chứng khoán, để phấn đấu đến năm 2019 Sở Giao dịch chứng khoán Việt Nam đi vào hoạt động.

- Nhóm giải pháp về tổ chức thực hiện:

Một là, tổ chức thực hiện nghiêm túc, thực chất và quyết liệt các nhiệm vụ cơ cấu lại nền kinh tế của các Bộ, ngành, địa phương

Hai là, nghiên cứu ban hành Bộ tiêu chí đánh giá kết quả quá trình cơ cấu lại nền kinh tế và đổi mới mô hình tăng trưởng, trên cơ sở tham khảo các thông lệ tốt của thế giới. Trong đó tập trung vào các nhóm chỉ tiêu: Chất lượng môi trường kinh doanh và năng lực cạnh tranh; Cơ cấu lại đầu tư công, DNNN; Cơ cấu lại thị trường tài chính; Cơ cấu lại ngành kinh tế, vùng kinh tế; Thể chế thị trường các nhân tố sản xuất (thị trường lao động, khoa học và công nghệ và đất đai).

Ba là, tổ chức nghiên cứu, giám sát về cơ cấu lại kinh tế và đổi mới mô hình tăng trưởng theo các nhóm nhiệm vụ trọng tâm cơ cấu lại nền kinh tế. Xây dựng báo cáo rà soát đánh giá về các rào cản luật pháp trong một số lĩnh vực trọng tâm của cơ cấu lại nền kinh tế.

Bốn là, chủ động đề xuất các giải pháp sáng tạo và đột phá thúc đẩy cơ cấu lại nền kinh tế trong lĩnh vực quản lý của Bộ, ngành, địa phương; đặc biệt là các giải pháp có tính liên ngành, đòi hỏi sự phối hợp của nhiều cơ quan. Đồng thời thực hiện nghiêm túc chế độ theo dõi và báo cáo về cơ cấu lại nền kinh tế và đổi mới mô hình tăng trưởng.

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PHÁT TRIỂN KINH TẾ XANH KINH NGHIỆM QUỐC TẾ VÀ BÀI HỌC ĐỐI VỚI VIỆT NAM

Đinh Thị Hòa*

TÓM TẮT: Theo Báo cáo tại Hội nghị Liên Hợp Quốc về biến đổi khí hậu (COP 23) diễn ra tại Bonn (Đức) năm 2016, Việt Nam là quốc gia đứng thứ năm trong số các quốc gia bị ảnh hưởng nghiêm trọng nhất bởi biến đổi khí hậu. Vì vậy, phát triển kinh tế xanh là một yêu cầu cấp thiết đối với Việt Nam. Trong nền kinh tế xanh, tài nguyên - môi trường được xem là nhân tố có tính quyết định đến tăng trưởng kinh tế, cải thiện chuỗi giá trị, đem lại sự ổn định và thịnh vượng lâu dài. Mô hình phát triển kinh tế xanh được chứng minh là có hiệu quả về mặt dài hạn và đang được các quốc gia hướng đến. Bài viết này khái quát về kinh nghiệm phát triển kinh tế xanh ở một số nước trên thế giới, từ đó rút ra các bài học cho Việt Nam – là tiền đề quan trọng trong việc thúc đẩy và phát triển kinh tế xanh ở Việt Nam.

Từ khóa: Kinh tế xanh; biến đổi khí hậu; bảo vệ môi trường; kinh nghiệm quốc tế.

ABSTRACT: According to the report at the United Nations Climate Change Conference (COP23) held in Bonn (Germany) in 2016, Vietnam was the fifth most severely affected country by the climate change. As a result, building green economy is a fresh urgency for Vietnamese Governments. In the Green Economy, environment and natural resources are considered as the determining elements needed for the growth of the economy, the improvement of the value chain, as well as long-term stability and prosperity. Green Economy modules are proved to have durable benefits and has become the common aim among nations. This essay takes a board view over the experience in developing green economy in some countries, and the lessons learned for Vietnam - the important premise in building and enhancing Green Economy in Vietnam.

Keyword: Green economy, climate change, environment conservation, international experience

Thuật ngữ kinh tế xanh lần đầu tiên được nhắc tới trong báo cáo *Blueprint for a Green Economy* (Kế hoạch cho một nền kinh tế xanh) của nhóm các nhà kinh tế môi trường gửi cho Chính phủ Anh vào năm 1989 (Pearce, Markandya và Barbier, 1989). Đến năm 2008, thuật ngữ kinh tế xanh đã lại được nhắc tới trong bối cảnh thảo luận về cách thức để đối phó với cuộc khủng hoảng toàn cầu. Trong bối cảnh này, Chương trình Môi trường của Liên Hiệp Quốc (UNEP) đã đưa ra “*Sáng kiến kinh tế xanh*” với mục tiêu thúc đẩy các quốc gia trên thế giới sản xuất bền vững và thân thiện với môi trường. Năm 2009, thuật ngữ kinh tế xanh tiếp tục được nhiều hội nghị quốc tế nêu lên: Hội nghị Thượng đỉnh G8 tháng 7-2009; hội nghị Tương lai Châu Á lần thứ 15 họp tại Nhật Bản vào tháng 5-2009; hội nghị Thượng đỉnh Liên hợp quốc về biến đổi khí hậu tháng 12-2009 tại Đan Mạch ... Mặc dù được nhắc đến trong nhiều các hội nghị mang tính quốc tế nhưng thuật ngữ kinh tế xanh lần đầu tiên được quốc tế thống nhất sử dụng là tại Hội nghị Thượng đỉnh của Liên hợp quốc với chủ đề *The Future We Want* diễn ra vào tháng 6 năm 2012 tại thành phố Rio de Janeiro Braxin (gọi tắt là Rio +20). Cho đến hiện nay, khái niệm về kinh tế xanh được sử dụng nhiều nhất trong các nghiên cứu quốc tế, trong các diễn đàn, các cuộc hội thảo là khái niệm được UNEP đưa ra năm 2011 trong cuốn sách *Towards a Green Economy: Pathways to Sustainable Development and Poverty*

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Eradication (Hướng tới nền kinh tế xanh - Lộ trình cho phát triển bền vững và xóa đói giảm nghèo): “*Kinh tế xanh là nền kinh tế nâng cao đời sống của con người và cải thiện công bằng xã hội, đồng thời giảm đáng kể những rủi ro môi trường và những thiếu hụt sinh thái*”. Đây là một khái niệm có tính tổng quát và bao hàm được toàn bộ các nội dung của kinh tế xanh.

Mô hình phát triển kinh tế xanh ra đời nhằm mục tiêu thay thế cho mô hình kinh tế “nâu” trước đây. Trong kinh tế “nâu”, phát triển kinh tế đồng nghĩa với khai thác và làm cạn kiệt nguồn tài nguyên, dẫn đến tài nguyên bị khai thác quá mức, môi trường bị ô nhiễm, đời sống con người bị đe dọa... Nếu như kinh tế “nâu” chú trọng vào tăng trưởng GDP và thu nhập bình quân đầu người dựa trên nguồn tài nguyên sẵn có thì kinh tế xanh lấy mục tiêu môi trường làm mục tiêu hàng đầu. Trong nền kinh tế xanh, tài nguyên - môi trường được xem là nhân tố có tính quyết định đến tăng trưởng kinh tế, cải thiện chuỗi giá trị, đem lại sự ổn định và thịnh vượng lâu dài. Mô hình phát triển kinh tế xanh được chứng minh là có hiệu quả về mặt dài hạn hơn hẳn kinh tế “nâu” và đang được các quốc gia hướng đến. Nhiều quốc gia như Hàn Quốc, Nhật Bản, Australia,... đã đi tiên phong trong việc phát triển kinh tế xanh với nhiều nội dung quan trọng, thể hiện sự cam kết mạnh mẽ của các quốc gia nhằm hướng tới phát triển bền vững.

1. KINH NGHIỆM PHÁT TRIỂN KINH TẾ XANH Ở MỘT SỐ QUỐC GIA TRÊN THẾ GIỚI

1.1. Kinh nghiệm của Hàn Quốc

Có thể nói trong số những nước có xuất phát điểm và điều kiện tương đồng với Việt Nam thì Hàn Quốc là một trong những quốc gia thực hiện tốt phát triển kinh tế xanh. Nhu cầu năng lượng của Hàn Quốc lệ thuộc nhiều vào nhiên liệu hóa thạch nhập khẩu, do đó, Hàn Quốc là 1 trong những quốc gia sớm tiếp cận với các nghiên cứu và triển khai hệ thống chính sách về phát triển kinh tế xanh để giải quyết những khó khăn của nền kinh tế. Cụ thể như sau:

- Tháng 12/2007, Hàn Quốc đã thành lập tổ chức chuyên nghiên cứu về biến đổi khí hậu. Mục tiêu của tổ chức này là nghiên cứu các tác động của biến đổi khí hậu đối với đất nước Hàn Quốc và đề xuất các giải pháp nhằm hạn chế sự tác động này.

- Tháng 5/2008, Hàn Quốc đã công bố tầm nhìn mới với mô hình phát triển: “*Tăng trưởng xanh, carbon thấp*”, trong đó, tập trung giải quyết ba vấn đề mấu chốt, đó là: biến đổi khí hậu, kinh tế suy giảm và thách thức về năng lượng.

- Tháng 9/2008, chiến lược tăng trưởng xanh đã chính thức được Chính phủ Hàn Quốc thông qua. Chiến lược này tập trung vào 10 điểm chính:

- + Thích ứng với biến đổi khí hậu
- + Giảm phát thải khí nhà kính một cách hiệu quả
- + Giảm sự phụ thuộc vào nhiên liệu hóa thạch
- + Phát triển công nghệ xanh
- + Xanh hóa các ngành công nghiệp hiện có
- + Phát triển các ngành công nghiệp tiên tiến
- + Xây dựng nền tảng cho kinh tế xanh
- + Xây dựng không gian xanh và giao thông vận tải xanh
- + Thực hiện cuộc cách mạng xanh về lối sống
- + Hỗ trợ quốc tế cho tăng trưởng xanh

Để cụ thể hóa, Hàn Quốc đã tiến hành một loạt các hành động mang tính chiến lược, bao gồm gói kích

cầu “*Hiệp định tăng trưởng xanh mới*”, “*Kế hoạch Nghiên cứu và phát triển toàn diện về công nghệ xanh*”. Luật khung về tăng trưởng xanh cũng được Chính phủ công bố thi hành vào tháng 1/2010.

- Năm 2011, Chính phủ Hàn Quốc đã ban hành Luật nhằm hạn chế khí thải nhà kính và quản lý năng lượng nhằm chuyển đổi cơ cấu kinh tế - xã hội theo hướng giảm khí thải carbon.

Với hàng loạt các quy định liên quan đến thể chế và định hướng hành động, quá trình phát triển kinh tế xanh của Hàn Quốc đã chuyển đổi từ cơ cấu nông nghiệp sang công nghiệp, từ công nghiệp nặng sử dụng nhiều vốn sang công nghiệp sử dụng công nghệ cao. Đồng thời, chính phủ Hàn Quốc khuyến khích khu vực tư nhân tiến hành hoạt động nghiên cứu và phát triển, nỗ lực nắm bắt và nhanh chóng làm chủ kỹ thuật để đuổi kịp các nước tiên tiến; khuyến khích liên kết các ngành công nghiệp, các trường đại học và các cơ sở nghiên cứu, triển khai khoa học công nghệ cao... Với những chính sách này, Hàn Quốc đề ra mục tiêu trung hạn giảm phát thải khí nhà kính xuống dưới 30% vào trước năm 2020^[8] và kỳ vọng sẽ trở thành một trong 7 cường quốc kinh tế xanh vào năm 2020.

1.1.2. Kinh nghiệm của Nhật Bản

Chiến lược phát triển kinh tế xanh của Nhật Bản lần đầu tiên được thông qua vào tháng 12 năm 2009 và được sửa đổi vào tháng 6 năm 2010. Chiến lược này đề ra mục tiêu thúc đẩy phát triển kinh tế Nhật Bản trong mối quan hệ với môi trường và các ngành năng lượng để hướng tới một nền kinh tế carbon thấp. Để thực hiện mô hình kinh tế xanh, chính phủ Nhật Bản đã ban hành nhiều chính sách đồng bộ, trong đó tập trung vào chính sách thuế xanh và đầu tư cho công nghệ xanh. Cụ thể:

- Nhật Bản ban hành hệ thống chính sách thuế xanh

+ Chính sách thuế năng lượng: Tại Nhật Bản, kể từ sau khi xảy ra trận động đất và sóng thần hồi tháng 3/2011 và sau thảm họa môi trường của Nhà máy điện hạt nhân Fukushima – Tokyo, Chính phủ Nhật Bản đã nghiên cứu, điều chỉnh và hoàn thiện toàn bộ các chính sách về năng lượng. Để hạn chế việc sử dụng năng lượng hóa thạch và thúc đẩy sử dụng năng lượng tái tạo thì bên cạnh việc đánh thuế cao vào khí tự nhiên và dầu mỏ, thì vào ngày 1/7/ 2012 chính phủ Nhật Bản đã đưa ra một dự án thuế mang tên “Feed-in-taiffs”. Mục tiêu của dự án là hỗ trợ việc phát triển và thúc đẩy đầu tư vào công nghệ năng lượng tái tạo, bằng cách hỗ trợ chi phí để sản xuất năng lượng tái tạo, đồng thời, cung cấp các hợp đồng dài hạn để trợ giúp tài chính cho đầu tư nghiên cứu và sản xuất năng lượng tái tạo.

+ Chính sách thuế carbon: Để cắt giảm mạnh khí nhà kính, Nhật Bản tập trung kiểm soát lượng phát thải CO₂ trong trung và dài hạn. Đây là lí do khiến Chính phủ đưa thuế carbon vào chương trình cải cách hệ thống thuế năm 2012. Và từ đó đến nay, để phù hợp với thực trạng của nền kinh tế chính sách thuế carbon của Nhật Bản đã liên tục được điều chỉnh: Nhật Bản tiến hành thu thuế carbon đối với các sản phẩm dầu thô và các sản phẩm hóa dầu là 2040 yên, khí hiđrôcacbon là 1080 yên, than đá là 700 yên trước năm 2012 và mức thu này tăng dần từ năm 2012 đến nay (được thể hiện trong bảng 1):

Bảng 1: Mức thuế suất thuế carbon áp dụng ở Nhật Bản

| Mức thuế suất (yên/tấn CO₂) | | |
|---|---------------------------------|-----|
| 1. Thuế carbon dùng để đối phó với hiện tượng nóng lên của trái đất | | 289 |
| 2. Thuế dầu khí và than đá | Dầu thô và các sản phẩm hóa dầu | 779 |
| | Khí hydrocarbon hóa lỏng | 400 |
| | Than đá | 301 |

| Giai đoạn thực thi | | | | |
|---------------------------------------|---|--------------|-------------|-------------|
| Đối tượng thu thuế | Mức thuế suất trước năm 2012 (yên) | Từ 1-10-2012 | Từ 1-4-2014 | Từ 1-3-2016 |
| Dầu thô và các sản phẩm hóa dầu (/kl) | 2.040 | 2.290 | 2.540 | 2.800 |
| Khí hidrocarbon (/tấn) | 1.080 | 1.340 | 1.600 | 1.860 |
| Than đá (/tấn) | 700 | 920 | 1.140 | 1.370 |
| Thuế doanh thu | 39,1 tỷ yên đối với năm đầu tiên/262,3 tỷ yên cho những năm tiếp theo | | | |

Nguồn: MOE- Detail on the Carbon Tax, p. 2,

+ Chính sách ưu đãi thuế

Nhật Bản sử dụng nhiều các chính sách ưu đãi thuế cho cả hộ gia đình và doanh nghiệp. Các hộ gia đình được ưu đãi thuế tín dụng để mua những ngôi nhà đạt tiêu chuẩn tiết kiệm năng lượng và lắp đặt các thiết bị tiết kiệm năng lượng như vật liệu cách nhiệt và tấm pin mặt trời. Tương tự, các doanh nghiệp có thể được hưởng ưu đãi từ thuế tín dụng hoặc áp dụng tỷ lệ khấu hao đặc biệt đối với chi phí đầu tư để cải thiện hiệu quả năng lượng và kiểm soát ô nhiễm. Chủ sở hữu của các tòa nhà có hiệu quả cao về năng lượng được tiếp cận các khoản vay lãi suất thấp. Chính sách ưu đãi thuế và lãi suất cũng được sử dụng để thúc đẩy việc sử dụng thiết bị xử lý khói và bồ hóng và các loại chất thải khác. Đặc biệt, các khoản ưu đãi thuế tín dụng cũng được dành cho hoạt động nghiên cứu và phát triển công nghệ xanh.

- Nhật Bản đầu tư cho khoa học và công nghệ xanh

Nhật Bản là một trong số các nước dẫn đầu trong tổ chức Hợp tác và Phát triển Kinh tế (OECD) về đầu tư cho các hoạt động nghiên cứu và phát triển công nghệ xanh. Trong thời gian gần đây, mặc dù chi tiêu của chính phủ Nhật Bản bị thắt chặt, nhưng ngân sách dành cho khoa học – công nghệ xanh vẫn được duy trì. Năm 2008, Nhật Bản đã xây dựng Chương trình xác nhận công nghệ môi trường (JETV) nhằm thu hút các nhà đầu tư và người tiêu dùng quan tâm, sử dụng rộng rãi hơn công nghệ môi trường. Các công nghệ đã xác nhận đạt tiêu chuẩn là công nghệ môi trường được phép sử dụng nhãn hiệu JETV.

Năm 2010, Nhật Bản ban hành Chiến lược tăng trưởng mới đặt ra mục tiêu ngân sách dành cho khoa học - công nghệ xanh đạt 4% GDP vào năm 2020 và ban hành các chính sách đổi mới khoa học - công nghệ xanh chuyển đổi từ định hướng theo ngành sang cách tiếp cận theo chủ đề chi phối. Mục tiêu đổi mới sáng tạo xanh và đổi mới cuộc sống đã được xác định là ưu tiên chiến lược trong Kế hoạch cơ bản về khoa học và công nghệ (2011-2015) tại Nhật Bản.

Ngoài ra, để phát triển kinh tế xanh Nhật Bản còn áp dụng một số chính sách khác như khuyến khích dân chúng tiêu dùng sản phẩm xanh và ban hành quy trình về xử lý chất thải...

1.1.3. Kinh nghiệm của Australia

- Australia ban hành chính sách thuế carbon

Ngày 1/7/2012, Australia chính thức thông qua luật thuế carbon. Tại Australia, luật thuế carbon đã gây ra nhiều tranh cãi kể từ khi được đề xuất cho đến khi chính thức có hiệu lực, vì Australia là quốc gia phụ thuộc vào xuất khẩu khoáng sản và ngành công nghiệp khai thác than. Theo chính sách thuế carbon của Australia, những doanh nghiệp thải ra hơn 25.000 tấn carbon mỗi năm sẽ bị đánh thuế. Ước tính sẽ có khoảng 500 doanh nghiệp phát thải khí CO₂ nhiều nhất nước Australia phải trả 23 đôla Australia /1 tấn CO₂

thải vào khí quyển trong 3 năm đầu tiên, mức thuế mà các doanh nghiệp phải trả các năm sau sẽ tăng từ 25,94 - 27,2 USD/1 tấn CO₂. 500 doanh nghiệp này bao gồm những nhà máy nhiệt điện chạy bằng than, các công ty hầm mỏ và các xưởng sản xuất kim loại như nhôm, thép... Mức thuế carbon tại Australia được cho là cao nhất thế giới - cao hơn nhiều so với các nước châu Âu, khoảng từ 8,70 - 12,60 USD ^[1].

- Australia có chính sách hỗ trợ cho người dân và doanh nghiệp trong quá trình tiếp cận với năng lượng sạch.

Chính phủ Australia đã đưa ra các phương án hỗ trợ cho người dân bị ảnh hưởng gián tiếp khi luật thuế carbon được áp dụng, đặc biệt những người có nguồn thu nhập thấp. Khoảng 97% các gia đình có thu nhập trung bình thấp sẽ nhận được hỗ trợ từ Chính phủ, số tiền này được trích từ nguồn thu của thuế carbon. Chính phủ còn hỗ trợ 40% doanh thu cho các doanh nghiệp khi chuyển sang dạng năng lượng sạch hơn, nếu họ gặp phải sự cạnh tranh từ các nước khác. Bên cạnh đó, để khuyến khích các doanh nghiệp đầu tư vào năng lượng sạch nhằm mục tiêu giảm 80% lượng khí thải vào năm 2050, Chính phủ Australia đã đưa ra chủ trương: các doanh nghiệp sẽ được hỗ trợ 10 tỷ đô la Australia trong 5 năm khi đầu tư vào lĩnh vực năng lượng gió, năng lượng mặt trời và các nguồn năng lượng tái tạo khác ^[1].

- Australia ban hành những luật lệ nghiêm minh đối với các hành vi hủy hoại môi trường.

Để ngăn chặn mọi hành vi có thể làm tổn hại đến môi trường, Chính phủ Australia đặt ra những điều luật khá chặt chẽ, bài bản. Theo đó, một số dự án quy hoạch và dự án sản xuất đòi hỏi phải có phê duyệt hoặc giấy phép từ cơ quan công quyền điều tiết các vấn đề về môi trường. Hầu hết các bang và vùng lãnh thổ của Australia đều có cơ quan chuyên môn thực hiện chức năng phê duyệt các điều kiện thực hiện, đồng thời sẽ tiến hành điều tra các hành vi bị cáo buộc gây hại cho môi trường. Bên cạnh đó, Australia đưa ra nhiều điều luật quy định về các tác động của quá trình phát triển đối với hệ sinh thái, di sản, nguồn nước, môi trường biển...

Riêng với ô nhiễm đất, không khí và nguồn nước, luật pháp các bang và vùng lãnh thổ của Australia cũng có những quy định rõ ràng. Quy định thường đặt trách nhiệm khắc phục ô nhiễm lên người hoặc tổ chức gây ra hậu quả. Luật của bang New South Wales áp dụng mức phạt tối đa là 1 triệu USD (đối với tổ chức), hoặc 250 nghìn USD (hoặc 7 năm tù đối với cá nhân) nếu xâm hại đến môi trường. Nếu chưa khắc phục được hậu quả và tiếp tục vi phạm, tổ chức, cá nhân gây ra có thể tiếp tục bị xử phạt 60 nghìn USD /ngày ^[10].

1.2 BÀI HỌC ĐỐI VỚI VIỆT NAM

Ở Việt Nam, phạm trù kinh tế xanh bắt đầu xuất hiện từ năm 2010, kể từ sau Hội nghị của chương trình môi trường Liên Hợp Quốc tại Nairobi, Kenya, chuẩn bị cho Hội nghị thượng đỉnh Rio+20 về “*Phát triển bền vững*”. Để đạt được mục tiêu phát triển kinh tế xanh, ngày 25/9/2012 Thủ tướng Chính phủ đã ban hành Quyết định số 1393/QĐ-TTg phê duyệt “*Chiến lược quốc gia về tăng trưởng xanh thời kỳ 2011-2020 và tầm nhìn đến năm 2050*”. Trong chiến lược đã nêu rõ cách thức và yêu cầu phải đổi mới mô hình phát triển của Việt Nam trong thời gian tới.

Qua phân tích kinh nghiệm phát triển kinh tế xanh của các quốc gia ở trên, có thể rút ra một số bài học cho Việt Nam trong quá trình phát triển kinh tế xanh như sau:

1.2.1. Việt Nam cần hoàn thiện chính sách thuế xanh

Với mục tiêu xanh hóa nền kinh tế, Việt Nam đã ban hành hệ thống chính sách thuế nhằm bảo vệ môi trường. Tuy nhiên, trong bối cảnh ô nhiễm môi trường đang ngày càng gia tăng, biến đổi khí hậu ngày càng tác động mạnh mẽ đến đời sống của người dân Việt Nam (Việt Nam là quốc gia đứng thứ năm trong số các quốc gia bị ảnh hưởng nghiêm trọng nhất bởi biến đổi khí hậu theo Báo cáo tại Hội nghị Liên Hợp Quốc

về Biến đổi khí hậu diễn ra tại Đức năm 2016) thì các chính sách thuế cần phải được xây dựng đồng bộ và hoàn thiện hơn nữa. Nội dung hoàn thiện chính sách thuế nhằm phát triển kinh tế xanh được đề cập tới trong Quyết định 732/QĐ-TTg ngày 17 tháng 5 năm 2011 của Thủ tướng Chính phủ phê duyệt chiến lược cải cách hệ thống thuế giai đoạn 2011-2020:

- Đối với thuế tiêu thụ đặc biệt: Nghiên cứu điều chỉnh, bổ sung đối tượng chịu thuế tiêu thụ đặc biệt để hướng dẫn, điều tiết tiêu dùng phù hợp với tình hình phát triển kinh tế xã hội; xây dựng lộ trình điều chỉnh thuế đối với các mặt hàng thuốc lá, bia, rượu, ô tô... để điều tiết tiêu dùng và thực hiện các cam kết quốc tế. Thực tế cho thấy, mỗi khi điều chỉnh đối tượng chịu thuế hay điều chỉnh thuế suất thuế tiêu thụ đặc biệt, mức độ tiêu dùng các mặt hàng chịu thuế lập tức có sự thay đổi, góp phần hạn chế tiêu dùng những sản phẩm, hàng hóa ảnh hưởng xấu đến môi trường, giúp Việt Nam xây dựng một nền kinh tế xanh hơn.

- Đối với thuế xuất khẩu, thuế nhập khẩu: Sửa đổi, bổ sung biểu thuế xuất khẩu nhằm khuyến khích sản xuất, xuất khẩu các sản phẩm có giá trị gia tăng cao, hạn chế xuất khẩu khoáng sản tài nguyên chưa qua chế biến, giảm hàng hóa gia công giá trị gia tăng thấp; sửa đổi, bổ sung thuế nhập khẩu nhằm bảo hộ hợp lý, có thời hạn, phù hợp với thông lệ quốc tế đối với một số hàng hóa sản xuất trong nước; thu gọn số lượng mức thuế suất, từng bước đơn giản biểu thuế, mã số hàng hóa. Việc hạn chế xuất khẩu khoáng sản tài nguyên chưa qua chế sẽ góp phần hạn chế việc khai thác quá mức làm cạn kiệt nguồn tài nguyên thiên nhiên - một trong những nền tảng quan trọng để phát triển kinh tế xanh tại Việt Nam.

- Đối với thuế thu nhập doanh nghiệp: Điều chỉnh giảm mức thuế suất chung theo lộ trình phù hợp để thu hút đầu tư, tạo điều kiện để doanh nghiệp có thêm nguồn lực tài chính, tăng tích lũy để đẩy mạnh đầu tư phát triển, nâng cao năng lực cạnh tranh; đơn giản hóa chính sách ưu đãi thuế theo hướng hẹp về lĩnh vực, tiếp tục khuyến khích đầu tư vào các ngành sản xuất các sản phẩm có giá trị gia tăng lớn, các ngành công nghiệp hỗ trợ, sử dụng công nghệ cao, công nghệ sinh học, dịch vụ chất lượng cao, lĩnh vực xã hội hóa, vùng có điều kiện kinh tế - xã hội khó khăn và đặc biệt khó khăn... Việc điều chỉnh mức thuế suất và chính sách ưu đãi thuế thu nhập doanh nghiệp sẽ tập trung vào các dự án đầu tư vào khoa học công nghệ hiện đại, thân thiện với môi trường có tính định hướng, điều tiết; khuyến khích đối với các hoạt động sản xuất kinh doanh quan trọng, thiết yếu tại các địa bàn cần thiết và có tính hạn chế đối với các hoạt động sản xuất kinh doanh chưa thật cần thiết, gây tổn hại đến đời sống văn hóa, xã hội và môi trường.

- Đối với thuế tài nguyên: Nghiên cứu sửa đổi, bổ sung theo hướng thuế tài nguyên là công cụ hữu hiệu để góp phần quản lý, bảo vệ và thúc đẩy việc sử dụng hiệu quả tài nguyên quốc gia, nhất là đối với tài nguyên không tái tạo; thúc đẩy khai thác tài nguyên gắn liền với chế biến sâu và góp phần hạn chế tối đa xuất khẩu tài nguyên chưa qua chế biến; sửa đổi, bổ sung quy định về giá tính thuế, thuế suất và thực hiện phương pháp quản lý thu cho phù hợp với thực tiễn hoạt động khai thác tài nguyên theo từng giai đoạn. Việc khai thác tài nguyên phải được thực hiện một cách hợp lý vừa đảm bảo các nhu cầu của nền kinh tế, vừa phải đảm bảo duy trì môi trường sống lành mạnh cho con người.

- Đối với thuế bảo vệ môi trường: Tổ chức triển khai thực hiện có hiệu quả Luật thuế bảo vệ môi trường có hiệu lực thi hành từ ngày 01/01/2012 nhằm khuyến khích doanh nghiệp, người dân chuyển đổi hành vi sử dụng, tiêu dùng sản phẩm góp phần bảo vệ môi trường, qua đó động viên nguồn thu cho ngân sách Nhà nước; tiếp tục nghiên cứu, bổ sung đối tượng thu, điều chỉnh mức điều tiết nhằm góp phần hạn chế sử dụng những hàng hóa gây tác động xấu đến môi trường sinh thái.

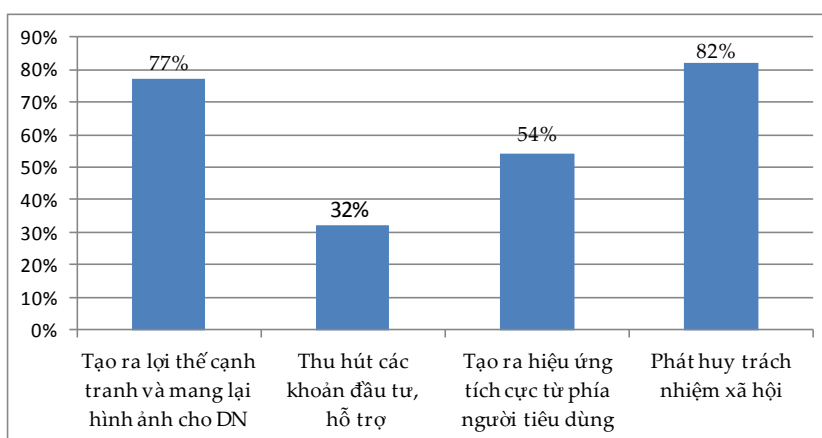
Đối tượng chịu thuế bảo vệ môi trường là các sản phẩm gây ô nhiễm như: Xăng, dầu, mỡ nhờn; than đá; dung dịch HCFC; túi ni lông; thuốc diệt cỏ, thuốc trừ mối, thuốc bảo quản lâm sản và thuốc khử trùng

kho thuộc loại hạn chế sử dụng. Có thể thấy, chiến lược cải cách thuế bảo vệ môi trường thể hiện rõ quan điểm sử dụng thuế điều tiết vào các hàng hóa gây ô nhiễm nhằm bảo vệ môi trường sinh thái, góp phần thay đổi nhận thức của con người đối với môi trường, thúc đẩy phát triển kinh tế bền vững theo xu hướng phát triển của thế giới.

Ngoài ra, để phát triển kinh tế xanh, Việt Nam nên học tập kinh nghiệm của các quốc gia trong việc ban hành luật thuế đánh vào các doanh nghiệp có chất thải gây hại cho môi trường. Ở Việt Nam, việc thu phí nước thải, chất thải rắn, khí thải, v.v. đã có từ lâu nhưng chưa được cụ thể, và do không có quy định xử phạt rõ ràng, thêm vào đó, công tác kiểm tra, giám sát của cơ quan quản lý không thường xuyên dẫn hiệu quả không cao. Việc triển khai thành luật thuế đánh vào chất thải với các quy định chi tiết về đối tượng nộp thuế, các loại chất thải bị đánh thuế, cách tính thuế... sẽ giúp hạn chế việc xả thải gây hại cho môi trường, đồng thời sẽ tăng thu cho Ngân sách Nhà nước, tạo ra nguồn lực vật chất để khắc phục các vấn đề về môi trường. Bên cạnh đó, việc triển khai một số chính sách ưu đãi thuế nhằm khuyến khích tiết kiệm năng lượng cũng là một bài học kinh nghiệm tốt cho Việt Nam.

1.2.2. Việt Nam cần đầu tư nhiều hơn cho công nghệ xanh

Theo nghiên cứu “*Thực trạng hoạt động đầu tư đổi mới công nghệ thân thiện với môi trường của doanh nghiệp Việt Nam nhìn từ kết quả khảo sát*” của nhóm tác giả Nguyễn Thị Hoàng Yến, Trần Thị Hồng Minh, Phan Tuấn Vũ năm 2017, thì hoạt động đầu tư cho công nghệ xanh mang lại rất nhiều lợi ích cho doanh nghiệp. Trong đó, theo điều tra của nhóm tác giả thì 82% các doanh nghiệp cho rằng hoạt động đầu tư cho công nghệ xanh của doanh nghiệp sẽ giúp doanh nghiệp phát huy được trách nhiệm đối với xã hội, 77% doanh nghiệp cho rằng sẽ tạo ra lợi thế cạnh tranh và mang lại hình ảnh cho doanh nghiệp, 54% cho rằng điều này sẽ tạo ra hiệu ứng tích cực từ phía người tiêu dùng và 32% ý kiến cho rằng doanh nghiệp sẽ tăng được cơ hội thu hút các khoản đầu tư, hỗ trợ (biểu 1).



Biểu 1: Lợi ích của việc đầu tư cho hoạt động nghiên cứu và phát triển công nghệ xanh

Nguồn: “*Thực trạng hoạt động đầu tư đổi mới công nghệ thân thiện với môi trường của doanh nghiệp Việt Nam nhìn từ kết quả khảo sát*” của nhóm tác giả Nguyễn Thị Hoàng Yến, Trần Thị Hồng Minh, Phan Tuấn Vũ năm 2017.

Ở Việt Nam, phần lớn hoạt động đầu tư cho khoa học công nghệ diễn ra tại các doanh nghiệp lớn, còn đại đa số doanh nghiệp vừa và nhỏ không quan tâm nhiều lắm đến đầu tư phát triển công nghệ. Bởi vậy, tổng mức đầu tư toàn xã hội cho khoa học công nghệ ở Việt Nam hiện chưa đến 1% GDP (chi tiết ở bảng 2).

Bảng 2: Chi cho khoa học công nghệ từ Ngân sách Nhà nước

| Năm | Tổng chi cho KH-CN từ Ngân sách Nhà nước (tỷ đồng) | Tỷ lệ chi khoa học công nghệ so với tổng chi NSNN (%) | Tỷ lệ chi khoa học công nghệ so với tổng GDP (%) |
|------|--|---|--|
| 2011 | 11.499 | 1,58 | 0,41 |
| 2012 | 13.168 | 1,46 | 0,41 |
| 2013 | 13.869 | 1,44 | 0,39 |
| 2014 | 13.666 | 1,36 | 0,35 |
| 2015 | 17.390 | 1,52 | 0,41 |
| 2016 | 17.730 | 1,37 | 0,39 |

Nguồn: Số liệu của Tổng cục Thống kê và tác giả tự tổng hợp

Trong đó, nguyên nhân quan trọng nhất của việc đầu tư cho khoa học - công nghệ của Việt Nam thấp là do các công nghệ thân thiện với môi trường có chi phí đầu tư ban đầu lớn, trong khi đa số các doanh nghiệp ở Việt Nam là doanh nghiệp nhỏ và vừa nên không có đủ nguồn lực để đầu tư. Nguyên nhân tiếp theo là do doanh nghiệp không có thông tin về công nghệ thân thiện môi trường trong lĩnh vực sản xuất sản phẩm của doanh nghiệp; công nghệ phức tạp, khó ứng dụng; thiếu nhà cung cấp thiết bị công nghệ thân thiện môi trường; thiếu nhân lực trình độ cao để ứng dụng công nghệ thân thiện môi trường vào sản xuất, chi phí vận hành thường xuyên lớn... Do đó, trong thời gian tới, Việt Nam cần xây dựng cơ chế cho hoạt động đầu tư vào các dự án hợp tác nghiên cứu và triển khai khoa học công nghệ, đặc biệt là trong lĩnh vực năng lượng tái tạo, công nghệ sản xuất tiết kiệm tài nguyên, tiêu hao ít năng lượng, công nghệ giảm thiểu phát thải khí nhà kính...

1.2.3. Hoàn thiện công tác quản lý của Nhà nước đối với hoạt động bảo vệ môi trường tạo nền tảng để phát triển kinh tế xanh

- Việt Nam nên học kinh nghiệm của các nước trong việc ban hành và sửa đổi các quy định về chi phí hợp lý trong xử lý rác thải, trách nhiệm đối với ô nhiễm môi trường, tiêu chuẩn kỹ thuật, xử phạt hành chính và xử phạt hình sự đối với các trường hợp vi phạm như thu hồi giấy phép kinh doanh, tịch thu số tiền thu được do phạm tội, phạt tiền nặng đối với các cá nhân, tổ chức vi phạm và thậm chí là phạt tù. Bên cạnh đó, Việt Nam cần ban hành các văn bản hướng dẫn cụ thể về nhiệm vụ, chức năng của các cơ quan, ban, ngành liên quan nhằm tạo sự liên kết của các cơ quan trong quá trình thực hiện nhiệm vụ bảo vệ môi trường. Tạo điều kiện về mặt chính sách, cơ chế để khuyến khích cộng đồng dân cư tham gia quản lý môi trường tại địa phương. Xây dựng đội ngũ quản lý, lực lượng thanh tra, kiểm tra có tinh thần trách nhiệm và tính cơ động cao, thường xuyên thanh tra, giám sát các khu, cụm công nghiệp, làng nghề, các khu dân cư nhằm kịp thời phát hiện, xử lý nghiêm các trường hợp vi phạm.

- Việt Nam cần tạo lập cơ sở pháp lý thuận lợi nhằm khuyến khích các nguồn đầu tư trong và ngoài nước cho công tác bảo vệ môi trường. Hiện nay, tổng mức đầu tư cho môi trường ở Việt Nam còn rất thiếu hụt, nguồn thu từ Ngân sách Nhà nước hạn hẹp, do đó việc huy động các nguồn lực hỗ trợ từ bên ngoài để phục vụ cho phát triển kinh tế xanh là vô cùng quan trọng:

+ Nguồn thu từ hoạt động hợp tác với khu vực và quốc tế: Việt Nam cần tranh thủ tối đa và sử dụng có hiệu quả các nguồn vốn hỗ trợ phát triển từ các tổ chức quốc tế, chính phủ các nước và các tổ chức phi chính phủ như Quỹ môi trường toàn cầu, ngân hàng Thế giới, ngân hàng Phát triển Châu Á, chương trình phát triển Liên hợp quốc... chú trọng hợp tác trên các lĩnh vực giáo dục, đào tạo và nghiên cứu chuyên sâu. Tiếp tục hợp tác nghiên cứu, chuyển giao công nghệ và thu hút nguồn vốn bảo vệ môi trường với các quốc gia trong khu vực.

+ Xã hội hóa nguồn vốn đầu tư bảo vệ môi trường: Việt Nam cần huy động các nguồn vốn đầu tư vào bảo vệ môi trường từ các tổ chức, cá nhân, cộng đồng dân cư theo hình thức nhà nước và người dân cùng làm với sự hỗ trợ một phần từ ngân sách nhà nước. Đồng thời, Nhà nước cần có kế hoạch trong việc nhân rộng các mô hình phát triển bền vững trong các ngành nông, lâm nghiệp, thủy sản và công nghiệp. Nghiên

cứ các cơ chế đảm bảo yêu cầu bảo vệ môi trường được lồng ghép vào các kế hoạch, quy hoạch phát triển của các ngành và địa phương.

Bên cạnh những bài học nói trên, Việt Nam cũng cần nâng cao năng lực giám sát chất lượng và cảnh báo ô nhiễm môi trường – trụ cột để phát triển kinh tế xanh; sử dụng các công cụ truyền thông như truyền thanh, truyền hình để tuyên truyền, cảnh báo đến người dân các sự cố về môi trường và cung cấp số điện thoại để người dân phản ánh các vấn đề môi trường phát sinh tại các địa phương; đào tạo đội ngũ cán bộ quản lý, lực lượng thanh tra, kiểm tra có tinh thần trách nhiệm và tính cơ động cao. Thường xuyên tổ chức thanh tra, kiểm tra giám sát các cơ sở sản xuất nhằm phát hiện và xử lý kịp thời những trường hợp sai phạm, từ đó từng bước hạn chế những hành vi gây hại cho môi trường và sức khỏe con người, từng bước phát triển kinh tế Việt Nam theo hướng xanh hóa./.

KẾT LUẬN

Trong bối cảnh khủng hoảng kinh tế toàn cầu hiện nay, phát triển kinh tế xanh đang trở thành mô hình phát triển tiên tiến được nhiều nước trên thế giới hướng tới và coi đây là một trong những giải pháp giúp các quốc gia thoát khỏi tình trạng suy thoái hiện nay và ngăn chặn nguy cơ xảy ra các cuộc khủng hoảng trong tương lai. Để phát triển kinh tế xanh, các quốc gia cần căn cứ vào đặc điểm kinh tế, nguồn lực tự nhiên, văn hóa, xã hội, trình độ phát triển của mình nhằm xác định mục tiêu cụ thể, hướng đi, lộ trình, quy mô và phương pháp tiếp cận. Với các nước phát triển, có điều kiện về tài chính, nguồn nhân lực và công nghệ thì phần lớn các quốc gia này chuyển sang nền kinh tế xanh thông qua đầu tư, phát triển những lĩnh vực mới. Trong khi đó, các nền kinh tế đang phát triển phải tốn nhiều chi phí và thời gian hơn để chuyển sang nền kinh tế xanh bằng cách điều chỉnh dần dần để nền kinh tế truyền thống trở nên thân thiện hơn với môi trường. Việt Nam là một quốc gia đang phát triển và theo xu thế chung của thế giới chúng ta đang cố gắng để hướng các hoạt động trong nền kinh tế theo hướng thân thiện với môi trường: sử dụng năng lượng tái tạo, giảm phát thải CO₂, bảo vệ tài nguyên thiên nhiên... Để phát huy lợi thế, giảm thiểu những khó khăn của Việt Nam trong quá trình phát triển kinh tế xanh, việc học tập, rút kinh nghiệm từ các mô hình kinh tế xanh của các quốc gia trên thế giới và vận dụng một cách khoa học cho phù hợp với đặc điểm và bối cảnh kinh tế Việt Nam là vô cùng quan trọng. Chúng ta hi vọng rằng, trong tương lai với những kinh nghiệm chúng ta học được, với sự nỗ lực của Chính phủ, người dân và mọi thành phần kinh tế chúng ta sẽ sớm xây dựng thành công nền kinh tế xanh – con đường đưa Việt Nam đến với phát triển bền vững./.

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ĐỔI MỚI CƠ CẤU THU NGÂN SÁCH NHÀ NƯỚC Ở VIỆT NAM

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TÓM TẮT: Cơ cấu thu ngân sách Nhà nước (NSNN) có mối liên hệ chặt chẽ đối với sự ổn định, bền vững của NSNN và có tác động nhiều mặt đến sự phát triển kinh tế - xã hội. Ở Việt Nam tuy quy mô và tốc độ thu NSNN vẫn luôn có xu hướng tăng qua các năm, nhưng nguồn thu của NSNN vẫn còn thiếu tính bền vững do chưa hợp lý về cơ cấu thu. Để nâng cao tính bền vững của NSNN, điều cần thiết là xác định một cơ cấu thu ngân sách hợp lý, huy động được số thu cần thiết để vừa đảm bảo nhu cầu chi tiêu của nhà nước và vừa phát huy được vai trò của thu NSNN nhằm điều chỉnh vĩ mô nền kinh tế. Bài viết tập trung đánh giá thực trạng cơ cấu thu NSNN Việt Nam, nhận diện những bất cập, hạn chế, từ đó đề xuất một số khuyến nghị đổi mới cơ cấu thu NSNN.

Từ khóa: Thu Ngân sách nhà nước, cơ cấu thu ngân sách nhà nước, cơ cấu thu nội địa, tính bền vững của ngân sách Nhà nước, mở rộng cơ sở thuế

1. KHÁI QUÁT VỀ CƠ CẤU THU NSNN

Khi đề cập đến cơ cấu thu NSNN là nói đến các bộ phận hợp thành, cách thức tổ chức và sắp xếp các chỉ tiêu thu NSNN. Theo các tiêu thức khác nhau thì cơ cấu thu NSNN được chia thành các bộ phận hợp thành khác nhau.

Nếu căn cứ theo nguồn hình thành, cơ cấu thu NSNN bao gồm: thu nội địa và thu từ nước ngoài. Nếu căn cứ theo nội dung thì thu NSNN bao gồm: thu từ thuế, phí, lệ phí; thu từ bán, cho thuê tài nguyên, tài sản quốc gia, thu từ hoạt động kinh tế của nhà nước; thu từ vay nợ và các khoản thu khác như viện trợ, đóng góp tự nguyện,... Căn cứ vào tác dụng của các khoản thu đối với quá trình cân đối ngân sách, thu ngân sách nhà nước được phân thành thu trong cân đối ngân sách và thu để bù đắp thiếu hụt NSNN. Nếu căn cứ theo phân cấp ngân sách thì thu NSNN bao gồm: thu ngân sách trung ương và thu ngân sách địa phương.

Ngoài ra, thu NSNN còn có thể phân loại thu theo địa bàn lãnh thổ (thu từ các đơn vị lãnh thổ tỉnh, huyện, xã), ngành sản xuất (công nghiệp, nông nghiệp, dịch vụ), và theo hình thức sở hữu hay khu vực kinh tế (kinh tế nhà nước, kinh tế tư nhân và kinh tế có vốn đầu tư nước ngoài)...

Cơ cấu thu NSNN hợp lý có ý nghĩa rất quan trọng không chỉ đảm bảo cho NSNN có số thu bền vững, mà còn ảnh hưởng tốt đến sự phát triển kinh tế - xã hội. Việc nghiên cứu cơ cấu thu NSNN có ý nghĩa lớn trong xây dựng chính sách và chỉ đạo, điều hành quản lý thu NSNN nói riêng và quản lý NSNN nói chung. Từ số liệu về cơ cấu thu NSNN cho phép đánh giá được mức độ huy động các nguồn thu, đánh giá tính

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cân đối, bền vững, hợp lý về cơ cấu của các nguồn thu, từ đó có chính sách, biện pháp khai thác các nguồn thu, giúp cho việc hoạch định chính sách cũng như tổ chức điều hành thu chi NSNN phù hợp với các mục tiêu mà nhà nước theo đuổi trong từng thời kỳ. Trong những giai đoạn nhất định, xuất phát từ yêu cầu thực tế, nhằm đảm bảo tính bền vững của thu NSNN, vấn đề tái cơ cấu thu NSNN được đặt ra. Tái cơ cấu thu NSNN là quá trình nhà nước chủ động sử dụng các công cụ chính sách hoặc các biện pháp về quản lý điều hành nhằm thay đổi cơ cấu các bộ phận trong tổng thu NSNN, đảm bảo cho NSNN ngày càng bền vững, an ninh tài chính quốc gia được đảm bảo phù hợp với những điều kiện cụ thể về phát triển kinh tế xã hội của đất nước trong từng giai đoạn phát triển.

Cơ cấu thu NSNN chịu ảnh hưởng của các nhân tố khác nhau, cụ thể:

- Cơ cấu nền kinh tế: Các bộ phận cấu thành của GDP tạo nên các cơ sở mà dựa vào đó các sắc thuế khác nhau sẽ thu được. Sự biến động về kinh tế sẽ gây ra các thay đổi về cơ cấu, tỷ trọng của các thành tố cấu thành nên GDP. Vì vậy, kết quả chung là sẽ làm thay đổi số thuế sẽ thu được và làm thay đổi cơ cấu thu NSNN. Trong một thời gian nhất định, với chính sách thu và chất lượng công tác quản lý thu ổn định tương đối, thì GDP là tiền đề quan trọng nhất quyết định đến số thuế thu được và cơ cấu thu ngân sách của một quốc gia.

- Cơ chế, chính sách thu: Chính phủ sử dụng các cơ chế, chính sách thu không chỉ đáp ứng yêu cầu tạo số thu NSNN cần thiết, mà còn để điều chỉnh cơ cấu kinh tế theo định hướng chiến lược của mình. Vì vậy, khi một chính sách thu thay đổi có thể làm thay đổi quyết định đầu tư của các chủ thể trong nền kinh tế. Xét về mặt sản xuất, các nhà đầu tư sẽ chú trọng đầu tư vào các ngành được ưu đãi về thuế, rút dần khỏi các ngành phải chịu mức thuế cao; xét về mặt tiêu dùng, thuế sẽ phân bổ lại các nguồn lực trong xã hội. Tất cả những hiệu ứng đó sẽ tác động trực tiếp đến nguồn thu ngân sách, tác động gián tiếp đến tăng trưởng kinh tế và quay trở lại, tác động đến số thu ngân sách. Vì vậy, khi chính sách thu thay đổi, sẽ có tác động kép đến cơ cấu thu của các sắc thuế, ngành nghề, địa bàn và lĩnh vực thu. Ngoài ra, sự thay đổi của các chính sách khác cũng có thể ảnh hưởng đến thu ngân sách, như chính sách cổ phần hoá doanh nghiệp nhà nước, trong đó có miễn giảm thuế; chính sách hạn chế ô tô, xe máy ảnh hưởng đến thu lệ phí trước bạ,...

- Nguồn tài nguyên thiên nhiên của quốc gia: ở nhiều quốc gia, tài nguyên thiên nhiên thuộc sở hữu Nhà nước, do vậy các nước có nhiều nguồn tài nguyên với tỷ trọng khai thác lớn và xuất khẩu cao thì nước đó có số thu từ tài nguyên chiếm tỷ trọng cao trong tổng thu NSNN.

- Công tác quản lý thu: bao gồm chất lượng các biện pháp nghiệp vụ của cơ quan chịu trách nhiệm tổ chức thu NSNN thực hiện trong quá trình quản lý thu, như chất lượng công tác kiểm tra, thanh tra, chất lượng công tác quản lý hoá đơn, chứng từ,.... Mục tiêu của hầu hết các doanh nghiệp là tối đa hoá lợi nhuận, khi trình độ quản lý thu thuế của cán bộ thuế không theo kịp thực tế, sẽ làm gia tăng tình trạng trốn thuế, tránh thuế, tham gia vào các hoạt động kinh tế ngầm để che giấu doanh số và trốn thuế, đặc biệt đối với những sắc thuế quản lý đòi hỏi trình độ quản lý cao như thuế thu nhập doanh nghiệp, thuế thu nhập cá nhân... Sự chênh lệch về trình độ quản lý thuế giữa các địa bàn, các quốc gia cũng sẽ tạo ra sự chuyển dịch địa điểm đăng ký kê khai, nộp thuế để trốn thuế, tránh thuế. Khi chất lượng quản lý thu được nâng lên, sẽ hạn chế các hiện tượng kinh tế ngầm, hạn chế thất thu ngân sách và theo đó sẽ làm thay đổi cơ cấu thu giữa các sắc thuế, các địa bàn. Vì vậy, chất lượng quản lý thu cũng có tác động nhất định đến cơ cấu thu giữa các địa bàn, ngành nghề... tuy nhiên, mức ảnh hưởng không lớn như ảnh hưởng của việc thay đổi chính sách.

2. THỰC TRẠNG CƠ CẤU THU NSNN Ở VIỆT NAM

2.1. Quy mô thu NSNN so với GDP

Thực tiễn những năm qua, cơ cấu NSNN của ta đã có những chuyển biến tích cực, góp phần quan trọng trong việc thúc đẩy tăng trưởng kinh tế và ổn định xã hội, từng bước phát huy được vai trò của NSNN với tư cách là phương tiện và công cụ để Nhà nước thực hiện điều chỉnh vĩ mô nền kinh tế – xã hội.

Trong các năm từ 2013 đến nay, tốc độ tăng trưởng kinh tế của Việt Nam không cao như những năm trước đó nhưng thu NSNN của Việt Nam vẫn tăng trưởng và chiếm tỷ lệ cao trong tổng GDP. Điều này thể hiện qua bảng số liệu sau:

Bảng 1: Thu NSNN của Việt Nam và tỷ lệ đóng viên so với GDP

| Năm | GDP theo giá thực tế (tỷ đồng) | Thu NSNN (tỷ đồng) | Tỷ trọng thu NSNN/GDP(%) |
|------|--------------------------------|--------------------|--------------------------|
| 2013 | 3.584.262 | 828.348 | 23,1 |
| 2014 | 3.937.856 | 877.697 | 22,3 |
| 2015 | 4.192.862 | 996.870 | 23,8 |
| 2016 | 4.502.733 | 1.101.377 | 24,5 |
| 2017 | 5.033.848 | 1.288.665 | 25,6 |

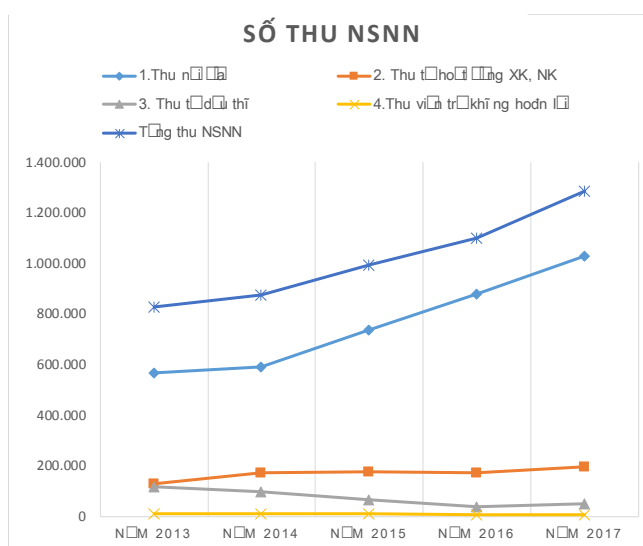
Nguồn: Tổng cục thống kê

Bảng số liệu trên cho thấy: tỷ trọng thu NSNN trong GDP ngày càng tăng lên. Nếu như năm 2013, tỷ lệ này là 23.1% thì năm 2017, tỷ lệ này đã tăng thêm 2.5%, lên mức 25.6%. Đây là một tỷ lệ khá hợp lý và ở mức trung bình so với các nước trong khu vực.

2.2. Cơ cấu thu ngân sách Nhà nước

Trong thời gian qua, số thu NSNN theo từng nguồn có xu hướng tăng lên, đồng thời, cơ cấu các khoản thu cũng có những thay đổi đáng kể.

- Về tăng trưởng số thu NSNN thể hiện qua biểu đồ sau:

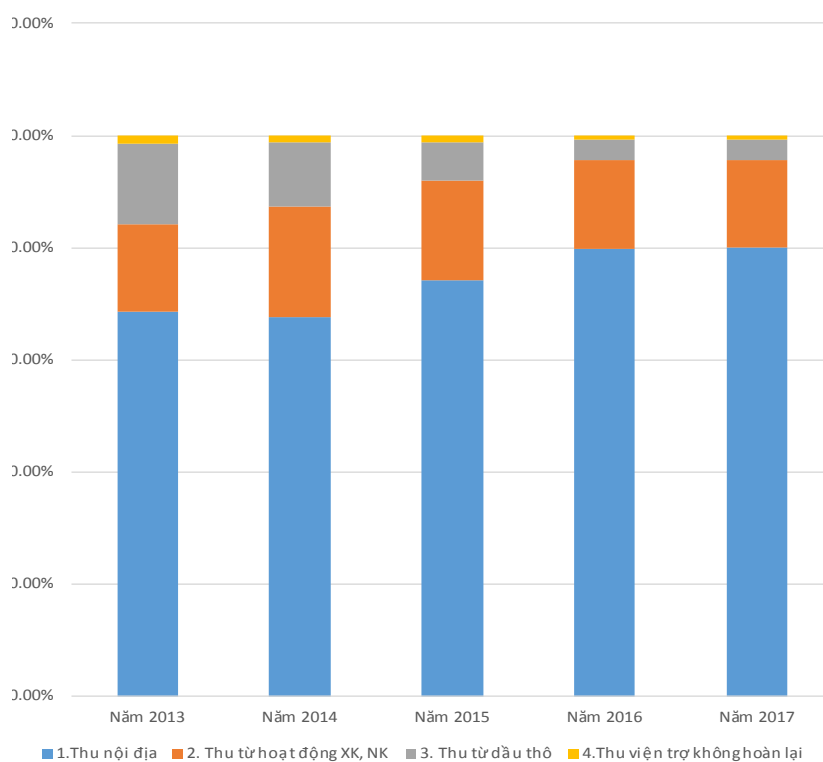


Hình 1: Số thu NSNN

Nguồn: Bộ Tài chính

Nhìn vào biểu đồ trên cho thấy tổng thu NSNN thời gian qua tăng lên. Nếu như năm 2013 tổng thu NSNN đạt 828.348 tỷ đồng thì đến năm 2017 đạt 1.288.665 tỷ đồng, tăng 55,6% so với năm 2013. Đóng góp và sự tăng trưởng về số thu NSNN có vai trò quan trọng là thu nội địa. Nhìn vào biểu đồ trên cho thấy thu nội địa tăng nhanh, số thu nội địa năm 2017 đạt 1.032.164 tỷ đồng, tăng 81,9% so với năm 2013. Thu từ dầu thô từ năm 2013-2017 có xu hướng giảm, năm 2013 thu từ dầu thô đạt con số 120.436 tỷ đồng, thì đến năm 2017 chỉ đạt 49.583 tỷ đồng, số thu năm 2017 chỉ bằng 41,2% của năm 2013. Thu từ hoạt động xuất khẩu, nhập khẩu có tốc độ tăng năm sau so năm trước, năm 2017 thu được 199.008 tỷ đồng, trong khi năm 2013 thu được 129.385 tỷ đồng, năm 2017 tăng 53,8% so với năm 2013. Thu từ viện trợ không hoàn lại trong 5 năm gần đây có xu hướng giảm, năm 2013 thu được 11.124 tỷ đồng, đến năm 2017 thu được 7.910 tỷ đồng.

- Về cơ cấu thu NSNN theo nguồn: Theo tiêu thức phân loại này, thì NSNN được chia thành 3 loại: thu nội địa, thu từ hoạt động xuất khẩu, nhập khẩu, thu từ dầu thô và thu từ viện trợ không hoàn lại. Về cơ cấu thu NSNN theo nguồn trong 5 năm qua được thể hiện qua biểu đồ sau:



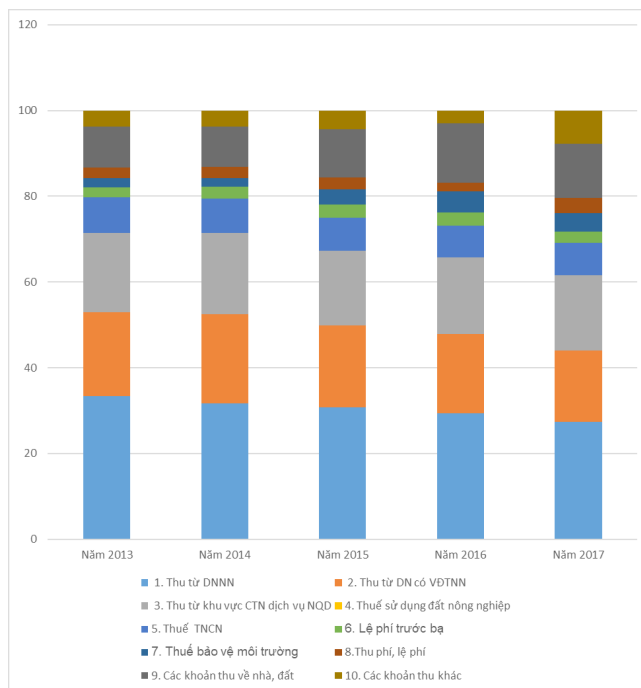
Hình 2: Cơ cấu thu NSNN

Nguồn: Bộ Tài chính

Nhìn vào biểu đồ trên cho thấy cơ cấu thu NSNN có sự chuyển dịch theo hướng tích cực, tỷ trọng thu nội địa ngày càng tăng lên, năm 2013 tỷ trọng thu nội địa chiếm 68,5% tổng thu NSNN, năm 2017 tăng lên 80,1%. Điều này có nguyên nhân là do hoạt động sản xuất kinh doanh của người nộp thuế có hiệu quả hơn, số lượng doanh nghiệp mới thành lập gia tăng, nhà nước áp dụng các ưu đãi thuế, đơn giản hóa thủ tục hành chính, cải thiện môi trường kinh doanh, tạo điều kiện cho sản xuất kinh doanh phát triển thuận lợi, cũng cần nói đến một nguyên nhân rất quan trọng là cơ quan thu NSNN, đặc biệt là cơ quan thuế đã thực hiện các biện pháp tăng cường quản lý thu, đẩy mạnh thanh tra, kiểm tra, chống thất thu nên cũng góp phần tăng thu nội địa. Tỷ trọng thu từ hoạt động xuất khẩu, nhập khẩu trong các năm gần đây ngày càng giảm là do Việt Nam đẩy mạnh hội nhập kinh tế quốc tế, thực hiện cắt giảm thuế quan theo lộ trình. Thu từ dầu thô và tỷ trọng

trong tổng thu NSNN trong các năm 2013-2016 sụt giảm mạnh là do giá dầu thô trên thị trường giảm sâu. Năm 2017 do giá dầu tăng lên nên số thu từ dầu tăng so với năm 2016, và tỷ trọng đóng góp trong tổng thu NSNN cũng tăng lên, năm 2017 tỷ trọng thu từ dầu thô chiếm 3,84% tổng thu NSNN. Khoản thu từ viện trợ không hoàn lại chiếm tỷ lệ cực kỳ nhỏ trong tổng thu NSNN, chiếm 0,61% trong tổng thu NSNN năm 2017.

- Về cơ cấu thu nội địa: Cơ cấu thu nội địa được thể hiện ở biểu đồ sau:



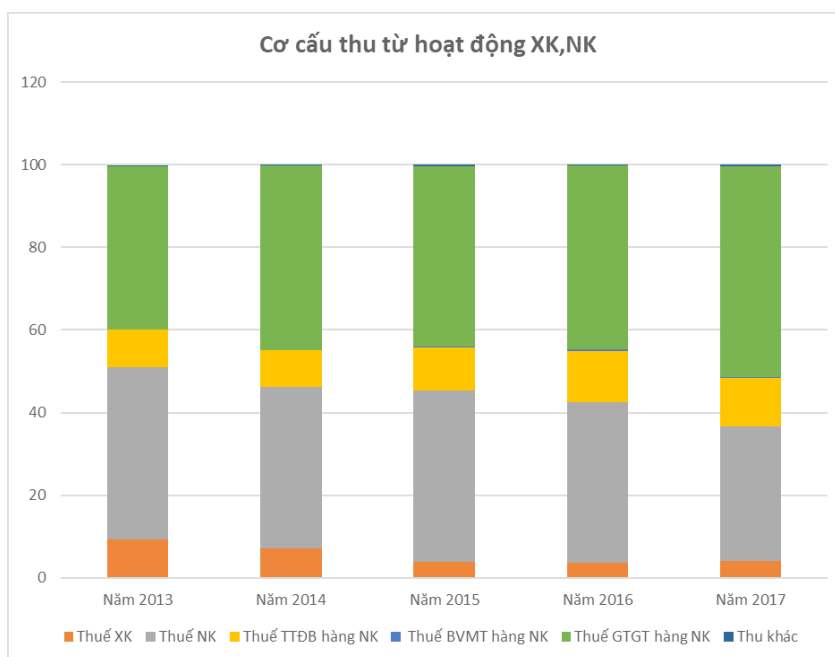
Hình 3: Cơ cấu thu nội địa

Nguồn: Bộ Tài chính

Trong thu nội địa thì thu từ doanh nghiệp nhà nước vẫn chiếm tỷ lệ lớn nhất, tuy nhiên, tỷ trọng thu trong tổng thu NSNN giảm trong các năm gần đây và tốc độ tăng thu từ doanh nghiệp nhà nước cũng thấp hơn so với tốc độ tăng của tổng thu NSNN. Năm 2013 thu từ doanh nghiệp nhà nước là 189.076 tỷ đồng, chiếm 33, 3% tổng thu NSNN. Năm 2017 thu từ doanh nghiệp nhà nước đạt 282.431 tỷ đồng, tăng 49, 4% so với năm 2013, nhưng tỷ trọng trong tổng thu NSNN giảm xuống còn 27, 4%. Số lượng các doanh nghiệp nhà nước trong các năm gần đây giảm do kết quả của quá trình cổ phần hóa, hiệu quả hoạt động của các doanh nghiệp nhà nước cũng chưa cao nên tốc độ tăng thu từ doanh nghiệp nhà nước cũng thấp hơn so với tốc độ tăng thu NSNN nói chung. Thu từ các doanh nghiệp có vốn đầu tư nước ngoài có tỷ trọng trong tổng thu NSNN lớn đứng thứ hai, sau thu từ doanh nghiệp nhà nước. Với tốc độ tăng thu khá nhanh, nhưng tỷ trọng có xu hướng giảm trong các năm gần đây. Thu từ doanh nghiệp có vốn đầu tư nước ngoài năm 2013 đạt 111.241 tỷ đồng, nhưng đến năm 2017 đã đạt 171.302 tỷ đồng, tăng 54%. Năm 2017 thu từ doanh nghiệp có vốn đầu tư nước ngoài chiếm 16,6% trong tổng thu NSNN. Thu từ các doanh nghiệp có vốn đầu tư nước ngoài tăng một phần là do vốn đầu tư nước ngoài ở Việt Nam tăng nhanh trong thời gian gần đây, bên cạnh cơ quan thuế đã tăng cường kiểm tra, thanh tra thuế chống chuyển giá nên cũng góp phần tăng thu cho NSNN. Tuy nhiên nếu so với quy mô, tiềm năng thì thu từ các doanh nghiệp có vốn đầu tư nước ngoài còn khiêm tốn, cần quan tâm quản lý để khai thác tăng thu. Khu vực kinh tế ngoài quốc doanh ngày

càng đóng vị trí quan trọng trong nền kinh tế và trong việc đóng góp số thu cho NSNN. Trong giai đoạn 2013-2017 thu từ khu vực công thương nghiệp dịch vụ ngoài quốc doanh ngày một tăng và chiếm tỷ trọng 17-19% tổng thu NSNN. Nhờ có các chính sách ưu đãi, tạo điều kiện thuận lợi cho sản xuất kinh doanh nên số lượng các doanh nghiệp mới thành lập tăng lên, hiệu quả hoạt động của khu vực kinh tế ngoài quốc doanh cũng được cải thiện nên số thu NSNN từ khu vực này cũng tăng lên. Tuy nhiên, đặc trưng của khu vực kinh tế này là phần lớn các doanh nghiệp quy mô vừa và nhỏ, khả năng chấp hành quy định về kế toán, hóa đơn chứng từ cũng còn hạn chế, khá nhiều doanh nghiệp chưa tuân thủ tốt việc thực hiện nghĩa vụ đối với NSNN, thất thu từ khu vực này còn tương đối lớn, nếu áp dụng các biện pháp quản lý hiệu quả hơn thì sẽ góp phần tăng số thu, tăng tỷ trọng đóng góp của khu vực ngoài quốc doanh trong tổng thu NSNN. Thu thuế TNCN hàng năm chiếm tỷ trọng 7-8% tổng thu NSNN, do mức giảm trừ gia cảnh tương đối cao, phạm vi giảm trừ còn áp dụng cho nhiều đối tượng, số người nộp thuế chưa lớn, việc quản lý thu nhập của cá nhân còn gặp nhiều khó khăn, khả năng thất thu lớn nên số thu thuế TNCN chưa đạt kết quả như mong muốn. Khoản thu từ nhà đất chiếm tỷ lệ trong các năm gần đây trên 10% tổng thu NSNN, đây là khoản thu tiềm năng, nếu có chính sách thu hợp lý và có biện pháp quản lý thu thích hợp sẽ đem lại số thu đáng kể cho NSNN. Khoản thu có tốc độ tăng rất cao năm 2016 so với 2015 đó là thuế bảo vệ môi trường, do từ 01/05/2015 mức thu thuế bảo vệ môi trường đối với xăng tăng từ 1000 đồng/ lít trước đây lên thành 3000 đồng/ lít, năm 2016 thu được 43.632 tỷ đồng tiền thuế môi trường, tăng 61,5% so với năm 2015. Năm 2017 số thuế bảo vệ môi trường thu được là 44 666 tỷ đồng, chiếm 4,3% tổng thu NSNN.

- Về cơ cấu thu thuế đối với hàng hóa xuất khẩu, nhập khẩu:



Hình 4: Cơ cấu thu thuế đối với hàng hóa xuất khẩu, nhập khẩu

Nguồn: Bộ Tài chính

Nhìn vào biểu đồ trên cho thấy hai sắc thuế chiếm tỷ trọng lớn nhất trong tổng thu NSNN từ hoạt động xuất khẩu, nhập khẩu đó là thuế nhập khẩu và thuế giá trị gia tăng (GTGT). Tỷ trọng thu thuế nhập khẩu có xu hướng giảm, năm 2013 thu thuế nhập khẩu chiếm 41,7% trong tổng thu NSNN từ hoạt động xuất khẩu, nhập khẩu, nhưng đến năm 2017 giảm xuống, chỉ chiếm 32,5%. Việc giảm tỷ trọng thu thuế nhập khẩu trong

các năm gần đây là điều bình thường, do Việt Nam đẩy mạnh hội nhập kinh tế, ký kết nhiều FTA với cam kết giảm thuế nhập khẩu theo lộ trình đối với nhiều mặt hàng nhập khẩu. Việc đẩy nhanh hội nhập quốc tế, giảm thuế nhập khẩu đã làm gia tăng lượng hàng hóa nhập khẩu, kéo theo thu thuế GTGT đối với hàng nhập khẩu cũng tăng lên cả về số tuyệt đối lẫn tỷ trọng. Nếu như năm 2013 thu thuế GTGT chiếm 39,6% trong tổng thu NSNN từ hoạt động xuất khẩu, nhập khẩu, thì đến năm 2017 đã tăng lên khá nhiều, chiếm 51,2% trong tổng thu NSNN từ hoạt động xuất khẩu, nhập khẩu. Cùng với việc gia tăng số thu và tỷ trọng của thuế GTGT thì thu từ thuế tiêu thụ đặc biệt (TTĐB) đối với hàng nhập khẩu cũng gia tăng trong các năm gần đây, do mặt hàng ô tô vẫn được nhập khẩu với số lượng lớn, đặc biệt trong năm 2016, 2017, dẫn đến tỷ trọng thu thuế TTĐB trong NSNN từ hoạt động xuất khẩu, nhập khẩu chiếm lần lượt là 12,5% và 11,7%. Tỷ trọng thu từ thuế xuất khẩu rất nhỏ và giảm dần, điều này là hợp lý vì để khuyến khích xuất khẩu, đại bộ phận hàng xuất khẩu có thuế suất thuế xuất khẩu 0%. Hiện nay Việt Nam chủ yếu đánh thuế xuất khẩu đối với nguyên liệu thô và khoáng sản khai thác chưa qua chế biến nhằm mục đích hạn chế, kiểm soát xuất khẩu.

Như vậy, nhìn chung cơ cấu thu NSNN của Việt Nam thời gian qua đã có những chuyển biến tích cực, tuy nhiên cũng còn một số hạn chế như:

Một là, cơ cấu thu NSNN chưa thực sự bền vững. Nguồn thu trong nước tăng chậm do hiệu quả nền kinh tế còn thấp; nguồn thu NSNN chưa thực sự bắt nguồn từ kết quả sản xuất, kinh doanh, từ hiệu quả chuyển dịch cơ cấu nền kinh tế, một số khoản thu không ổn định như thu từ bán dầu thô, thu thuế xuất nhập khẩu, thu từ đất, ... điều này làm cho thu NSNN nhạy cảm với tình hình kinh tế - chính trị trên thế giới và giá dầu thô trên thị trường quốc tế. Một khi giá dầu thô sụt giảm hoặc trữ lượng khai thác giảm sẽ ảnh hưởng đến thu NSNN từ dầu thô. Thu từ hoạt động xuất khẩu, nhập khẩu chiếm tỷ trọng cao trong tổng thu cũng khiến NSNN chịu tác động không nhỏ của nền kinh tế toàn cầu. Đồng thời tiến trình thực hiện giảm thuế theo các cam kết hội nhập như AFTA, WTO, tất yếu phải giảm thuế suất thuế nhập khẩu, điều này sẽ là sức ép không nhỏ với nguồn thu NSNN trong tương lai.

Hai là, về chính sách thu NSNN nói chung, chính sách thuế nói riêng cũng còn có những hạn chế. Phạm vi điều tiết vĩ mô của các chính sách thu NSNN, nhất là các sắc thuế còn hẹp, chưa bao quát được các hoạt động kinh doanh của nền kinh tế đã và đang phát sinh, phát triển rất đa dạng trong nền kinh tế thị trường. Diện chưa thu thuế, ưu đãi thuế còn nhiều. Việc quy định danh mục đối tượng không chịu thuế GTGT còn nhiều, quy định nhiều trường hợp miễn giảm thuế xuất khẩu thuế nhập khẩu, có quá nhiều ưu đãi thuế TNDN và có nhiều khoản thu nhập không tính thuế TNCN cũng như quy định quá nhiều đối tượng được giảm trừ gia cảnh khi tính thuế TNCN đã làm cho cơ sở tính thuế bị thu hẹp, phức tạp về chính sách, điều này có thể dẫn đến cạnh tranh không bình đẳng, và cũng gây khó khăn trong kiểm soát và quản lý thu thuế. *Ba là*, công tác quản lý và điều hành thu NSNN còn tồn tại tình trạng thất thu, trốn thuế, lậu thuế. Tình trạng thất thu còn khá phổ biến, hiệu quả kiểm soát nguồn thu ngân sách còn hạn chế. Không chỉ thất thu thuế, Việt Nam còn thất thu trong việc giao đất, giao rừng, giao mỏ khoáng sản... Hiện Việt Nam giao đất, rừng, mỏ khoáng sản theo cơ chế xin cho, thu tiền thuế hoặc thuế thu nhập doanh nghiệp hàng năm, nhìn chung chưa tương xứng với giá trị tài sản công. Mặc dù hoạt động kinh doanh và chuyển dịch tài sản, bất động sản đã chịu thuế nhưng vẫn còn nhiều đối tượng tận dụng tránh thuế, trốn thuế khiến khoản thu chưa tương xứng với thực tế.

3. KHUYẾN NGHỊ ĐỔI MỚI CƠ CẤU THU NSNN Ở VIỆT NAM

Xuất phát từ những hạn chế của cơ cấu thu NSNN hiện hành, việc đổi mới cơ cấu thu là hết sức cần thiết. Mục tiêu của việc đổi mới cơ cấu thu là đảm bảo tính bền vững của NSNN, đảm bảo số thu cần thiết

cho NSNN để đáp ứng nhu cầu chi tiêu, khắc phục tình trạng thâm hụt NSNN lớn, đồng thời góp phần phát huy tác dụng tích cực của thu NSNN đối với các hoạt động kinh tế - xã hội. Các định hướng chủ yếu đổi mới cơ cấu thu NSNN trong thời gian tới bao gồm:

Thứ nhất, tăng tỷ trọng thu nội địa, phấn đấu đến 2020 tỷ trọng thu nội địa chiếm khoảng 84-85% tổng thu NSNN, giảm dần sự phụ thuộc vào nguồn thu từ thuế đối với hoạt động xuất khẩu, nhập khẩu và dầu thô, phấn đấu đến năm 2020 tỷ trọng thu từ dầu thô và thu từ hoạt động xuất khẩu, nhập khẩu khoảng 14 - 16%, như đã nêu trong Nghị quyết số 25/2016/QH14 về Kế hoạch tài chính 5 năm quốc gia giai đoạn 2016 - 2020.

Thứ hai, có chính sách thu và biện pháp quản lý phù hợp để tăng thu đối với một số đối tượng, lĩnh vực có số thu tiềm năng để tăng tỷ trọng thu như đối với doanh nghiệp có vốn đầu tư nước ngoài, doanh nghiệp ngoài quốc doanh, tăng tỷ trọng thu thuế TNCN, thuế tài sản trong tổng thu NSNN.

Xuất phát từ các định hướng nêu trên, một số giải pháp cơ bản để đổi mới cơ cấu thu NSNN bao gồm:

Một là, hoàn thiện chính sách thuế theo hướng mở rộng cơ sở thuế, rà soát, thu hẹp diện miễn, giảm thuế. Cụ thể:

- Đối với thuế GTGT cần thu hẹp đối tượng không chịu thuế GTGT, nên giới hạn phạm vi không chịu thuế đối với một số hàng hóa, dịch vụ như y tế, giáo dục và dịch vụ tài chính. Hiện hành danh mục đối tượng không chịu thuế GTGT còn nhiều, theo Luật thuế GTGT gồm 25 nhóm đối tượng, do vậy trong thời gian tới cần rà soát danh mục hàng hóa dịch vụ không chịu thuế GTGT, nghiên cứu chuyển dần một số hàng hóa dịch vụ hiện nằm trong danh mục không chịu thuế sang chịu thuế GTGT. Trong thời gian trước mắt cần chuyển các nhóm hàng hóa, dịch vụ sau từ không chịu thuế sang chịu thuế GTGT:

+ Phân bón, máy móc, thiết bị chuyên dùng phục vụ cho sản xuất nông nghiệp; tàu đánh bắt xa bờ; thức ăn gia súc, gia cầm và thức ăn cho vật nuôi khác.

+ Máy móc, thiết bị, phụ tùng, vật tư thuộc loại trong nước chưa sản xuất được cần nhập khẩu để sử dụng trực tiếp cho hoạt động nghiên cứu khoa học, phát triển công nghệ.

+ Vàng nhập khẩu dạng thỏi, miếng chưa được chế tác thành sản phẩm mỹ nghệ, đồ trang sức hay sản phẩm khác.

+ Sản phẩm trồng trọt, chăn nuôi, thủy sản nuôi trồng, đánh bắt chưa chế biến thành các sản phẩm khác hoặc chỉ qua sơ chế thông thường của tổ chức, cá nhân tự sản xuất, đánh bắt bán ra và ở khâu nhập khẩu.

+ Sản phẩm là giống vật nuôi, giống cây trồng, bao gồm trứng giống, con giống, cây giống, hạt giống, tinh dịch, phôi, vật liệu di truyền.

Việc chuyển các nhóm này sang đối tượng chịu thuế không chỉ góp phần mở rộng cơ sở thuế, tạo thu cho NSNN, mà nhằm đảm bảo công bằng giữa các hoạt động sản xuất kinh doanh, và sẽ giúp cho hoạt động bảo hộ sản xuất nội địa tốt hơn khi các hàng hóa này chịu thuế GTGT ở khâu nhập khẩu.

- Mở rộng đối tượng chịu thuế TTĐB. Trên cơ sở phân loại các nhóm mặt hàng cần thực hiện chủ trương điều tiết đúng hướng sản xuất, tiêu dùng và phân phối thu nhập để đưa thêm một số hàng hóa, dịch vụ và đánh thuế TTĐB. Hiện nay ở Việt Nam có khá nhiều mặt hàng tiêu dùng cao cấp nhưng chưa bị đánh thuế TTĐB như mỹ phẩm cao cấp, vàng bạc, đá quý, dịch vụ thẩm mỹ viện,....Do vậy cần có sự nghiên cứu để đưa dần các hàng hóa, dịch vụ này vào diện chịu thuế TTĐB, bởi đây là những loại hàng hóa, dịch vụ cao cấp mà thành phần sử dụng đa số là những người có thu nhập cao trong xã hội. Việc mở rộng diện chịu thuế TTĐB với những hàng hóa dịch vụ này sẽ góp phần điều tiết thu nhập, định hướng tiêu dùng, mở rộng thêm được nguồn thu, góp phần tăng tỷ trọng thu thuế TTĐB trong tổng thu NSNN.

- Bổ sung thêm một số mặt hàng vào đối tượng chịu thuế bảo vệ môi trường. Trong thời gian tới nên nghiên cứu để đưa mặt hàng phân bón hóa học, thuốc trừ sâu vào đối tượng chịu thuế bảo vệ môi trường. Hiện nay ở Việt Nam, phân bón hóa học, thuốc trừ sâu được sử dụng nhiều trong sản xuất nông nghiệp. Nếu sử dụng không đúng quy định sẽ gây đột biến gen, dị dạng, ung thư đối với con người, gây ô nhiễm nguồn nước, đất và không khí. Mặc dù mỗi loại có tính chất hóa lý khác nhau, cơ chế gây độc khác nhau nhưng ít nhiều đều có tác hại đối với con người, đối với tác động tiêu cực đến hệ sinh thái. Nhiều nước đã cấm sử dụng các nhóm hóa chất có độ độc hại cao. Việc đánh thuế bảo vệ môi trường đối với phân bón hóa học, thuốc trừ sâu sẽ góp phần tác động đến người sử dụng các hàng hóa này, họ có thể cân nhắc hạn chế sử dụng, đồng thời, có thể động viên số thu NSNN để sử dụng cho mục đích bảo vệ môi trường.

- *Thu hẹp diện miễn thuế nhập khẩu. Đối với những trường hợp có rủi ro gian lận cao thì không nên miễn thuế nhập khẩu. Nên nghiên cứu bỏ quy định miễn thuế nhập khẩu đối với hàng hóa nhập khẩu chuyên dùng trong nước chưa sản xuất được phục vụ trực tiếp cho giáo dục; hàng hóa nhập khẩu để phục vụ bảo đảm an sinh xã hội, khắc phục hậu quả thiên tai, thảm họa, dịch bệnh vì trên thực tế các trường hợp này rất khó kiểm soát mục đích sử dụng thực tế ngay ở khâu nhập khẩu, có thể bị người nộp thuế lợi dụng để gian lận thuế. Thay vì quy định miễn thuế nhập khẩu đối với các trường hợp này, nhà nước có thể thực hiện chi ngân sách hỗ trợ các hoạt động này.*

- Đối với thuế TNDN: để mở rộng cơ sở thuế TNDN cần hoàn thiện chính sách như sau:

+ Giảm bớt đối tượng được hưởng ưu đãi thuế theo thời hạn: Việc quy định quá nhiều trường hợp được miễn giảm thuế làm cho cơ sở thuế bị xói mòn và tính công bằng theo đó cũng bị giảm sút. Đối với ưu đãi thuế có thời hạn, nhiều nghiên cứu đã chỉ ra rằng: Việc áp dụng hình thức ưu đãi này có khá nhiều hạn chế và có thể là động cơ gây ra các hiện tượng chuyển giá nhằm trốn thuế. Vì vậy, các nước thường có xu hướng thay thế dần bằng việc áp dụng các hình thức ưu đãi chi phí. Việc áp dụng hình thức miễn giảm thuế có kỳ hạn chỉ được áp dụng trong lĩnh vực sản xuất vật chất thay vì kinh doanh thương mại và phải kết hợp với quy định về chuyển lỗ phù hợp mới có thể phát huy được tác dụng mong muốn. Thay vì miễn giảm thuế có kỳ hạn, có thể sử dụng các ưu đãi thuế cho đầu tư thông qua việc áp dụng một số biện pháp như: chiết khấu đầu tư, khấu trừ thuế đầu tư, kết hợp với quy định về chuyển lỗ. Vì vậy, trong tương lai, có thể thay thế việc miễn giảm thuế có thời hạn bằng hình thức khấu trừ thuế đầu tư - tức là cho phép khấu trừ một tỷ lệ % nhất định trên tổng giá trị tài sản mới đầu tư trực tiếp vào số thuế TNDN phải nộp trong năm tính thuế. Hình thức ưu đãi này có tác dụng tương tự như việc Nhà nước hỗ trợ trực tiếp một phần vốn cho doanh nghiệp, tương ứng với khả năng tạo vốn và tạo thu nhập trên cơ sở kinh doanh có lãi và thực hiện nghĩa vụ thuế đối với Nhà nước. Áp dụng ưu đãi này có thể hạn chế được những nhược điểm của việc áp dụng miễn giảm thuế có kỳ hạn mà vẫn có tác dụng ưu đãi đối với các đối tượng mới thành lập trong khi không bị hạn chế về thời gian (Nếu có quy định chuyển lỗ phù hợp).

+ Hạn chế ưu đãi thông qua quy định về khấu hao nhanh tài sản cố định: Đối với khấu hao nhanh, cần có quy định nhóm tài sản có tính chất đặc thù được tính khấu hao nhanh thay vì áp dụng chung cho các cơ sở kinh doanh hàng hóa dịch vụ ” có hiệu quả kinh tế cao” như hiện nay.

+ Rà soát giảm bớt các nhóm thu nhập được miễn thuế cho các đối tượng chính sách, hạn chế việc lồng ghép các chính sách xã hội vào chính sách ưu thuế TNDN. Các nước thường chỉ có những ưu đãi chi phí đối với lao động là người tàn tật khi cho phép tính trừ các chi phí liên quan đến hỗ trợ lao động là người tàn tật với điều kiện họ là các nhân viên trực tiếp của công ty. Hoặc Nhà nước có thể thực hiện hỗ trợ cho các nhóm đối tượng này thông qua các chương trình chi NSNN phù hợp thay vì thực hiện hỗ trợ thông qua chính sách ưu đãi thuế TNDN cho các doanh nghiệp. Khi thực hiện hỗ trợ trực tiếp cho các đối tượng thụ

hưởng, tính minh bạch cũng sẽ cao hơn và việc quản lý và giám sát các chính sách này cũng dễ dàng hơn.

- Đối với thuế TNCN: nhằm góp phần mở rộng cơ sở thuế TNCN cần hoàn thiện chính sách như sau:

+ Đưa một số khoản trợ cấp, phụ cấp vào thu nhập chịu thuế. Một số khoản phụ cấp, trợ cấp có bản chất là tiền công nói chung, không phải là khoản thu nhập mang tính chất bù đắp chi phí cần được soát xét và loại bỏ ra khỏi danh mục những khoản phụ cấp, trợ cấp không chịu thuế.

+ Thu hẹp đối tượng được giảm trừ gia cảnh, chỉ nên giới hạn là con, bố mẹ, anh chị em ruột không nơi nương tựa. Nên hạn chế quy định đối tượng là người phụ thuộc là cô dì, chú bác, các cá nhân khác để đơn giản trong kê khai, nộp thuế, thuận tiện cho công tác quản lý và tránh việc bị người nộp thuế lợi dụng.

- Đối với thuế đánh vào tài sản: cần có sự nghiên cứu để hoàn thiện các chính sách thuế đánh vào tài sản hiện có như thuế đánh vào đất, vào tài nguyên để khai thác, động viên hợp lý đối với những người nắm giữ tài sản có giá trị lớn.

Hai là, tăng cường khai thác nguồn lực tài chính từ tài sản công (đặc biệt với đất đai, tài nguyên, tài sản tại khu vực sự nghiệp công, tài sản là các loại kết cấu hạ tầng giao thông) nhằm huy động vốn phát triển kinh tế - xã hội của đất nước.

Ba là, tăng cường quản lý thu NSNN, mà đặc biệt là quản lý thuế. Việc mở rộng cơ sở thuế sẽ góp phần tăng thu cho NSNN, tuy nhiên nếu như công tác quản lý thuế chậm được cải thiện thì nó cũng sẽ không đem lại kết quả như mong muốn. Cơ quan quản lý thuế cần chú trọng công tác thanh tra, kiểm tra, phát hiện các trường hợp gian lận thuế, xử phạt nghiêm minh các trường hợp vi phạm. Đẩy mạnh ứng dụng công nghệ thông tin hiện đại và cải cách thủ tục hành chính trong thu nộp ngân sách nhằm vừa tạo điều kiện thuận lợi cho người nộp thuế, vừa ngăn chặn tình trạng chuyển giá, trốn thuế. Bên cạnh đó, chú trọng đổi mới, áp dụng các biện pháp, kỹ năng quản lý nợ thuế và cưỡng chế thi hành quyết định hành chính thuế, giảm tỷ trọng nợ đọng thuế.

KẾT LUẬN

Mặc dù cơ cấu thu NSNN của Việt Nam đã có những chuyển biến tích cực, thích ứng với bối cảnh kinh tế- xã hội trong các năm gần đây, tuy nhiên nhìn chung cơ cấu thu NSNN của Việt Nam chưa thực sự hợp lý, thiếu bền vững. Trong thời gian tới cần điều chỉnh cơ cấu thu NSNN theo hướng mở rộng cơ sở thu NSNN để góp phần tạo số thu bền vững, tăng cường quản lý, hạn chế tình trạng gian lận, chống thất thu hiệu quả.

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NGHIÊN CỨU ẢNH HƯỞNG CỦA MỘT SỐ NHÂN TỐ TỚI MỨC ĐỘ TỰ CHỦ CỦA CÁC ĐƠN VỊ SỰ NGHIỆP CÔNG LẬP THUỘC LĨNH VỰC GIÁO DỤC TRÊN ĐỊA BÀN TỈNH BẮC GIANG

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Tóm tắt: Quá trình tự chủ các đơn vị sự nghiệp công lập (SNCL) diễn ra ngày càng mạnh mẽ đòi hỏi các đơn vị SNCL nói chung và các đơn vị SNCL thuộc lĩnh vực giáo dục nói riêng cần phải chuyển đổi phương thức hoạt động nhằm chủ động về nguồn tài chính, dần tách khỏi sự hỗ trợ từ ngân sách nhà nước (NSNN).

Mục tiêu của bài viết này là thông qua mô hình kinh tế lượng, nghiên cứu ảnh hưởng của một số nhân tố tới mức độ tự chủ của các đơn vị SNCL thuộc lĩnh vực giáo dục trên địa bàn tỉnh Bắc Giang giai đoạn 2010 – 2016, từ đó, đề xuất những phương thức chuyển đổi phù hợp, nâng cao mức độ tự chủ của các đơn vị SNCL thuộc lĩnh vực giáo dục theo tinh thần nghị định 16/2015/NĐ-CP

Public service autonomy (SNCL) progresses steadily, thus requires SNCL institutions in general and SNCL institutions in the education sector to change their way to operate. Financial resources, gradually must be separated from the state budget.

This paper is aimed to study the impact of some factors on the autonomy of SNCL institutions in the education sector in Bac Giang province for the period 2010 - 2016. , from which, propose appropriate modalities to improve the autonomy of SNCL institution in the education sector following the instructions of Decree 16/2015 / ND-CP.

Keywords: SNCL, public services autonomy, education sector, Bac giang

1. GIỚI THIỆU VỀ VẤN ĐỀ NGHIÊN CỨU

Bắc Giang là tỉnh miền núi phía Bắc, có 10 huyện, thành phố với 230 xã, phường, thị trấn. Hiện có 833 cơ sở giáo dục (mầm non 276 trường; tiểu học 260 trường; trung học cơ sở 225 trường; TH&THCS 15 trường; THPT công lập: 37 trường; THPT ngoài công lập: 10 trường; 9 trung tâm, 01 trường cao đẳng), trong đó đơn vị sự nghiệp công lập trực thuộc Sở là 47 đơn vị (gồm 37 trường THPT công lập; 9 trung tâm GDTX-GDNN và 01 trường cao đẳng), chiếm 81,7% tổng số đơn vị sự nghiệp công lập trên địa bàn toàn tỉnh.

Nếu tính mức độ tự chủ của các đơn vị SNCL thuộc lĩnh vực giáo dục năm 2015 theo công thức bằng tổng nguồn thu của đơn vị/ tổng chi hoạt động thì chưa có đơn vị nào trong lĩnh vực giáo dục đào tạo thuộc nhóm đơn vị tự đảm bảo chi thường xuyên và chi đầu tư cũng như thuộc đơn vị tự đảm bảo chi thường xuyên mà mới chỉ có các đơn vị tự đảm bảo một phần chi thường xuyên với số lượng là 325 đơn vị, chiếm 39,06% tổng số đơn vị sự nghiệp giáo dục và đào tạo trên địa bàn cả tỉnh nhưng có mức tự bảo đảm chi phí hoạt động thường xuyên thấp từ 10% – 15%, còn lại là các đơn vị được ngân sách đảm bảo toàn bộ với số lượng là 508 đơn vị, chiếm 60,98% tổng số đơn vị sự nghiệp giáo dục và đào tạo.

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Nguồn tài chính của các đơn vị chủ yếu là NSNN cấp, nhưng năm đầu thời kỳ ổn định ngân sách đạt tỷ lệ 80:20 (chi con người và chi khác), cuối thời kỳ chỉ tăng chi con người mà không tăng chi khác. Thêm nữa là nguồn thu học phí, mức thu học phí thực hiện theo khung quy định của Chính phủ, HĐND tỉnh căn cứ vào đó để quy định mức thu cụ thể cho từng vùng thành thị, nông thôn và miền núi nên tổng số thu học phí còn thấp, chỉ vào khoảng 5% so với số ngân sách cấp (đối với đơn vị SNCL đảm bảo một phần) và khoảng 1% (đối với đơn vị nhà nước đảm bảo toàn bộ). Nguồn thu học phí được giành tối thiểu 40% để tạo nguồn cải cách tiền lương, phần còn lại đơn vị quy định để chi hoạt động chuyên môn và tăng cường cơ sở vật chất. Do vậy nguồn tiết kiệm được không phải là tăng thu mà chủ yếu là tiết kiệm chi tiêu, xây dựng các định mức chi tại đơn vị thấp hơn các định mức quy định của tỉnh.

Ngoài ra, các đơn vị còn thu tiền dạy thêm học thêm, dịch vụ trông giữ xe đạp và một số khoản thu hộ chi hộ phục vụ học sinh (tiền điện, tiền nước uống, ...). Mức thu tiền dạy thêm học thêm do đơn vị thỏa thuận với phụ huynh học sinh để quy định cho từng đối tượng học thêm. Nhưng nội dung chi do UBND tỉnh quy định, tỷ lệ 75% chi cho người trực tiếp dạy; 5% chi quản lý chi đạo; 10% tăng cường CSVV; 10% quỹ phúc lợi.

Bảng 1: Cơ cấu nguồn tạo lập kinh phí hoạt động các đơn vị SNCL thuộc lĩnh vực giáo dục trên toàn tỉnh Bắc Giang giai đoạn 2013 – 2016

| Năm | Tổng nguồn | Thu phí, lệ phí | Thu dịch vụ | Thu khác | NSNN cấp |
|------|------------|-----------------|-------------|----------|----------|
| 2013 | 100% | 2.44% | 0.68% | 2.11% | 94.76% |
| 2014 | 100% | 2.48% | 0.71% | 2.13% | 94.67% |
| 2015 | 100% | 2.36% | 0.73% | 2.11% | 94.80% |
| 2016 | 100% | 2.81% | 0.20% | 2.21% | 94.78% |

Qua các bảng số liệu nêu trên cho thấy nguồn kinh phí hoạt động của các đơn vị sự nghiệp giáo dục trên địa bàn tỉnh chủ yếu đến từ nguồn NSNN cấp với tỷ lệ chiếm trên 94% tổng kinh phí hoạt động qua các năm từ 2013 đến 2016. Hai nguồn kinh phí tiếp theo chiếm không đáng kể là thu phí, lệ phí và thu khác với tỷ lệ trên 2% tổng kinh phí hoạt động. Từ đó có thể cho rằng khả năng tự chủ về tài chính của các đơn vị SNCL trong ngành giáo dục của tỉnh Bắc Giang còn yếu. Nhìn chung, đây là thực trạng khá phổ biến tại các đơn vị SNCL trên địa bàn tỉnh Bắc Giang, và là một vấn đề phức tạp do bị chi phối bởi rất nhiều yếu tố, như: các đơn vị đang còn yếu trong huy động nguồn kinh phí hoạt động, chưa có sự đột phá trong tổ chức hoạt động, kế hoạch và chiến lược trong cung cấp đa dạng các sản phẩm dạy học cho các đối tượng người học khác nhau hoặc do đặc điểm về xã hội, dân cư, vị trí địa lý ở địa bàn khó khăn về kinh tế, dẫn đến gặp khó khăn lớn trong việc đảm bảo nguồn thu phí, lệ phí và thu dịch vụ khác là nguồn thu chính nhằm duy trì hoạt động của cả bộ máy quản lý và giáo viên... Nhằm tiến tới tăng khả năng tự chủ về tài chính theo đúng tinh thần của Nghị định 16/2015/NĐ-CP thì việc đánh giá toàn diện các yếu tố chủ yếu ảnh hưởng đến mức độ tự chủ của đơn vị để từ đó, đưa ra những giải pháp giúp các đơn vị sự nghiệp giáo dục có kế hoạch hoạt động cụ thể trong trung và dài hạn nhằm đảm bảo thực hiện được các lộ trình về tự chủ tài chính là yêu cầu bức thiết.

2. KHUNG LÝ THUYẾT VÀ CÁC NHÂN TỐ ẢNH HƯỞNG ĐẾN CƠ CHẾ TỰ CHỦ TÀI CHÍNH TRONG CÁC ĐƠN VỊ SNCL THUỘC LĨNH VỰC GIÁO DỤC QUA VẬN DỤNG LÝ THUYẾT MÔ HÌNH KINH TẾ LƯỢNG

2.1. Dữ liệu nghiên cứu

Dữ liệu sử dụng trong mô hình nghiên cứu được thu thập và xử lý từ các phiếu điều tra khảo sát, các báo cáo tài chính và các tài liệu khác của các đơn vị SNCL thuộc lĩnh vực giáo dục trong tỉnh từ năm 2010 trở lại đây. Dữ liệu sẽ bao gồm biến mức độ tự chủ và các nhân tố ảnh hưởng đến mức độ tự chủ của các đơn vị SNCL thuộc lĩnh vực giáo dục. Như vậy dữ liệu nghiên cứu là dữ liệu bảng (panel data). Dữ liệu bảng sẽ có những ưu điểm như sau:

- Thông qua kết hợp các chuỗi theo thời gian của các quan sát theo không gian, dữ liệu bảng cung cấp nhiều thông tin hơn, đa dạng hơn, ít cộng tuyến hơn giữa các biến số, số bậc tự do cao hơn và hiệu quả hơn.
- Thông qua nghiên cứu các quan sát theo không gian lặp lại, dữ liệu bảng thực hiện tốt hơn các nghiên cứu về những thay đổi xảy ra theo thời gian.
- Dữ liệu bảng có thể phát hiện và đo lường tốt hơn những ảnh hưởng mà không thể quan sát trong dữ liệu chuỗi thời gian hay dữ liệu chéo theo không gian. Ví dụ như khác biệt về cách quản lý giữa các đơn vị sự nghiệp.
- Dữ liệu bảng cũng giúp nghiên cứu những mô hình hành vi phức tạp hơn so với các loại dữ liệu khác.

2.2. Chọn lọc các biến cho mô hình

Trên cơ sở lý thuyết kinh tế về tài chính công và kết quả nghiên cứu thực nghiệm trước đây, cũng như đặc điểm của các đơn vị SNCL thuộc lĩnh vực giáo dục của tỉnh Bắc Giang, các biến sử dụng trong mô hình như sau:

Biến phụ thuộc là mức độ tự chủ:

Mức độ tự chủ (hay còn gọi là mức tự đảm bảo chi phí hoạt động thường xuyên của đơn vị) được đo lường theo công thức:

$$\text{Mức độ tự chủ của đơn vị (\%)} = \frac{\text{Tổng số nguồn thu sự nghiệp}}{\text{Tổng số chi hoạt động thường xuyên}} \times 100\%$$

Trong đó:

- Tổng số nguồn thu sự nghiệp bao gồm:
 - + Phần được để lại từ số thu phí, lệ phí cho đơn vị sử dụng theo quy định của nhà nước.
 - + Thu từ hoạt động dịch vụ phù hợp với lĩnh vực chuyên môn và khả năng của đơn vị
 - + Thu khác (nếu có).
 - + Lãi được chia từ các hoạt động liên doanh, liên kết, lãi tiền gửi ngân hàng từ các hoạt động dịch vụ.
- Tổng số chi hoạt động thường xuyên bao gồm:
 - + Chi hoạt động thường xuyên theo chức năng, nhiệm vụ được cấp có thẩm quyền giao, gồm: Tiền lương; tiền công; các khoản phụ cấp lương; các khoản trích nộp bảo hiểm xã hội, bảo hiểm y tế, kinh phí công đoàn theo quy định hiện hành; dịch vụ công cộng; văn phòng phẩm; các khoản chi nghiệp vụ; sửa chữa thường xuyên tài sản cố định và các khoản chi khác theo chế độ quy định.
 - + Chi hoạt động thường xuyên phục vụ cho công tác thu phí và lệ phí, gồm: Tiền lương; tiền công; các khoản phụ cấp lương; các khoản trích nộp bảo hiểm xã hội, bảo hiểm y tế, kinh phí công đoàn theo quy định hiện hành cho số lao động trực tiếp phục vụ công tác thu phí và lệ phí; các khoản chi nghiệp vụ chuyên môn; sửa chữa thường xuyên tài sản cố định và các khoản chi khác theo chế độ quy định phục vụ cho công tác thu phí và lệ phí.
 - + Chi cho các hoạt động dịch vụ; gồm: Tiền lương; tiền công; các khoản phụ cấp lương; các khoản trích nộp bảo hiểm xã hội, bảo hiểm y tế, kinh phí công đoàn theo quy định hiện hành; nguyên, nhiên, vật liệu, lao vụ mua ngoài; khấu hao tài sản cố định; sửa chữa tài sản cố định; chi trả lãi tiền vay, lãi tiền huy động theo hình thức vay của cán bộ, viên chức; chi các khoản thuế phải nộp theo quy định của pháp luật và các khoản chi khác (nếu có).

Nhóm các nhân tố bên trong bao gồm:

- Các chỉ tiêu thể hiện quy mô của đơn vị: số học sinh, số giáo viên, số lớp học, số ca học/ngày, số phòng học...

Các chỉ tiêu thể hiện quy mô của đơn vị có xu hướng cùng chiều với mức độ tự chủ của đơn vị. Nếu quy mô của đơn vị càng lớn, thì các đơn vị sự nghiệp giáo dục công lập có khả năng tự chủ càng cao.

- Các chỉ tiêu về nguồn lực tài sản như: nguyên giá tài sản, nguyên giá máy móc thiết bị, hao mòn tài sản cố định hay hao mòn máy móc, thiết bị...

Tài sản là một nhân tố cần thiết cho sự phát triển của các đơn vị SNCL. Chỉ tiêu này được thể hiện ở quy mô tài sản (thể hiện ở chỉ tiêu nguyên giá tài sản) và chất lượng tài sản (thể hiện ở chỉ tiêu hao mòn tài sản). Nếu quy mô tài sản tăng thì tổng thu sự nghiệp cũng tăng, và ngược lại, nếu tài sản ở đơn vị có số hao mòn lớn thì sẽ dẫn đến chi hoạt động thường xuyên sẽ tăng theo. Từ đó, gián tiếp ảnh hưởng tới mức độ tự chủ của đơn vị.

- Các chỉ tiêu về nguồn nhân lực và chất lượng nguồn nhân lực

Nguồn nhân lực và chất lượng nguồn nhân lực được đánh giá là một trong những nhân tố quan trọng tác động đến sự phát triển của đơn vị sự nghiệp công lập. Có thể thấy, trình độ của lao động trong các đơn vị ngày càng cao thì tổng thu sự nghiệp và thu dịch vụ của đơn vị sẽ tăng một cách đáng kể, và gián tiếp làm tăng mức độ tự chủ của đơn vị.

- Các chỉ tiêu về thu như: nguồn NSNN cấp thường xuyên, NSNN cấp không thường xuyên, thu sự nghiệp, thu dịch vụ ...

Một cách tuyến tính dựa trên công thức xác định mức độ tự chủ của một đơn vị sự nghiệp, nếu tỷ trọng nguồn thu sự nghiệp và dịch vụ so với nguồn NSNN cấp của đơn vị càng tăng thì mức độ tự chủ của đơn vị sẽ càng cao. Tuy nhiên, cần nghiên cứu một cách cụ thể hơn nữa mức độ đóng góp của từng nguồn thu vào kết quả hoạt động của đơn vị. Từ đó, giúp đơn vị có phương thức nuôi dưỡng và bồi đắp nguồn thu này.

- Các chỉ tiêu về chi như: tổng chi hoạt động thường xuyên, chi hoạt động không thường xuyên, tổng chi con người, chi nghiệp vụ chuyên môn, chi mua sắm sửa chữa...

Tương tự như các chỉ tiêu về thu, các chỉ tiêu về chi cũng có quan hệ tuyến tính với mức độ tự chủ, nếu chi thường xuyên tăng thì đương nhiên sẽ kéo theo mức độ tự chủ giảm. Song, cần nghiên cứu nội dung chi nào có ảnh hưởng lớn nhất đến mức độ tự chủ và kết quả hoạt động của đơn vị, để từ đó có kế hoạch điều tiết và phân bổ các khoản chi cho hợp lý.

Nhóm các nhân tố bên ngoài bao gồm:

Cần đánh giá các nhân tố như thu nhập bình quân dân cư khu vực; mật độ dân số khu vực; tỷ lệ hộ nghèo;... đến mức độ tự chủ của đơn vị. Có thể thấy, môi trường bên ngoài có tác động tương đối lớn tới hoạt động của đơn vị sự nghiệp. Với những đơn vị hoạt động trên địa bàn có dân số đông, mức thu nhập bình quân dân cư khu vực càng cao thì tổng thu sự nghiệp của các đơn vị nhìn chung sẽ có xu hướng tăng theo. Bên cạnh đó, nếu khu vực nào có tỷ lệ hộ nghèo lớn, thì cũng sẽ là một khó khăn không nhỏ khi triển khai tự chủ ở các đơn vị trên địa bàn này.

2.3. Mô hình nghiên cứu

Do số liệu thu thập và được xử lý ở dạng bảng cân bằng nên có thể lựa chọn sử dụng mô hình dữ liệu bảng. Các phương pháp được sử dụng phổ biến là: (1) Mô hình hồi quy bình phương nhỏ nhất gộp (Pooled OLS model); (2) Mô hình hồi quy tác động cố định (FEM); (3) Mô hình hồi quy tác động ngẫu nhiên (REM). [1-3]

Mô hình hồi quy bình phương nhỏ nhất gộp (Pooled OLS model):

Trong mô hình này từng đơn vị sự nghiệp là riêng biệt. Mô hình không đánh giá sự phụ thuộc vào sự khác biệt giữa các đơn vị sự nghiệp công lập trong tỉnh cũng như sự khác biệt tại thời gian khác nhau.

Mô hình Pooled dạng tuyến tính k biến như sau:

$$Y_{it} = \beta_1 + \beta_2 X_{2it} + \beta_3 X_{3it} + \dots + \beta_k X_{kit} + u_{it}$$

$$t = 1, 2, \dots, T; i = 1, 2, \dots, N$$

Trong đó:

Y_{it} là biến phụ thuộc đo lường mức độ tự chủ của đơn vị sự nghiệp công lập i tại thời điểm t .

X_{kit} là biến giải thích thứ k của đơn vị sự nghiệp công lập i tại thời điểm t .

u_{it} là sai số ngẫu nhiên của mô hình đối với đơn vị sự nghiệp công lập i tại thời điểm t .

β_k là hệ số hồi quy của biến giải thích thứ k trong mô hình.

Mô hình này có thể được ước lượng qua phương pháp OLS. Mô hình cũng yêu cầu các biến độc lập là không tương quan với sai số ngẫu nhiên u_{it} .

Mô hình Pooled OLS sẽ thích hợp nếu không có sự khác biệt giữa các yếu tố riêng của thực thể (đơn vị sự nghiệp công lập) và yếu tố thời gian. Theo kết quả nghiên cứu của Gujarati, việc sử dụng phương pháp ước lượng Pooled OLS sẽ bỏ qua yếu tố thời gian và không gian của dữ liệu bảng nên sẽ làm kết quả ước lượng bị sai lệch. Chính vì vậy, phương pháp này ít được sử dụng trong dữ liệu bảng.

Mô hình hồi quy tác động cố định (Fixed Effects Model - FEM):

Sử dụng mô hình FEM (Fixed Effects Model) nếu chỉ quan tâm đến việc phân tích tác động của các biến có giá trị thay đổi theo thời gian.

Mô hình FEM k biến có dạng như sau:

$$Y_{it} = \beta_{1i} + \beta_2 X_{2it} + \beta_3 X_{3it} + \dots + \beta_k X_{kit} + u_{it}$$

$$t = 1, 2, \dots, T; i = 1, 2, \dots, N$$

Trong đó:

Y_{it} là biến phụ thuộc đo lường mức độ tự chủ của đơn vị sự nghiệp công lập i tại thời điểm t .

X_{kit} là biến giải thích thứ k của đơn vị sự nghiệp công lập i tại thời điểm t .

u_{it} là sai số ngẫu nhiên của mô hình đối với đơn vị sự nghiệp công lập i tại thời điểm t .

β_{1i} là hệ số chặn ứng với đơn vị sự nghiệp công lập thứ i .

β_2, \dots, β_k hệ số hồi quy của từng biến giải thích của mô hình (hệ số góc).

Trong mô hình này, các hệ số hồi quy riêng là hằng số nhưng hệ số chặn thay đổi theo các đơn vị sự nghiệp. Có thể ước lượng mô hình này bằng phương pháp OLS thông qua kỹ thuật biến giả. Mỗi đơn vị tương ứng với một biến giả (vì vậy việc này chỉ thực hiện được khi mô hình không có quá nhiều đơn vị). Do sử dụng các biến giả để ước lượng các ảnh hưởng cố định, nên mô hình này còn được gọi là mô hình biến giả bình phương nhỏ nhất (LSDV). Như vậy, các thuật ngữ ảnh hưởng cố định và LSDV có thể sử dụng với ý nghĩa giống nhau. Mô hình LSDV còn được gọi là mô hình đồng phương sai, các biến độc lập trong mô hình gọi là biến đồng phương sai.

Mặc dù dễ sử dụng nhưng mô hình FEM có một số hạn chế như sau:

Thứ nhất, nếu đưa vào quá nhiều biến giả sẽ gặp phải vấn đề bậc tự do.

Thứ hai, với nhiều biến số mô hình có khả năng gặp hiện tượng đa cộng tuyến.

Thứ ba, giả sử trong mô hình ảnh hưởng cố định, có những biến bất biến theo thời gian như trình độ học vấn, giới tính,.... Cách tiếp cận của mô hình FEM không thể nhận diện tác động của những biến số bất biến theo thời gian như vậy.

Thứ tư, các kết quả có được là dựa vào giả định $u_{it} : N(0, \sigma^2)$. Vì chỉ số i đại diện cho các quan sát theo không gian và chỉ số t đại diện cho các quan sát theo thời gian nên giả định kinh điển đối với u_{it} cần phải hiệu chỉnh. Có thể hiệu chỉnh giả thiết theo một số trường hợp như sau:

(1) Giả định rằng phương sai sai số là như nhau đối với tất cả các đơn vị sự nghiệp, hay có thể giả định rằng phương sai sai số là không đồng nhất.

(2) Đối với từng đơn vị, có thể giả định rằng không có tự tương quan theo thời gian. Hay có thể giả định rằng có tự tương quan, ví dụ như mô hình có tự tương quan bậc một (AR(1)).

(3) Trong một thời đoạn cho trước, có thể số hạng sai số của một đơn vị có tương quan với số hạng sai số của các đơn vị khác. Hoặc có thể giả định là không có tương quan như vậy.

(4) Có thể suy nghĩ về các cách bố trí và kết hợp khác của số hạng sai số.

Một số vấn đề khó khăn trình bày ở trên sẽ được loại trừ nếu vận dụng mô hình hồi quy tác động ngẫu nhiên.

Mô hình hồi quy tác động ngẫu nhiên (Random Effects Model -REM):

Đây là cách tiếp cận được đề xuất bởi những nhà nghiên cứu theo hướng mô hình các thành phần sai số (Error Components Model, ECM) hay mô hình ảnh hưởng ngẫu nhiên. Mô hình REM k biến có dạng như sau:

$$Y_{it} = \beta_1 + \beta_2 X_{2it} + \beta_3 X_{3it} + \dots + \beta_k X_{kit} + w_{it}$$

$$w_{it} = \varepsilon_i + u_{it}$$

$$t = 1, 2, \dots, T; i = 1, 2, \dots, N$$

Không giống như mô hình FEM, thay vì xem β_i là cố định, thì trong mô hình REM đã giả định đó là một biến ngẫu nhiên với một giá trị trung bình là β_i (không có ký hiệu i ở đây) và sự khác biệt riêng về giá trị hệ số chặn của từng đơn vị sự nghiệp công lập được phản ánh trong số hạng sai số ε_i .

Số hạng sai số kết hợp bao gồm hai thành phần: ε_i là thành phần sai số theo không gian, ở nghiên cứu này là theo các đơn vị sự nghiệp công lập, và u_{it} là thành phần sai số theo không gian và chuỗi thời gian kết hợp. Thuật ngữ mô hình các thành phần sai số được đặt tên vì số hạng sai số kết hợp w_{it} gồm hai (hay nhiều) thành phần sai số.

Tuy nhiên, cho dù ngày càng được sử dụng rộng rãi trong nghiên cứu ứng dụng, mô hình hồi quy dữ liệu bảng không chắc chắn phù hợp trong mọi tình huống. Do vậy, cần phải lưu ý vận dụng sự đánh giá thực tiễn trong từng trường hợp. Việc lựa chọn mô hình thường dựa vào các phương pháp kiểm định sẽ được giới thiệu trong phần 4 dưới đây.

2.4. Qui trình ước lượng và kiểm định mô hình

Khi ước lượng và kiểm định mô hình hồi quy với dữ liệu bảng thường thực hiện theo các bước sau:

(1) Mô tả dữ liệu và kiểm định dữ liệu trước khi phân tích hồi quy.

Trong bước này sử dụng công cụ thống kê mô tả để có phân tích ban đầu về các biến trong mô hình. Tiếp theo là kiểm định tính dừng của các biến. Nếu thực hiện hồi quy trên các biến không dừng thì kết quả ước lượng có thể không tin cậy. Kiểm định hiện tượng đa cộng tuyến trong mô hình. Để thực hiện dựa vào ma trận hệ số tương quan và hệ số nhân tử phóng đại phương sai VIF.

(2) Ước lượng và kiểm định mô hình.

Ước lượng mô hình. Phương pháp ước lượng thường sử dụng là Pooled OLS, REM và FEM. Với từng trường hợp nghiên cứu cần lựa chọn mô hình phù hợp.

Kiểm định mô hình. Đầu tiên cần thực hiện kiểm định lựa chọn mô hình. Thường sẽ thực hiện hồi quy mô hình tác động cố định (FEM) và mô hình hồi quy tác động ngẫu nhiên (REM). Sau đó sử dụng kiểm định Hausman để xem xét lựa chọn giữa mô hình REM và FEM. Nếu kết quả kiểm định chọn mô hình FEM phù hợp thì sẽ sử dụng mô hình FEM. Ngược lại, tiếp tục sử dụng kiểm định Breusch-Pagan để lựa chọn giữa mô hình REM và mô hình Pooled OLS. Nếu kết quả kiểm định không lựa chọn mô hình REM thì sẽ áp dụng mô hình hồi quy OLS thông thường.

Tùy theo mô hình sử dụng là Pooled OLS, REM hay FEM sẽ thực hiện kiểm định cần thiết cho từng mô hình này. Các kiểm định cơ bản bao gồm: Kiểm định nhằm đánh giá ảnh hưởng của yếu tố thời gian khi ước lượng mô hình FEM. Kiểm định sự phụ thuộc chéo khi bảng dữ liệu có thành phần thời gian gồm nhiều năm. Kiểm định phương sai sai số thay đổi thực hiện trên mô hình FEM. Kiểm định tương quan chuỗi.

(3) Phân tích kết quả ước lượng mô hình.

Trong bước cuối cùng này, kết quả mô hình sau khi đã được kiểm định sẽ được sử dụng trong việc phân tích đánh giá các nhân tố ảnh hưởng đến mức độ tự chủ tài chính. Kết quả phân tích sẽ được sử dụng trong việc đề xuất chính sách tài chính cho các đơn vị sự nghiệp.

Quy trình ước lượng và kiểm định mô hình đang được nhóm áp dụng trong nghiên cứu thực nghiệm nhằm đánh giá các nhân tố ảnh hưởng đến mức độ tự chủ tài chính trong các đơn vị sự nghiệp công lập tại tỉnh Bắc Giang. Về kết quả thực nghiệm và phân tích kết quả thực nghiệm của mô hình sẽ được nhóm nghiên cứu giới thiệu trong các bài viết sau.

3. MÔ HÌNH HỒI QUY PHÂN TÍCH CÁC NHÂN TỐ ẢNH HƯỞNG ĐẾN MỨC ĐỘ TỰ CHỦ TRONG ĐƠN VỊ SNCL THUỘC LĨNH VỰC GIÁO DỤC

Trên cơ sở lý thuyết kinh tế về tài chính công và kết quả nghiên cứu thực nghiệm trước đây, cũng như đặc điểm của các đơn vị SNCL thuộc lĩnh vực giáo dục của tỉnh Bắc Giang, các biến sử dụng trong mô hình nhằm đánh giá các nhân tố ảnh hưởng đến mức độ tự chủ như sau:

Biến phụ thuộc: y : Mức độ tự chủ của đơn vị giáo dục

Biến độc lập: Đề tài lựa chọn hai nhóm các biến độc lập là: (i) Nhóm các nhân tố bên trong và (ii) Nhóm các nhân tố bên ngoài. Tuy nhiên kết quả thực hiện mô hình thì chỉ có các biến dưới đây là ảnh hưởng có ý nghĩa thống kê và ý nghĩa kinh tế đến mức độ tự chủ của đơn vị giáo dục.

$la1 = \log(\text{Tổng số học sinh})$

$lc4 = \log(\text{Thu nhập bình quân dân cư khu vực theo quý})$

$lx1 = \log(\text{Tổng thu}) = \log(\text{Thu học phí học phí} + \text{Thu hoạt động sự nghiệp khác})$

$lx7 = \log(\text{Tổng chi hoạt động})$

Nghiên cứu sử dụng kiểm định Hausman để lựa chọn giữa 2 mô hình REM và FEM. Kiểm định có p-value nhỏ hơn mức ý nghĩa lựa chọn là 0.05 nên cho kết luận FEM là mô hình phù hợp hơn.

Thực hiện kiểm định phương sai sai số thay đổi với mô hình FEM, kết quả nhận được là mô hình nghiên cứu có hiện tượng phương sai sai số thay đổi.

Nhằm khắc phục khuyết tật của mô hình FEM, nghiên cứu sử dụng phương pháp ước lượng bình phương nhỏ nhất tổng quát cho dữ liệu bảng (panel-data models by using GLS). Kết quả hồi quy mô hình

bằng phương pháp này có sử dụng tham số hiệu chỉnh phương sai sai số thay đổi được thể hiện trong bảng dưới đây.

Bảng 2: Kết quả hồi quy mô hình bằng phương pháp ước lượng bình phương nhỏ nhất

| | | | |
|--|------------------|---|---------|
| Regression with Driscoll-Kraay standard errors | Number of obs | = | 170 |
| Method: Pooled OLS | Number of groups | = | 34 |
| Group variable (i): id | F(4, 33) | = | 1467.13 |
| maximum lag: 2 | Prob > F | = | 0.0000 |
| | R-squared | = | 0.6833 |
| | Root MSE | = | 0.0454 |

| y | Drisc/Kraay | | | | |
|-------|-------------|-----------|-------|-------|----------------------|
| | Coef. | Std. Err. | t | P> t | [95% Conf. Interval] |
| la1 | .0163891 | .0032418 | 5.06 | 0.000 | .0097936 .0229846 |
| lx1 | .0633505 | .0132364 | 4.79 | 0.000 | .0364208 .0902802 |
| lc4 | .0618217 | .0175428 | 3.52 | 0.001 | .0261306 .0975127 |
| lx7 | -.0697511 | .0130027 | -5.36 | 0.000 | -.0962052 -.043297 |
| _cons | -.7022842 | .297777 | -2.36 | 0.024 | -1.308116 -.0964523 |

Kết quả ước lượng có p-value của thống kê F nhỏ hơn mức ý nghĩa lựa chọn là 0.05 nên mô hình hồi quy là phù hợp. Mô hình có hệ số xác định là 0.6833. Các biến độc lập giải thích được 68,33% sự biến động của mức độ tự chủ đơn vị giáo dục.

Tổng số học sinh (la1) có tác động cùng chiều. Số lượng học sinh tăng lên thì mức độ tự chủ cũng sẽ tăng.

Thu nhập bình quân của dân cư (lx1) có tác động cùng chiều. Thu nhập bình quân của dân cư tăng lên thì mức độ tự chủ cũng sẽ tăng.

Tổng thu của đơn vị (lc4) có tác động cùng chiều. Tổng thu của đơn vị tăng lên thì mức độ tự chủ cũng sẽ tăng.

Tổng chi hoạt động (lx7) có tác động ngược chiều. Tổng chi hoạt động tăng lên thì mức độ tự chủ sẽ giảm.

Như vậy, chiều tác động của các biến độc lập trong mô hình là phù hợp lý thuyết kinh tế về mức độ tự chủ.

4. KẾT LUẬN

Từ kết quả ước lượng của mô hình hồi quy ở trên, có thể khẳng định rằng, để có thể nâng cao mức độ tự chủ của các đơn vị sự nghiệp công lập trong lĩnh vực giáo dục trên địa bàn tỉnh Bắc Giang thì công việc cần làm là:

Thứ nhất, tăng cường nguồn thu sự nghiệp:

Khó khăn lớn nhất trong việc tăng thu sự nghiệp của các đơn vị trên địa bàn tỉnh Bắc Giang nằm ở nhận thức xã hội hóa việc cung cấp các dịch vụ sự nghiệp công của người dân còn hạn chế, còn tâm lý ỷ lại sự bao cấp của Nhà nước, nhất là vùng đồng bào các dân tộc thiểu số, phần vì thực tế mặc dù trong quá trình đổi mới thu nhập của người dân có tăng thêm, song so với mặt bằng thu nhập chung còn thấp. Một nguyên nhân quan trọng khác phải kể đến là một số các đơn vị sự nghiệp công lập trên địa bàn chưa có quyết tâm cao tìm mọi biện pháp cải tiến chất lượng và số lượng các dịch vụ cung cấp nhằm thỏa mãn nhu cầu của người dân. Ngoài ra, qua khảo sát, nhiều đơn vị sự nghiệp công lập cho rằng: Nhìn chung, phí cung

cấp dịch vụ do Nhà nước quy định còn thấp chưa đủ trang trải cho chi phí cung cấp dịch vụ. Xuất phát từ những hạn chế và nguyên nhân trên, trong thời gian tới, các đơn vị sự nghiệp công lập trên địa bàn tỉnh Bắc Giang cần nghiên cứu triển khai các giải pháp sau: Đa dạng hóa các hình thức cung cấp dịch vụ, nâng cao chất cung cấp dịch vụ; Nâng cao chất lượng các dịch vụ, cải cách mạnh mẽ các thủ tục cung ứng dịch vụ đảm bảo cho người thụ hưởng dịch vụ dễ dàng tiếp cận với những dịch vụ do đơn vị cung cấp, các giải pháp cần thực thi đó là:

- Tạo điều kiện tối đa cho đơn vị SNCL chủ động trong xây dựng và thực hiện kế hoạch hoạt động và kế hoạch tài chính; đặc biệt là các nội dung thu, chi trong quy chế chi tiêu nội bộ;
- Tăng cường cơ sở vật chất đảm bảo cung cấp dịch vụ theo nhu cầu xã hội;
- Quy định giá dịch vụ theo cơ chế thị trường đối với dịch vụ không bị chi phối bởi pháp luật giá;
- Quy định giá trần, giá sàn đối với dịch vụ chi phối bởi pháp luật giá, từ đó tạo môi trường cạnh tranh lành mạnh trong cung cấp dịch vụ công, nâng cao chất lượng và đáp ứng nhu cầu xã hội về dịch vụ công;
- Đổi mới phương thức hạch toán đảm bảo tính đủ chi phí và hạch toán thẳng dư hay thâm hụt cho từng loại hình dịch vụ công, tạo cơ sở cho NSNN cấp bù phần thâm hụt và là căn cứ để đưa ra các định mức phân bổ hay định mức chi tiêu cụ thể cho từng loại hình dịch vụ.

Thứ hai, tăng cường quản lý chi, nâng cao công tác quản trị tài chính trong đơn vị. Cụ thể:

- Chủ động xác định chi phí cung ứng dịch vụ dựa trên các nguyên tắc xác định chi phí như: tính đúng, tính đủ; bảo đảm khả năng chi trả của người thụ hưởng dịch vụ; có sự điều tiết của nhà nước
- Đối với các khoản mục trọng yếu như chi lương, TSCĐ:

Nên có sự thay đổi dựa trên nguyên tắc tính lương theo vị trí và trách nhiệm kết hợp với hiệu quả, hiệu suất công việc theo hai hệ thống lương cơ bản: lương thị trường (lương theo cơ chế thỏa thuận giữa người lao động với đơn vị); lương theo nhà nước (bao gồm cả lương hành chính nhà nước và doanh nghiệp nhà nước). Việc lựa chọn áp dụng hệ thống lương nào sẽ phụ thuộc vào loại hình dịch vụ của đơn vị thuộc nhóm nào trong 4 nhóm hoạt động ở đơn vị SNCL. Cụ thể:

- + Đối với nhóm 1: nhóm theo nhiệm vụ được giao nghiên cứu áp dụng hệ thống lương khu vực hành chính nhà nước
- + Đối với nhóm 2: theo nhu cầu xã hội và dịch vụ hỗ trợ (dịch vụ căn tin, ký túc xá...) áp dụng thang bảng lương theo cơ chế thị trường (hợp đồng theo cơ chế thỏa thuận)
- + Đối với nhóm 3: Dịch vụ theo đơn đặt hàng của Nhà nước (đơn đặt hàng thực hiện các đề tài, công trình NCKH) áp dụng thang bảng lương của doanh nghiệp nhà nước
- + Đối với nhóm 4: Dịch vụ không sử dụng kinh phí NSNN áp dụng thang bảng lương theo cơ chế thị trường thỏa thuận.

Việc khấu hao TSCĐ phải bảo đảm nguyên tắc tính đúng, tính đủ với những tài sản và cơ sở hạ tầng trên đất, không tính khấu hao đối với quyền sử dụng đất. Chỉ những tài sản liên quan trực tiếp đến quá trình cung ứng dịch vụ sự nghiệp công mới phải tính khấu hao. Đối với những tài sản liên quan trực tiếp tới quá trình cung ứng từ 2 nhóm loại hình dịch vụ sự nghiệp công trở lên thì đơn vị phải xây dựng phương án và tiêu thức phân bổ cụ thể phù hợp để bảo đảm tính đúng, tính đủ chi phí hình thành giá của từng nhóm loại hình dịch vụ cung ứng.

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KIỂM TOÁN NỘI BỘ TRONG THỜI KỲ CÁCH MẠNG CÔNG NGHIỆP 4.0 CHO MỤC TIÊU PHÁT TRIỂN BỀN VỮNG TRONG ĐƠN VỊ

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TÓM TẮT: Bài báo này làm rõ các nội dung cơ bản về kiểm toán nội bộ và làm nổi bật vai trò của kiểm toán nội bộ trong thời kỳ cách mạng công nghiệp 4.0. Bằng việc phân tích các đặc trưng cơ bản của cuộc cách mạng công nghiệp 4.0, chúng tôi làm rõ những cơ hội và thách thức mà kỷ nguyên số mang lại cho kiểm toán nội bộ. Trên cơ sở đó cho thấy định hướng thay đổi nhất định của kiểm toán nội bộ trong giai đoạn mới để tạo các ảnh hưởng tích cực đến đơn vị, đồng thời đề xuất các giải pháp và điều kiện cần thiết để thực hiện nhằm tạo động lực cho mục tiêu phát triển bền vững của đơn vị.

Từ khóa: kiểm toán nội bộ; Cách mạng Công nghiệp 4.0; phát triển bền vững; doanh nghiệp.

ABSTRACT: This article clarifies the basic contents of internal audit, emphasizes the role of the internal audit, especially in Industry 4.0. Through the analyses of the basic features of Industry 4.0, we analyse both the opportunities and the challenges that the internal audit has to face in the digital era. With the aim of quick adaptability in the new period, it is necessary for the internal audit to tend to the specific directions. In addition, this article recommends the solutions and the necessary conditions for the purpose of sustainable development of the business.

Keywords: internal audit, Industry 4.0, sustainable development, business.

1. BÀI VIẾT CHÍNH

1.1. Kiểm toán nội bộ (KTNB) trong thời kỳ cách mạng công nghiệp 4.0

Trải qua các giai đoạn biến đổi và phát triển của kinh tế thế giới, kiểm toán nói chung và kiểm toán nội bộ (KTNB) nói riêng đã và đang ngày càng chứng minh được vai trò to lớn của mình đối với quá trình quản lý Nhà nước nền kinh tế nói chung và sự phát triển bền vững của các doanh nghiệp nói riêng.

Trong giai đoạn hiện nay, sự bùng nổ mạnh mẽ của cuộc cách mạng công nghiệp 4.0 đã và đang đặt ra thách thức vô cùng lớn đối với mọi lĩnh vực của đời sống xã hội. Sự phát triển như vũ bão của khoa học công nghệ đòi hỏi người hoạch định chiến lược vừa phải cân đối giữa mục tiêu phát triển nhanh nhằm thích ứng kịp thời với xu hướng biến đổi của xã hội, vừa phải gắn liền với mục tiêu phát triển bền vững và xây dựng giá trị doanh nghiệp về lâu dài. KTNB cũng không nằm ngoài những yêu cầu đó.

Về KTNB, Hiệp hội Kiểm toán viên nội bộ (Institute of Internal Auditors- IIA) đưa ra diễn giải như sau: “KTNB là hoạt động đảm bảo và tư vấn mang tính độc lập, khách quan được thiết lập nhằm tăng thêm giá trị và cải thiện cho các hoạt động của tổ chức. KTNB giúp cho tổ chức hoàn thành mục tiêu thông qua việc đưa ra một cách tiếp cận có hệ thống và kỷ cương nhằm đánh giá và cải thiện tính hữu hiệu trong quản trị rủi ro, kiểm soát và giám sát”.

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Từ điển giải nêu trên, ngoài việc hiểu một cách tổng quan nhất về kiểm toán nội bộ, có thể thấy được các chức năng của kiểm toán nội bộ trong việc hỗ trợ cho các nhà quản trị doanh nghiệp trên các phương diện sau:

Thứ nhất, KTNB với chức năng kiểm tra, đánh giá, giám sát. KTNB phải tạo thuận lợi cho việc đưa ra các hệ thống kiểm soát hiệu quả nhận biết tất cả các rủi ro lớn, đảm bảo rằng các quá trình kiểm soát ban đầu thực tế được thi hành đúng yêu cầu, đáp ứng môi trường rủi ro thay đổi và đảm bảo rằng nhà quản lý đã hoàn thành đầy đủ vai trò của họ đối với kiểm soát nội bộ. KTNB thực hiện kiểm tra tính tuân thủ của hệ thống quản lý đối với chính sách chế độ của Nhà nước, của doanh nghiệp; xác nhận tính đầy đủ, trung thực, hợp lý của các số liệu, tài liệu, các báo cáo và các tài liệu khác; từ đó đưa ra kết luận, đánh giá việc tuân thủ chế độ, chính sách, pháp luật cũng như hiệu lực các hoạt động của doanh nghiệp.

Thứ hai, KTNB với chức năng đảm bảo. KTNB có thể đưa ra được các đảm bảo cho doanh nghiệp về việc doanh nghiệp đã và đang vận hành một cách hiệu quả nhằm đạt được đồng thời các mục tiêu đã đề ra. Các đảm bảo do KTNB mang lại chủ yếu tập trung vào quản trị doanh nghiệp thông qua quản trị rủi ro, kiểm soát nội bộ các vấn đề về đạo đức kinh doanh, trách nhiệm xã hội (bao gồm cả vấn đề môi trường, vấn đề tuân thủ); đưa ra đảm bảo cho ban giám đốc và ủy ban kiểm toán (hoặc HĐQT) rằng, hệ thống kiểm soát nội bộ được vận hành một cách hiệu quả như được kỳ vọng.

Thứ ba, KTNB với chức năng tư vấn. Công việc của KTNB bao gồm việc đánh giá phương châm cũng như văn hóa quản lý rủi ro của một doanh nghiệp, đến việc xem xét và báo cáo tính hiệu quả của việc thực hiện các chính sách quản lý. Dựa trên các công việc đó, KTNB sẽ đưa ra các khuyến nghị để hoàn thiện các bộ phận có cơ hội phát triển hoặc có những khiếm khuyết cần khắc phục. Thêm vào đó, KTNB có thể cung cấp các dịch vụ tư vấn trợ giúp một cách riêng biệt cho tất cả các cấp trong một đơn vị, từ HĐQT đến các nhân viên và các cấp quản lý trong việc thực hiện trách nhiệm của mình một cách hiệu quả.

Như vậy, vai trò của kiểm toán nội bộ là không thể phủ nhận, nhất là đặt doanh nghiệp vào bối cảnh nền kinh tế thế giới ngày càng hội nhập sâu rộng và biến đổi sâu sắc như trong giai đoạn hiện nay. Cách mạng công nghiệp 4.0 bùng nổ đã và sẽ ảnh hưởng không hề nhỏ đến tổ chức và hoạt động của kiểm toán nội bộ trong doanh nghiệp, tạo ra tác động đa chiều với cả cơ hội và thách thức.

Cuộc cách mạng công nghiệp lần thứ tư đang diễn ra từ những năm 2000, với tên thường gọi là Cách mạng 4.0 hay Industry 4.0. Theo GS. Klaus Schwab, Chủ tịch Diễn đàn Kinh tế Thế giới, Industry 4.0 hay CMCN 4.0 là một thuật ngữ gồm một loạt các công nghệ tự động hóa hiện đại, trao đổi dữ liệu và chế tạo. Đây được gọi là cuộc cách mạng số với sự ra đời của trí thông minh nhân tạo (Artificial Intelligence - AI), rô bốt, mạng lưới internet kết nối vạn vật (Internet of things - IoT), internet của các dịch vụ (Internet of Services - IoS), các hệ thống vật lý trong không gian ảo, các phương tiện không người lái, công nghệ in 3D, công nghệ nano, công nghệ sinh học, khoa học vật liệu, lưu trữ năng lượng và máy tính lượng tử.

Bản chất của CMCN 4.0 là dựa trên nền tảng công nghệ số và tích hợp tất cả các công nghệ thông minh để tối ưu hóa quy trình, phương thức sản xuất. Kỷ nguyên số đang mang tới nhiều cơ hội mới và những thách thức mới cho các cá nhân, tổ chức hoạt động trong lĩnh vực kế toán – kiểm toán.

Về cơ hội: Trong tương lai, KTNB sẽ ngày càng quan trọng hơn đối với các doanh nghiệp và chứng minh được vai trò tối ưu so với hai loại kiểm toán còn lại là kiểm toán độc lập (KTĐL) và kiểm toán Nhà nước (KTNN). Trong kỷ nguyên số với môi trường công nghệ nhiều biến đổi và tiềm ẩn nhiều rủi ro hơn, việc KTĐL và KTNN chỉ thực hiện kiểm tra, soát xét mỗi năm 1-2 lần không đảm bảo được việc phát hiện, ngăn chặn kịp thời các sai phạm. Trong khi đó, KTNB với các đặc điểm và chức năng của mình không chỉ

đảm bảo việc ngăn ngừa rủi ro, mà còn đảm bảo việc tuân thủ pháp lý, duy trì hiệu quả của các hoạt động trong doanh nghiệp cũng như thường xuyên đánh giá môi trường công nghệ, môi trường doanh nghiệp nhằm đạt được các mục tiêu ngắn hạn và dài hạn.

Dữ liệu lớn cũng mang lại cho kiểm toán viên sự tiếp cận với nguồn kiến thức vô hạn. Trí tuệ nhân tạo dù không thay thế được con người nhưng nó đang làm thay đổi môi trường, hoàn cảnh làm việc của kiểm toán viên, thay thế những công việc thủ công của kiểm toán như thu thập, xử lý, tính toán số liệu; tiết kiệm thời gian, giảm bớt áp lực công việc và sai sót bởi con người.

Về Thách thức: Sự biến đổi nhanh chóng của môi trường công nghệ kéo theo sự thay đổi phương thức quản lý của doanh nghiệp cũng như sự thay đổi chiến lược hoạt động của các nhà quản trị. Sự thay đổi của môi trường công nghệ, môi trường kinh doanh của doanh nghiệp là nơi tiềm ẩn rất nhiều rủi ro. Những thay đổi đó kéo theo sự thay đổi về môi trường, hoàn cảnh, điều kiện làm việc, do đó đòi hỏi sự thích nghi của người lao động trong doanh nghiệp, trong đó có nhân sự kiểm toán. Sự phát triển của công nghệ hiện đại cũng đặt ra những yêu cầu cao hơn trong kiểm toán: xử lý bằng máy tính, bảo mật thông tin, phân tích dữ liệu và mạng máy tính.

Công nghệ hiện đại cũng tạo thời cơ cho gian lận diễn ra ngày càng tinh vi và phức tạp hơn. KTNB sẽ phải đối mặt với rủi ro kiểm toán cao hơn. Yêu cầu đặt ra là KTNB phải không ngừng hoàn thiện, làm mới mình cho phù hợp với những yêu cầu quản lý trong hoàn cảnh mới.

Sự phát triển quá nhanh về mặt công nghệ cũng có thể khiến doanh nghiệp chạy theo mục tiêu lợi nhuận mà bỏ quên các tác động xã hội - môi trường. Thách thức lớn nhất mà doanh nghiệp phải đối mặt trong kỷ nguyên số là hài hòa giữa ba chỉ tiêu của phát triển bền vững: lợi nhuận, trách nhiệm xã hội và bảo vệ môi trường. Và thách thức lớn nhất đặt ra đối với bộ phận KTNB là phải vận hành như thế nào để đảm bảo cho doanh nghiệp cân bằng được các mục tiêu đó.

Đối với các cá nhân, những người đã đang và sẽ hoạt động trong lĩnh vực kiểm toán nội bộ, có hai điểm nổi bật trong kỷ nguyên số mà mỗi người phải ý thức để thay đổi, đó là khả năng công nghệ và khả năng đưa ra phán đoán nhận định (tâm nhìn), bên cạnh các yếu tố cốt lõi là năng lực chuyên môn và đạo đức nghề nghiệp.

Mặt khác, mục tiêu phát triển KTNB trong thời kỳ CMCN 4.0 ngoài việc hướng đến sự thích ứng kịp thời với những biến đổi chóng mặt của môi trường công nghệ, của môi trường kinh doanh cả trong và ngoài doanh nghiệp; còn phải đảm bảo mục tiêu phát triển bền vững trong dài hạn. Một cụm từ được các nhà lãnh đạo các nước nhắc đi nhắc lại nhiều nhất tại Hội nghị thượng đỉnh APEC 2017 là “bền vững, sáng tạo”. Bền vững trở thành định hướng của sự phát triển kinh tế xã hội nói chung và của doanh nghiệp nói riêng trong giai đoạn mới. Hơn thế nữa, phát triển bền vững chính là tấm giấy thông hành để doanh nghiệp vươn ra toàn cầu.

Theo TS. Vũ Tiến Lộc- Chủ tịch Phòng Thương mại và Công nghiệp Việt Nam (VCCI), “Để phát triển bền vững, các doanh nghiệp trong quá trình theo đuổi mục tiêu lợi nhuận phải thân thiện với môi trường, có trách nhiệm xã hội, đó là 3 mục tiêu doanh nghiệp phải theo đuổi nếu muốn phát triển bền vững. Đây là những tiêu chí căn bản trong các bộ chỉ số cho sự phát triển mọi doanh nghiệp”.

1.2. Định hướng và giải pháp hoàn thiện kiểm toán nội bộ hướng đến mục tiêu phát triển bền vững trong thời kỳ CMCN 4.0:

Về định hướng:

Thứ nhất, xây dựng và hoàn thiện tổ chức công tác KTNB và bộ máy KTNB tại các doanh nghiệp cần quán triệt quan điểm của Đảng và chính sách của Nhà nước, cũng như phù hợp với định hướng phát triển các

doanh nghiệp trong thời kỳ mới. KTNB tại các doanh nghiệp phải tổ chức ở mức độ cao hơn, chặt chẽ hơn để đáp ứng nhu cầu quản lý việc sử dụng vốn và điều hành hoạt động của doanh nghiệp đạt hiệu quả cao nhất.

Thứ hai, định hướng phát triển KTNB phụ thuộc vào định hướng phát triển của nền kinh tế. Nền kinh tế mở, hội nhập ngày càng sâu rộng vào các quan hệ kinh tế quốc tế đòi hỏi các công tác kiểm tra kiểm soát của các doanh nghiệp ngày càng cao. Sự phát triển dựa trên liên kết hỗn hợp đòi hỏi KTNB, bộ máy KTNB phải được xây dựng phù hợp. Cách thức tiếp cận truyền thống của KTNB không còn phù hợp mà thay vào đó là cách thức tiếp cận mới: tiếp cận trên cơ sở rủi ro (risk-based approach). Ở các nước trên thế giới, KTNB đang tiếp cận kiểm toán đối với cả kiểm toán tài chính và kiểm toán hoạt động theo cách thức tiếp cận rủi ro. Chính vì thế mà KTNB của các doanh nghiệp trong nước càng phải tăng cường về cả số lượng và chất lượng cũng như thay đổi phương pháp tiếp cận để phù hợp với các yêu cầu quản lý ngày càng cao của nền kinh tế trong thời kỳ hiện nay.

Thứ ba, sự phát triển của các doanh nghiệp trong thời kỳ cách mạng công nghiệp 4.0 đặt ra nhiều vấn đề mới phức tạp về kiểm tra kiểm soát. Những vấn đề về ô nhiễm môi trường, khai thác tài nguyên quá mức, đầu tư tràn lan là vấn đề buộc KTNB phải thay đổi trong việc tra soát kiến thức chuyên môn. Với sự phát triển này, KTNB có thể hướng đến tiến hành đánh giá rủi ro hoạt động của các chương trình dự án, hướng đến thực hiện những loại hình kiểm toán mới, chẳng hạn như kiểm toán môi trường.

Về giải pháp:

Thứ nhất, hoàn thiện tổ chức KTNB trong các doanh nghiệp, bao gồm:

Một là, hoàn thiện hệ thống văn bản pháp lý quy định về KTNB.

Các văn bản pháp lý của nhà nước về KTNB hiện nay còn rất thiếu, chưa đồng bộ và tính khả thi còn chưa cao. Tính đến nay, Việt Nam vẫn chưa có một khuôn khổ pháp lý bài bản, chính thức và quy định riêng cho lĩnh vực KTNB.

Quốc hội, Bộ Tài chính và Chính phủ cần chú trọng đến hoàn thiện hệ thống pháp lý trong tương lai bao gồm các tài liệu: Luật Kiểm toán nội bộ; Chuẩn mực kiểm toán nội bộ và các nghị định thông tư hướng dẫn khác. Trong thời gian tới, Bộ Tài chính cần tiếp tục cập nhật và hoàn thiện các quy định trong bản Dự thảo Nghị định về Kiểm toán nội bộ năm 2016, tiến tới trình Quốc hội xét duyệt xây dựng Luật Kiểm toán nội bộ. Bộ Tài chính cần sớm cập nhật, xây dựng hệ thống chuẩn mực Kiểm toán nội bộ để đảm bảo các quy định về kiểm toán nội bộ được luật hóa và chuẩn hóa trong hệ thống luật & chuẩn mực, đặc biệt là cập nhật và hướng tới tiệm cận dần với hệ thống chuẩn mực kiểm toán nội bộ quốc tế.

Hai là, hoàn thiện đối tượng, mục tiêu, nội dung của kiểm toán nội bộ.

- Đối tượng: Đối tượng của kiểm toán nội bộ trong các doanh nghiệp hiện nay không chỉ tập trung vào phần kiểm toán báo cáo tài chính, mà phải bao quát tất cả mọi hoạt động, lĩnh vực trong doanh nghiệp mà phải chuyển trọng tâm vào kiểm toán hoạt động và kiểm toán tuân thủ. Ngoài kiểm toán các yếu tố tài chính, còn kiểm toán các yếu tố phi tài chính, kiểm toán rủi ro tài chính.

- Mục tiêu: KTNB vẫn phải đảm bảo các mục tiêu của KT BCTC và kiểm toán tuân thủ: Kiểm tra, đánh giá, xác nhận thông tin kế toán nhằm đảm bảo tính đáng tin cậy của thông tin tài chính, kế toán và đánh giá việc tuân thủ các nguyên tắc hoạt động trong đơn vị. Tuy nhiên, trong giai đoạn mới, KTNB cần chuyển hướng mục tiêu tập trung vào kiểm tra và đánh giá các hoạt động nhằm đảm bảo tính kinh tế, hiệu lực và hiệu quả các hoạt động trong đơn vị, kiểm tra và đánh giá hệ thống kiểm soát nội bộ nhằm đảm bảo tính đầy đủ, hợp lý và hiệu lực; từ đó đề xuất và tư vấn với Ban lãnh đạo đơn vị các giải pháp nhằm cải tiến, hoàn thiện và nâng cao hiệu quả hoạt động của đơn vị.

Một điểm đáng lưu ý khi xem xét mục tiêu của KTNB trong thời kỳ cách mạng công nghiệp 4.0, đó là ngoài việc đánh giá tính kinh tế, hiệu lực và hiệu quả trong các hoạt động, KTNB cần thực hiện đánh giá môi trường doanh nghiệp (cơ sở vật chất trong doanh nghiệp, môi trường công nghệ, sự thích nghi của người lao động với điều kiện làm việc); kiểm toán môi trường xã hội của doanh nghiệp như việc đóng góp cho xã hội về mặt kinh tế, thực hiện trách nhiệm xã hội và bảo vệ môi trường. Các doanh nghiệp trong quá trình theo đuổi mục tiêu lợi nhuận phải thân thiện với môi trường, có trách nhiệm xã hội, đó là 3 mục tiêu doanh nghiệp phải theo đuổi nếu muốn phát triển bền vững.

- Nội dung: Để đáp ứng với yêu cầu quản lý, KTNB cần có sự chuyển dịch nội dung kiểm toán. KTNB trong các doanh nghiệp nên thực hiện kiểm toán liên kết trong đó nội dung chủ yếu nhất cần thực hiện chính là *kiểm toán hoạt động*. Nội dung kiểm toán hoạt động gắn liền với nội dung cụ thể của từng loại kiểm toán. Cụ thể: với kiểm toán tài chính, nội dung chủ yếu là kiểm tra, đánh giá mức độ trung thực hợp lý của các báo cáo tài chính, báo cáo quản trị, báo cáo kiểm soát trong doanh nghiệp; với kiểm toán tuân thủ là kiểm tra, đánh giá mức độ tuân thủ, chấp hành các quy định pháp luật và các quy chế, quy định của doanh nghiệp; với kiểm toán hoạt động là kiểm tra, đánh giá tính kinh tế, hiệu lực và hiệu quả của các hoạt động; kiểm tra và đánh giá tính hiệu quả của hệ thống kiểm soát nội bộ; kiểm toán trách nhiệm xã hội và bảo vệ môi trường.

Ba là, hoàn thiện tổ chức bộ máy KTNB.

Vị trí, địa vị pháp lý của KTNB trong các doanh nghiệp (trực thuộc phòng, ban nào; do cấp lãnh đạo nào trực tiếp quản lý) có ảnh hưởng rất lớn đến tính độc lập của KTNB cũng như phạm vi hoạt động của KTNB. Nguyên tắc chung khi xây dựng bộ máy KTNB là: Đảm bảo KTNB phải trực thuộc cấp lãnh đạo cao nhất để ủng hộ cho hoạt động kiểm toán; đảm bảo cho bộ phận này có quyền hạn và sự độc lập cao nhất và thực hiện tốt nhiệm vụ được giao; bảo đảm xem xét đầy đủ đối với báo cáo kiểm toán và có những biện pháp thích đáng trên cơ sở các kiến nghị của KTNB.

Mặt khác, để đảm bảo cho bộ phận KTNB thực hiện được đầy đủ chức năng, nhiệm vụ của mình, trưởng bộ phận KTNB phải được quyền tham gia vào tất cả các cuộc họp của Đại Hội đồng cổ đông và Hội đồng Quản trị.

Thứ hai, hoàn thiện hoạt động KTNB trong các doanh nghiệp, bao gồm:

Một là, trong quá trình lập kế hoạch kiểm toán, ban KTNB của doanh nghiệp cần chú trọng tăng cường việc ứng dụng “kỹ thuật kiểm toán sử dụng máy tính” (CAATs) để phân tích dữ liệu độc lập, đặc biệt là trong bối cảnh của cuộc cách mạng công nghiệp 4.0 như hiện nay.

Hai là, hoàn thiện quy trình kiểm toán nội bộ qua 4 bước chung: Lập kế hoạch kiểm toán; Thực hiện kiểm toán; Lập báo cáo kiểm toán; Theo dõi, kiểm tra việc thực hiện các đề xuất, kiến nghị sau khi kiểm toán. Ngoài việc xây dựng quy trình KTNB chung, cần thiết lập quy trình KTNB riêng cho từng loại kiểm toán: kiểm toán báo cáo tài chính, kiểm toán hoạt động và kiểm toán tuân thủ.

Ba là, hoàn thiện phương pháp KTNB

Trong bối cảnh của cuộc Cách mạng Công nghiệp 4.0, khoa học công nghệ, kỹ thuật phát triển với tốc độ chóng mặt. Cùng với xu thế đó, các doanh nghiệp cũng trang bị các giải pháp công nghệ tiên tiến, máy móc tự động; ứng dụng các tiến bộ về công nghệ thông tin, phần mềm hiện đại (phần mềm kế toán, phần mềm xử lý và lưu trữ dữ liệu, chữ ký điện tử...). Khoa học công nghệ cho phép giảm bớt sự can thiệp của con người trong việc xử lý các giao dịch, giảm bớt khối lượng các công việc của kế toán, kiểm toán. Tuy nhiên, thực tế đó tiềm ẩn nhiều rủi ro hơn về hành vi gian lận bởi khoa học công nghệ càng hiện đại thì các

thủ thuật gian lận càng tinh vi và khó phát hiện. Do đó, KTNB cần thiết phải thay đổi hướng tiếp cận trên cơ sở rủi ro (risk-based approach).

Bốn là, hoàn thiện tổ chức nhân sự KTNB: đảm bảo trình độ chuyên môn nghiệp vụ của KTVNB ngay từ khâu tuyển dụng; duy trì năng lực chuyên môn và đạo đức nghề nghiệp trong quá trình kiểm toán làm việc; thực hiện luân chuyển cán bộ để giảm khả năng phát sinh các nhân tố ảnh hưởng đến tính độc lập của KTVNB; tạo điều kiện cho nhân viên trong phòng ban KTNB được tiếp cận với nguồn thông tin và dữ liệu mới nhất liên quan tới tài chính kinh tế cũng như các xu hướng công nghệ thông tin mới liên quan tới tài chính, kế toán thông qua các hình thức: tự đào tạo và đào tạo gián tiếp; đưa ra các chính sách ưu đãi, hỗ trợ cho kiểm toán viên nội bộ được theo học và thi được các chứng chỉ kiểm toán nội bộ quốc tế.

Trong kỷ nguyên số, để tồn tại và phát triển, mỗi kiểm toán viên nội bộ chuyên nghiệp cần trang bị đầy đủ năng lực và kỹ năng trên 7 lĩnh vực: kỹ năng nghiệp vụ, đạo đức nghề nghiệp, kinh nghiệm, trí thông minh, kỹ năng kỹ thuật số, khả năng sáng tạo, chỉ số cảm xúc và tầm nhìn. Để tận dụng hiệu quả các cơ hội trong kỷ nguyên số, một kiểm toán viên ngoài bồi dưỡng cho mình kỹ năng chuyên môn và đạo đức nghề nghiệp cần bồi dưỡng cho mình cách sử dụng trí tuệ nhân tạo (sử dụng công nghệ) cho công việc, từ đơn giản như ứng dụng hàm excel cho tới các phần mềm kế toán, phần mềm quản trị, phân tích... và cách để bảo mật thông tin cho doanh nghiệp, khai thác lợi thế công nghệ một cách triệt để. Thêm vào đó, bồi dưỡng kiến thức và vận dụng khả năng nhìn nhận vấn đề thuộc kế toán quản trị trong doanh nghiệp, bên cạnh xu thế kế toán tài chính như hiện nay. Đây mới là lĩnh vực giúp gia tăng lợi ích cho doanh nghiệp. Ngoài ra, phương tiện không thể thiếu giúp một kiểm toán viên nội bộ hiện tại và tương lai vươn xa phạm vi hoạt động của mình đó là ngôn ngữ quốc tế.

Năm là, hoàn thiện kiểm soát chất lượng hoạt động KTNB. Để hoàn thiện đánh giá chất lượng hoạt động KTNB, cần xây dựng quy trình cụ thể cho việc đánh giá qua hai cấp độ quản lý chất lượng công việc bao gồm: Quản lý chất lượng từng cuộc kiểm toán; Quản lý chất lượng của bộ phận kiểm toán. Điểm quan trọng khi xem xét đến chất lượng KTNB ở cả hai cấp độ là bản thân doanh nghiệp phải chuẩn hóa hệ thống quy chế kiểm toán nội bộ, trong đó quy chế mà các doanh nghiệp cần xây dựng bao gồm các nội dung cơ bản: xác định rõ mô hình tổ chức KTNB, mối liên hệ của KTNB với chủ sở hữu, BGD, Ban Kiểm soát, với các đơn vị thực hiện ngoại kiểm và trong bản thân bộ phận KTNB; Xác định rõ quyền hạn và trách nhiệm của bộ phận KTNB và KTVNB; Quy định về tiêu chuẩn đối với KTVNB, các qui định về đào tạo, bồi dưỡng nghiệp vụ, các chế độ đãi ngộ đối với KTVNB; Xác định rõ nội dung KTNB, trong đó cần qui định rõ những lĩnh vực kiểm toán mà KTNB sẽ thực hiện; Xây dựng quy trình KTNB tương ứng với từng lĩnh vực hoặc xây dựng theo hướng quy trình cho cuộc kiểm toán liên kết; Xây dựng các kế hoạch kiểm toán chiến lược.

Khi đã xây dựng được quy chế kiểm toán, các doanh nghiệp có thể tạo lập sổ tay kiểm toán nhằm tạo điều kiện thuận lợi cho KTVNB thực hiện theo những qui định chung của pháp luật và những quy định riêng của doanh nghiệp. Sổ tay kiểm toán hay quy chế kiểm toán sẽ là thước đo đánh giá chất lượng công việc KTNB thực hiện.

Để có thể thực hiện được các giải pháp nêu trên, cần sự kết hợp của các điều kiện sau:

Về phía các cơ quan Nhà nước: Hoàn thiện khuôn khổ pháp lý trong lĩnh vực kiểm toán nội bộ, tạo môi trường pháp lý lành mạnh, hỗ trợ cho việc quản lý, kiểm tra, giám sát của Nhà nước nói chung và hoạt động kiểm tra kiểm soát của KTNB tại các doanh nghiệp nói riêng. Trong thời gian sớm nhất, Bộ Tài chính và các cơ quan chức năng có liên quan cần phối hợp và sớm thành lập một tổ chức độc lập riêng mang tính

ngành nghiệp cao của KTNB, nhằm tăng cường chất lượng dịch vụ KTNB, đảm bảo uy tín và danh tiếng hướng đến mục tiêu ngang tầm khu vực và quốc tế. Việc bổ sung và hoàn thiện hệ thống các văn bản pháp quy liên quan đến hoạt động kiểm toán nội bộ sẽ là yếu tố quan trọng để phát triển hoạt động kiểm toán nội bộ ở Việt Nam, góp phần sớm tiến tới hội nhập với kiểm toán nội bộ trên thế giới, nhất là trong bối cảnh của cuộc CMCN 4.0.

Về phía hiệp hội nghề nghiệp: Hiện tại, Việt Nam chưa hình thành và phát triển tổ chức nghề nghiệp riêng của KTNB. Cùng với sự mở rộng và khẳng định tầm quan trọng của kiểm toán nội bộ đối với các doanh nghiệp trong kỷ nguyên số cũng như sự phát triển trong tương lai của bộ phận kiểm toán nội bộ và đội ngũ kiểm toán viên nội bộ, rất cần thiết phải hình thành một Hội nghề nghiệp độc lập, đảm trách chức năng hành nghề kiểm toán nội bộ. Hội sẽ là một tổ chức phi Chính phủ có chức năng hỗ trợ, đào tạo, cập nhật chuyên môn, kiểm soát chất lượng dịch vụ kiểm toán nội bộ, kiểm soát đạo đức nghề nghiệp, trao đổi vướng mắc, kinh nghiệm; cập nhật và hướng dẫn các kỹ năng kỹ thuật số (kỹ năng công nghệ) mới nhất; góp phần duy trì và phát triển nghề nghiệp kiểm toán nội bộ ở Việt Nam nói chung và kiểm toán nội bộ trong các doanh nghiệp nói riêng.

Về phía doanh nghiệp: cần ý thức được vai trò, chức năng, nhiệm vụ của bộ phận KTNB, tuân thủ tốt các quy định pháp luật, các nguyên tắc, chuẩn mực trong công tác quản lý nói chung và công tác KTNB nói riêng. Các doanh nghiệp cần phải chủ động trong việc xây dựng bộ phận KTNB, tổ chức hoạt động KTNB tại đơn vị mình đúng quy định, hiệu quả.

Doanh nghiệp cần xây dựng một môi trường kiểm soát hoạt động kiểm toán mạnh nhằm kiểm soát toàn diện và hiệu lực các công việc, hành vi của KTVNB. Môi trường kiểm soát mạnh trong điều kiện mọi yếu tố khác phải đúng đắn và phù hợp như: Quan điểm của Ban lãnh đạo lành mạnh; Cơ cấu tổ chức kiểm toán nội bộ hợp lý, các quy định, nguyên tắc áp dụng trong hoạt động kiểm toán nội bộ phải đầy đủ và hữu hiệu. Đồng thời nghiên cứu, xây dựng và thực hiện các quy trình kiểm toán riêng biệt đối với từng loại kiểm toán (KTNB BCTC, kiểm toán hoạt động, kiểm toán tuân thủ, kiểm toán môi trường,...); Tăng cường công tác kiểm soát chất lượng kiểm toán liên tục và xuyên suốt nhằm củng cố mọi phương diện hoạt động KTNB.

Xây dựng chính sách nhân sự phù hợp trên các mặt: Tuyển dụng, đào tạo, khen thưởng, kỷ luật, đề bạt và phương pháp quản lý; trang bị đầy đủ các điều kiện, phương tiện làm việc hiện đại trợ giúp cho công việc kiểm toán nội bộ đạt chất lượng và hiệu quả; chủ động cập nhật và trang bị công nghệ, trang thiết bị hiện đại, tăng cường áp dụng công nghệ mới vào hoạt động kiểm toán nội bộ; tăng cường các hoạt động đào tạo về công nghệ mới cho nhân viên và kiểm toán viên nội bộ trong doanh nghiệp.

Về phía các KTVNB: KTVNB phải ý thức được vai trò, quyền hạn, trách nhiệm của mình, giữ vững đạo đức nghề nghiệp và không ngừng tự nâng cao năng lực chuyên môn, trình độ ngoại ngữ. KTVNB cần phải nhanh nhạy trong việc tiếp thu các tiến bộ khoa học, công nghệ, làm chủ công nghệ, thành thạo các công nghệ đặc biệt là các công nghệ, phần mềm mới, hiện đại để giảm bớt khối lượng công việc cần thực hiện và nâng cao hiệu quả trong quá trình thực hiện KTNB.

KẾT LUẬN

KTNB trong thời kỳ CMCN 4.0 đang ngày càng trở nên quan trọng, đặc biệt là với mục tiêu phát triển bền vững của doanh nghiệp. Tuy nhiên, kỷ nguyên số với những biến đổi như vũ bão của khoa học công nghệ đặt KTNB trước vô vàn cơ hội và thách thức. KTNB trong giai đoạn mới cần thực hiện đồng bộ nhiều giải pháp nhằm hoàn thiện cả về tổ chức và hoạt động KTNB. Muốn vậy, cần sự phối kết hợp

của cả các cơ quan quản lý Nhà nước, các hiệp hội nghề nghiệp, của bản thân doanh nghiệp và các kiểm toán viên nội bộ hành nghề. Thế giới trong kỷ nguyên số hóa đang biến đổi từng ngày, từng giờ. Tính toàn cầu, dữ liệu lớn, internet và công nghệ là cơ hội thay đổi, nâng cao năng lực cạnh tranh và giá trị bền vững của doanh nghiệp, hay là thách thức không thể vượt qua được sẽ tùy thuộc vào sự chuẩn bị ngay từ hôm nay.

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DỊCH VỤ KẾ TOÁN, KIỂM TOÁN Ở VIỆT NAM TRƯỚC YÊU CẦU HỘI NHẬP

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Tóm tắt: Hội nhập kinh tế quốc tế đã và đang trở thành yêu cầu tất yếu đối với mỗi quốc gia trong điều kiện xu thế toàn cầu hóa mọi hoạt động thương mại dịch vụ. Hội nhập kinh tế đồng nghĩa với việc mở cửa nền kinh tế và hòa nhập nền kinh tế của các nước riêng lẻ vào nền kinh tế chung của thế giới. Trước những yêu cầu thực tế của xu thế toàn cầu hóa, cách lựa chọn đúng đắn nhất trong quá trình hội nhập là “lối đi, bước đi”, lộ trình thực hiện sao cho thích hợp với điều kiện cụ thể của nước mình. Đối với sự phát triển dịch vụ nói chung và dịch vụ kế toán, kiểm toán nói riêng không nằm ngoài quy luật này. Phát triển dịch vụ kế toán, kiểm toán trong điều kiện hội nhập sẽ tạo cơ hội tiếp thu và vận dụng những thông lệ quốc tế vào điều kiện của từng nước, tạo cơ hội cho các tổ chức cung cấp dịch vụ kế toán, kiểm toán tiếp cận với thông lệ quốc tế, các chuẩn mực kế toán, kiểm toán và phương pháp kỹ thuật công nghệ hiện đại, tiên tiến; mở rộng thị trường và khả năng cung cấp dịch vụ kế toán, kiểm toán, tạo môi trường cạnh tranh gay gắt hơn.

Từ khóa: Phát triển dịch vụ kế toán kiểm toán; toàn cầu hóa; dịch vụ kế toán, kiểm toán tại Việt nam.

Abstract: International economic integration has become an indispensable movement for nations when trade and services are in globalization process. Economic integration refers to a process in which economies of different countries become more connected due to the reduction of trade barriers, national economies consequently would integrate into the global economy. Regarding actual requirements of the globalization process, detail plans and movement that are suitable to the specific conditions of Vietnam are the best way to globalize successfully. In fact, the development of accounting and auditing professional services also follows above pattern. As regards accounting and auditing services in Vietnam, international economic integration will create opportunities to study and apply international accounting practices in connection with Vietnamese particular conditions, open chances for organizations providing accounting and auditing services to approach international practices, international accounting and auditing standards, latest technology, modern techniques and expand the market thus creating a more competitive market.

Keyword: the development of accounting and auditing professional services; globalize; accounting and auditing services in Vietnam

ĐẶT VẤN ĐỀ

Nền kinh tế nước ta sau 30 năm đổi mới và mở cửa hội nhập kinh tế quốc tế đã đạt được những kết quả khả quan, trong kết quả đó có sự đóng góp không nhỏ của các hoạt động dịch vụ kế toán, kiểm toán. Sự phát triển ngày càng đa dạng và có chiều sâu của các loại hình dịch vụ trong lĩnh vực kế toán, kiểm toán đã đóng góp tích cực vào công cuộc huy động và nâng cao hiệu quả sử dụng mọi nguồn lực trong và ngoài nước cho đầu tư phát triển, tạo môi trường thuận lợi cho các thành phần kinh tế. Mặt khác, sự phát triển của các loại hình dịch vụ này góp phần nâng cao tính minh bạch trong các hoạt động kinh tế, góp phần đảm bảo sự lành mạnh và an ninh trong hệ thống tài chính quốc gia. Trong cơ chế

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thị trường và sự phát triển mạnh mẽ của các loại hình dịch vụ kế toán, kiểm toán, đặc biệt là xu hướng hội nhập và tự do hóa hoạt động trong lĩnh vực cung cấp dịch vụ kế toán, kiểm toán thì việc nâng cao chất lượng phục vụ cũng như mở rộng quy mô của các loại dịch vụ để tiến tới hội nhập và toàn cầu hóa là quan trọng và đòi hỏi tất yếu.

1. DỊCH VỤ KẾ TOÁN, KIỂM TOÁN

Theo phân loại sản phẩm, dịch vụ của tổ chức Liên Hiệp Quốc “Provisional Central Product Classification” (CPC) và cụ thể tình hình cung cấp dịch vụ kế toán, kiểm toán trên thị trường thì dịch vụ này được chia thành các phân ngành: dịch vụ kiểm toán báo cáo tài chính, dịch vụ kiểm toán hoạt động, dịch vụ kiểm toán tuân thủ, dịch vụ kiểm toán báo cáo quyết toán vốn đầu tư xây dựng cơ bản, dịch vụ lập báo cáo tài chính và các dịch vụ kế toán khác...

Hoạt động kế toán thực tế trong nền kinh tế thị trường hiện nay nảy sinh các nhu cầu về:

- Tập hợp chứng từ, xử lý chứng từ kế toán và ghi chép sổ sách kế toán.
- Soát xét và hoàn thiện chứng từ, sổ sách và lập báo cáo kế toán.
- Đánh giá mức độ trung thực, khách quan của các báo cáo tài chính, báo cáo kế toán của một chủ thể nhất định phục vụ mục đích nộp thuế, tham gia liên doanh, liên kết, hợp đồng hợp tác kinh doanh,...
- Tư vấn đối với tổ chức và vận hành bộ máy kế toán (trực tiếp hoặc gián tiếp) của một chủ thể nhất định sao cho có hiệu quả cao nhất, phù hợp với quy định của pháp luật.
- Tư vấn các quyết định kinh doanh dựa trên thông tin, tài liệu kế toán.
- Cung cấp và tư vấn sử dụng phần mềm kế toán.
- Tuyển dụng và đào tạo kế toán viên, kế toán trưởng cho các chủ thể doanh nghiệp,...vv.

Các hoạt động đáp ứng nhu cầu trên là các loại dịch vụ có liên quan đến các hoạt động kế toán hay còn gọi là dịch vụ kế toán. Theo cách phân loại sản phẩm của tổ chức Liên hiệp quốc “Provisional Central Product Classification” thì cung cấp dịch vụ kế toán bao gồm: Dịch vụ soát xét báo cáo tài chính; Dịch vụ lập báo cáo tài chính và các dịch vụ kế toán khác...v.v, cụ thể là:

- Dịch vụ soát xét báo cáo tài chính: Là dịch vụ soát xét các báo cáo tài chính hàng năm, hàng kỳ và các thông tin kế toán khác, phạm vi soát xét nhỏ hơn kiểm toán, do đó mức độ tin cậy, tính pháp lý cũng thấp hơn.
- Dịch vụ lập báo cáo tài chính: Là việc lập báo cáo tài chính từ các thông tin khách hàng cung cấp. Nhà cung cấp dịch vụ không chứng nhận tính chính xác của các báo cáo tài chính được biên soạn. Nếu hợp đồng dịch vụ soạn lập báo cáo tài chính bao gồm cả phần soạn lập các tờ khai thuế thì dịch vụ kê khai thuế cũng được coi là một phần của dịch vụ soạn lập báo cáo tài chính.
- Dịch vụ ghi sổ kế toán: Là loại dịch vụ bao gồm hoạt động phân loại, ghi chép các giao dịch kinh doanh theo đơn vị tiền tệ hoặc các đơn vị đo lường khác vào sổ kế toán.

- Các dịch vụ kế toán khác: Như là chứng nhận, đánh giá, lập các báo cáo không chính thức.

Các dịch vụ kế toán ngày càng được nói đến nhiều hơn trong nền kinh tế thị trường bởi nó mang lại lợi ích không chỉ cho doanh nghiệp mà còn cho các nhà đầu tư, các cơ quan quản lý nhà nước và cả nền kinh tế.

Đối với doanh nghiệp việc được cung cấp dịch vụ kế toán bởi những công ty cung cấp dịch vụ kế toán uy tín, các chuyên gia kế toán chuyên nghiệp sẽ giúp họ đánh giá đúng thực trạng tài chính của mình, từ đó có các quyết định quản trị thích hợp; thiết lập, xây dựng, hoàn thiện bộ máy kế toán của chính doanh nghiệp sao cho hoạt động hiệu quả và đáng tin cậy nhất.

Đối với các nhà đầu tư, các cơ quan quản lý kinh tế, dịch vụ kế toán tạo điều kiện cho họ có được một cái nhìn khách quan, trung thực về tình hình tài chính của các doanh nghiệp mà họ quan tâm. Đây là cơ sở, là căn cứ quan trọng để họ thực hiện hoặc điều chỉnh các quyết định kinh tế (các nhà đầu tư), các cơ chế chính sách (các cơ quan quản lý kinh tế).

Thực tế hoạt động của các dịch vụ kế toán, kiểm toán ở Việt nam trong những năm vừa qua đã có sự chuyển mình mạnh mẽ cả về số lượng và chất lượng dịch vụ. Các dịch vụ của các công ty kiểm toán, các công ty tư vấn ngày càng được khách hàng tin nhiệm, được xã hội thừa nhận, điển hình là dịch vụ kiểm toán độc lập đã xác định được vị trí quan trọng trong nền kinh tế. Các loại hình dịch vụ trong lĩnh vực kế toán, kiểm toán ngày càng đa dạng, phong phú và có chất lượng, đáp ứng được nhu cầu của thực tế. Tuy nhiên, bên cạnh những thành tựu đạt được thì dịch vụ kế toán, kiểm toán còn những hạn chế cần khắc phục.

2. HẠN CHẾ CỦA DỊCH VỤ KẾ TOÁN, KIỂM TOÁN VIỆT NAM

2.1. Về phía các tổ chức cung cấp dịch vụ kế toán, kiểm toán:

Mặc dù trong những năm gần đây, số lượng các công ty cung cấp dịch vụ kế toán, kiểm toán đã tăng nhanh, đặc biệt là sau khi thực hiện Luật Doanh nghiệp. Tuy nhiên, chỉ có một số công ty có khả năng về quy mô, phạm vi và chất lượng hoạt động. Sự hạn chế về quy mô, kể cả vốn điều lệ đã ảnh hưởng rất lớn đến khả năng cạnh tranh của các công ty, đặc biệt là các công ty của Việt nam. Một số công ty chỉ có 1 hoặc 2 kiểm toán viên, hoạt động trong phạm vi, quy mô nhỏ lẻ, các loại hình dịch vụ cung cấp không nhiều, chất lượng dịch vụ còn thấp, chưa đạt yêu cầu. Chất lượng các dịch vụ kế toán, kiểm toán do chưa được kiểm soát, do chạy đua về giá nên chưa thực sự đồng đều. Công tác đào tạo ở các công ty, đặc biệt là các công ty nhỏ, mới thành lập chưa thực sự được đề cao và quan tâm đúng mức.

2.2. Về góc độ thị trường và khách hàng:

Quy mô thị trường còn nhỏ, chưa tương xứng với tiềm năng và tốc độ tăng trưởng kinh tế xã hội, khách hàng chủ yếu vẫn kiểm toán theo luật định, số tự nguyện không nhiều. Khách hàng chủ yếu thực hiện dịch vụ kiểm toán theo quy định như kiểm toán hoạt động, kiểm toán tuân thủ, trong khi đó kiểm toán hoạt động chưa được triển khai nhiều

2.3. Về các loại hình dịch vụ:

Thực tế hiện nay cho thấy tỷ trọng cung cấp dịch vụ kiểm toán báo cáo tài chính vẫn chiếm số lượng khá cao. Các loại hình dịch vụ khác như dịch vụ tư vấn tài chính, tư vấn thuế còn thấp, đặc biệt là khối các doanh nghiệp trong nước. Mặt khác, các công ty cung cấp dịch vụ kế toán, kiểm toán đang tập trung hoạt động ở một số thị trường lớn như Hà Nội, TP. Hồ Chí Minh, tại các địa phương khác tuy có chi nhánh nhưng phân bố không đều. Điều này dẫn đến việc khai thác không triệt để nhu cầu thị trường, làm cho nhiều đơn vị, tổ chức không có những hiểu biết về tình hình, ý nghĩa của các loại hình dịch vụ kế toán, kiểm toán.

Sở dĩ còn có những hạn chế nêu trên trong lĩnh vực dịch vụ kế toán, kiểm toán là do nhiều nguyên nhân khác nhau, có thể kể đến những nguyên nhân chủ yếu như từ sự quy định của hệ thống văn bản pháp lý chưa đầy đủ; hội nghề nghiệp chưa thực sự phát triển đủ mạnh; hoạt động kiểm soát chất lượng dịch vụ kế toán, kiểm toán mới chỉ thực hiện trong phạm vi từng công ty; chưa ban hành đầy đủ hệ thống chuẩn mực kế toán, kiểm toán Việt nam; phạm vi đối tượng khách hàng của các công ty còn hẹp; địa vị pháp lý và chức năng của tổ chức nghề nghiệp kế toán, kiểm toán chưa được đánh giá đúng mức; hình thức sở hữu của các công ty cung cấp dịch vụ kế toán còn chưa phù hợp.

3. YÊU CẦU CỦA PHÁT TRIỂN DỊCH VỤ KẾ TOÁN, KIỂM TOÁN

Sự phát triển dịch vụ kế toán, kiểm toán trong điều kiện hội nhập ở nước ta đặt ra rất nhiều yêu cầu, trong khi đó chúng ta có những khó khăn rất lớn như xuất phát điểm thấp; tính cấp bách của hội nhập; sự khác biệt với các nước về mối quan hệ và phân định quyền hạn quản lý giữa cơ quan quản lý nhà nước và các tổ chức nghề nghiệp;... Do đó, chúng ta buộc phải tiến hành và giải quyết đồng bộ các yêu cầu đặt ra và phải có lộ trình thích hợp chi việc “mở cửa” dịch vụ kế toán, kiểm toán. Cụ thể, một số yêu cầu cơ bản như:

- *Yêu cầu về thị trường*: ngoài việc mở rộng thị trường trong nước phải vươn ra thị trường nước ngoài; Phải mở rộng thị trường trong nước bằng việc mở rộng diện doanh nghiệp, tổ chức có nhu cầu “thuê” dịch vụ kế toán, kiểm toán; dần hướng ra thị trường nước ngoài với các mối quan hệ rộng khắp và khẳng định uy tín, thương hiệu trong kinh doanh dịch vụ

- *Yêu cầu về khả năng cung cấp dịch vụ kế toán, kiểm toán*: trong những năm gần đây, số lượng các doanh nghiệp cung cấp dịch vụ kế toán, kiểm toán tăng lên khá nhanh, tuy nhiên trong thời gian tới, không chỉ tăng nhanh về mặt số lượng mà còn đòi hỏi về mặt chất lượng rất cao, thông qua việc cạnh tranh giữa các đơn vị này, từ đó đòi hỏi khả năng cao trong cung cấp các hoạt động dịch vụ, không chỉ ở thị trường trong nước mà còn vươn ra tầm khu vực và quốc tế

- *Yêu cầu về tính đa dạng các sản phẩm dịch vụ kế toán, kiểm toán*: để đáp ứng được nhu cầu của nền kinh tế thị trường, được coi là “chiếc nôi” sản sinh ra các loại hoạt động kinh tế đa dạng, từ đó đòi hỏi dịch vụ kế toán, kiểm toán cần đa dạng hóa ngành nghề, sản phẩm của mình

- *Yêu cầu về quản lý nghề nghiệp*: cần phải được nâng cao phù hợp với thông lệ quốc tế trong quá trình hội nhập, tránh sự can thiệp quá sâu của các cơ quan quản lý Nhà nước.

4. QUAN ĐIỂM PHÁT TRIỂN DỊCH VỤ KẾ TOÁN, KIỂM TOÁN Ở VIỆT NAM

Ở Việt nam, qua hơn 20 năm hình thành và phát triển, hệ thống các tổ chức làm nhiệm vụ cung cấp các dịch vụ kế toán, kiểm toán đã lớn lên từng bước cả về số lượng và chất lượng; quan trọng hơn là đã khẳng định được việc hình thành một loại nghề nghiệp mới trong điều kiện của nền kinh tế thị trường, mở cửa và hội nhập. Tuy nhiên, để có được những bước đi mạnh mẽ, vượt bậc trong thời gian tới, chúng ta phải nghiêm túc nhìn nhận và đánh giá thực trạng của nó. Do đó, trong thời gian tới, cần đẩy mạnh phát triển dịch vụ kế toán, kiểm toán theo các quan điểm chính như sau:

Một là, kế toán, kiểm toán hoạt động trong khuôn khổ pháp luật của Nhà nước và hướng dẫn của các tổ chức nghề nghiệp, thực sự trở thành công cụ đắc lực, hiệu quả giúp cho các doanh nghiệp, đơn vị và cơ quan quản lý Nhà nước trong việc quản lý và sử dụng nguồn lực tài chính Nhà nước, các nguồn vốn, tài sản của doanh nghiệp có hiệu quả trong mọi lĩnh vực, thành phần kinh tế

Hai là, kế toán, kiểm toán trở thành một nghề nghiệp hoạt động độc lập, khách quan và được xã hội hóa. Đẩy mạnh hoạt động của các tổ chức nghề nghiệp nhằm thực hiện chức năng quản lý chuyên môn, đạo đức nghề nghiệp của đội ngũ những người hành nghề kế toán, kiểm toán, thay thế dần công việc quản lý trực tiếp của cơ quan Nhà nước.

Ba là, kế toán, kiểm toán trở thành một loại hoạt động dịch vụ, phát triển mạnh mẽ và trở thành công cụ đắc lực của doanh nghiệp và Nhà nước. Chất lượng dịch vụ được quốc tế hóa, phát triển phù hợp với thông lệ quốc tế, được quốc tế thừa nhận

Bốn là, kế toán, kiểm toán được phát triển đồng bộ với các lĩnh vực khác trong chiến lược phát triển tài chính, phát triển phù hợp với xu hướng phát triển của nền kinh tế, của khoa học kỹ thuật, khoa học quản lý và nền hành chính quốc gia.

Để có thể phát triển dịch vụ kế toán, kiểm toán theo định hướng nêu trên và khắc phục những hạn chế hiện có của dịch vụ kế toán, kiểm toán trong thị trường Việt nam thì cần có sự phối hợp đồng bộ về nhiệm vụ của các cơ quan, bộ ngành, hội nghề nghiệp và thực tế các công ty hoạt động trong lĩnh vực dịch vụ kế toán, kiểm toán.

5. CÁC GIẢI PHÁP PHÁT TRIỂN DỊCH VỤ KẾ TOÁN, KIỂM TOÁN VIỆT NAM

5.1. Tiếp tục xây dựng hoàn thiện khuôn khổ pháp lý về kế toán, kiểm toán:

- Nhanh chóng hoàn thiện hệ thống chuẩn mực kế toán, kiểm toán Việt nam trên cơ sở vận dụng chuẩn mực quốc tế, phù hợp với trình độ quản lý ở Việt nam và xu hướng mở cửa, hội nhập nhằm đạt được sự công nhận của quốc tế trên các nội dung chính của kế toán, kiểm toán Việt nam. Việc ban hành đầy đủ hệ thống chuẩn mực kế toán, kiểm toán phải được coi là mục tiêu cơ bản của quá trình cải cách kế toán, kiểm toán trong điều kiện hội nhập;

- Hoàn thiện chế độ kế toán, kiểm toán, công khai tài chính doanh nghiệp và ứng dụng cho các lĩnh vực ngân hàng, tổ chức tài chính, thị trường chứng khoán, bảo hiểm;

Trên cơ sở Luật kế toán và các chuẩn mực kế toán ban hành, tiếp tục nghiên cứu, xây dựng và hoàn thiện chế độ kế toán cụ thể cho doanh nghiệp và các lĩnh vực đặc thù, mới hình thành như kế toán công ty chứng khoán, bảo hiểm, công ty cổ phần, công ty tài chính, các quỹ và quản lý dự án, các hoạt động dịch vụ mua bán nợ...

5.2. Các giải pháp nhằm tăng cường khả năng cung cấp dịch vụ kế toán, kiểm toán:

- Tăng nhanh về số lượng và đa dạng hóa các tổ chức dịch vụ kế toán, kiểm toán: để thực hiện tốt giải pháp này trước hết cần duy trì và nâng cao chất lượng hoạt động dịch vụ của các công ty hiện có, chấn chỉnh các tồn tại trong quá trình hoạt động; Tiếp tục cho phép các công ty dịch vụ quốc tế hoạt động tại Việt nam; Tạo điều kiện và cho phép thành lập mới các công ty TNHH, công ty TNHH một thành viên, công ty hợp danh; tiến hành cổ phần hóa các DNNN; Hướng một số công ty kế toán, kiểm toán chuyển sang chuyên môn hóa cung cấp dịch vụ cho lĩnh vực ngân hàng, công nghệ thông tin, khai thác...

- Khuyến khích các công ty kế toán, kiểm toán mở rộng quy mô: đặt mức phấn đấu đối với các doanh nghiệp, tổ chức dịch vụ kế toán, kiểm toán phải có ít nhất 50 lao động trở lên để đảm bảo có đủ lực lượng cung cấp dịch vụ kế toán, kiểm toán có chất lượng. Các công ty hiện có nhiều chi nhánh ở các tỉnh, thành phố thì hướng chuyên đổi thành công ty mẹ, công ty con hoặc tách các bộ phận tư vấn thành công ty độc lập, giảm thiểu các văn phòng, chi nhánh quá nhỏ bé;

- Đa dạng hóa các loại hình dịch vụ kế toán, kiểm toán: phát triển các loại hình dịch vụ kiểm toán (kiểm toán báo cáo tài chính, kiểm toán vì mục đích thuế, kiểm toán tuân thủ, kiểm toán hoạt động, kiểm toán công trình xây dựng cơ bản...); dịch vụ kế toán, dịch vụ tài chính, dịch vụ thuế và kinh doanh, dịch vụ đào tạo, bồi dưỡng kế toán, kiểm toán... Các dịch vụ này từng bước phải đạt tiêu chuẩn khu vực và quốc tế;

- Các giải pháp khác như nâng cao khả năng, trình độ của nhân viên chuyên nghiệp, mở rộng diện được hành nghề cho cá nhân, chấn chỉnh các chức danh nghề nghiệp trong lĩnh vực kế toán, kiểm toán, đổi mới chương trình đào tạo kiểm toán viên. Chú trọng phát triển nguồn nhân lực chất lượng cao gắn với trình độ ngoại ngữ, kỹ năng mềm và đặc biệt nguồn nhân lực đáp ứng yêu cầu của cuộc cách mạng 4.0 đang và sẽ bùng nổ trên thế giới.

5.3. Các giải pháp tăng cường quản lý hoạt động dịch vụ kế toán, kiểm toán:

- Nâng cao vai trò của Hội nghề nghiệp về kế toán, kiểm toán và mối quan hệ của Hội với cơ quan quản lý Nhà nước để tăng cường hoạt động thực tiễn của tổ chức nghề nghiệp này. Đẩy mạnh hoạt động của Hội nghề nghiệp nhằm giảm tính công quyền và nâng cao tính nghề nghiệp trong quản lý hoạt động kế toán, kiểm toán phù hợp với xu thế phát triển của nền kinh tế thị trường. Việc xác định rõ chức năng của Hội nghề nghiệp sẽ góp phần nâng cao vị thế, hiệu quả hoạt động của Hội, góp phần thúc đẩy tiến trình hội nhập;

- Hỗ trợ hoạt động nghề nghiệp của Hội Kế toán Việt nam nhằm nâng cao tính chất nghề nghiệp trong hoạt động dịch vụ kế toán, kiểm toán phù hợp với thông lệ quốc tế. Muốn làm được điều này thì cần phải nâng cao chất lượng của Hội vào việc xây dựng, hoàn thiện pháp luật và chính sách về kế toán, kiểm toán, mở rộng quan hệ quốc tế của Hội. Về phía Nhà nước có thể từng bước mở rộng và giao thêm chức năng hoạt động cho Hội như hoàn thiện và hướng dẫn chuẩn mực kế toán, kiểm toán, bồi dưỡng và thi tuyển kiểm toán viên, chuyên gia kế toán, quản lý và kiểm soát chất lượng hành nghề và tham gia đào tạo, bồi dưỡng đội ngũ kế toán, kiểm toán viên; Hình thành cơ chế giám sát chất lượng hoạt động kiểm toán và giao chức năng này cho tổ chức nghề nghiệp. Hội kế toán làm đầu mối tổ chức giám sát chất lượng hoạt động dịch vụ. Tổ chức huy động lực lượng từ các công ty kiểm toán để thực hiện kiểm tra chéo các công ty. Nâng cao hiệu lực hoạt động của Hội bằng cách thành lập thêm các tổ chức, chi hội kiểm toán, trung tâm đào tạo, cung cấp dịch vụ, bổ sung lao động trẻ, có năng lực chuyên môn. Hỗ trợ, đầu tư cơ sở vật chất, trang bị kỹ thuật cho Hội. Mở rộng và củng cố quan hệ quốc tế của Hội kế toán Việt nam. Hội Kế toán phải trở thành hạt nhân liên kết, hợp tác các công ty kiểm toán.

- Các cơ quan chức năng phải tăng cường kiểm tra, có chế tài cương quyết rất cụ thể đối với những cá nhân, tổ chức hành nghề không đăng ký hoặc hành nghề không đúng với quy định của pháp luật. Có hướng dẫn cụ thể với những hộ kinh doanh dịch vụ kế toán, đưa họ vào khuôn khổ hoạt động để vừa quản lý vừa khích lệ phát triển dịch vụ

- Cần phải đổi mới công tác đào tạo, thi cấp chứng chỉ kế toán viên của Việt nam, xây dựng chuẩn đào tạo nghề nghiệp theo chuẩn quốc tế. Đồng thời tăng cường bồi dưỡng thường xuyên, bồi dưỡng cập nhật kiến thức, phát triển nghề nghiệp và nâng cao kỹ năng cho các kế toán viên.

5.4. Về phía các tổ chức, cá nhân cung cấp dịch vụ kế toán

- Các công ty kế toán cần xây dựng và hoàn thiện đầy đủ các quy chế ràng buộc và tăng cường công tác kiểm tra, kiểm soát hoạt động kế toán, kiểm soát chất lượng kế toán bằng các quy chế, quy trình công tác, quy trình nghiệp vụ đối với các nhóm, tổ, đoàn kiểm toán và đối với kế toán viên.

- Các công ty kế toán cần phải có tầm nhìn chiến lược dài hạn để phát triển bền vững tổ chức hoạt động và kinh doanh, phát triển thị trường, phải xây dựng cho công ty mình triết lý kinh doanh phù hợp, xây dựng một thương hiệu mạnh, uy tín cao và rộng rãi trên thị trường. Coi trọng vấn đề nguồn nhân lực (đội ngũ cán bộ quản lý chủ chốt, kế toán viên), trong đó cần phải biết đặt yếu tố con người (nhân sự) vào vị trí trung tâm của các hoạt động của công ty, coi trọng vấn đề tuyển dụng và duy trì nhân sự chủ chốt, đào tạo, bồi dưỡng kế toán viên.

- Các công ty kế toán Việt Nam cần tuân thủ các quy định điều lệ, các hướng dẫn của Hội nghề nghiệp về tổ chức hoạt động, quản lý nghề nghiệp, nghiệp vụ chuyên môn. Các công ty cần có tính liên kết với nhau, có tính tổ chức chung trong một hiệp hội, tránh tình trạng “mạnh ai ấy hay”, không có tổ chức, không có trách nhiệm với nhau, hoặc tham gia tổ chức hiệp hội chỉ là hình thức...

- Các công ty kế toán phải hiện đại hóa công tác quản lý, áp dụng công nghệ thông tin, chú ý xây dựng văn hóa công ty, môi trường làm việc, cống hiến cho cán bộ và kế toán viên.

- Các công ty phải có quan điểm chất lượng dịch vụ kế toán cung cấp cho khách hàng là đặc biệt quan trọng, lấy “chữ tín” làm đầu để duy trì và phát triển khách hàng.

5.5. Duy trì và mở rộng quan hệ hợp tác quốc tế, thực hiện các bước của tiến trình hội nhập kế toán, kiểm toán

Trong những năm tới, sau khi hoàn thiện việc công bố khuôn khổ pháp lý về kế toán, kiểm toán, công việc tiếp đó là phải đẩy mạnh việc mở rộng quan hệ hợp tác quốc tế, thực hiện đầy đủ vai trò thành viên của Liên đoàn kế toán quốc tế (IFAC) và thành viên Hiệp hội kế toán ASEAN (AFA), thực hiện tự do hóa và mở cửa hơn nữa dịch vụ kế toán, kiểm toán.

Tóm lại, quá trình hội nhập kinh tế quốc tế tạo ra cho các nước những cơ hội lớn và những thách thức không nhỏ đối với việc phát triển kinh tế đất nước, đặc biệt là những nước đang phát triển. Đối với Việt nam, trong lĩnh vực dịch vụ kế toán, kiểm toán khi bước vào hội nhập cũng có những điểm khả quan, tuy nhiên cũng phải thấy rằng xuất phát điểm của các dịch vụ kế toán, kiểm toán của Việt nam tham gia hội nhập còn khá thấp: thị trường hẹp, khả năng cung dịch vụ còn hạn chế, dịch vụ chưa đa dạng, chất lượng chưa cao... Vì vậy, việc nghiên cứu tìm ra các giải pháp nhằm phát triển và nâng cao dịch vụ kế toán, kiểm toán của Việt nam trong điều kiện hội nhập kinh tế quốc tế có ý nghĩa hết sức lớn lao, giúp cho Việt nam tận dụng được những cơ hội, vượt qua được những thách thức nhằm đẩy nhanh tiến trình tham gia hội nhập quốc tế trong lĩnh vực kế toán, kiểm toán.

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KẾ TOÁN MÔI TRƯỜNG TRONG CÁC DOANH NGHIỆP SẢN XUẤT VIỆT NAM: THỰC TRẠNG VÀ GIẢI PHÁP

Bùi Thị Thu Hương*, Trần Anh Quang**

TÓM TẮT: Kế toán môi trường đã được thế giới thừa nhận là một giải pháp hữu hiệu giúp doanh nghiệp đạt tới hoạt động kinh doanh bền vững, nghĩa là vừa đạt được lợi ích kinh tế, vừa bảo vệ môi trường. Ngày nay vì mục tiêu riêng của mình mà các doanh nghiệp đã quên đi những tác động của quá trình sản xuất, khai thác và sử dụng tài nguyên thiên nhiên đến môi trường. Trên thực tế có rất ít doanh nghiệp sản xuất Việt Nam thực sự quan tâm đến thông tin do kế toán môi trường cung cấp nên thực tế chưa thực hiện kế toán môi trường. Trong khuôn khổ bài viết này, tác giả đưa ra thực trạng kế toán môi trường trong các doanh nghiệp sản xuất Việt Nam, từ đó đề xuất các giải pháp áp dụng rộng rãi kế toán môi trường trong các doanh nghiệp sản xuất Việt Nam.

Từ khóa: Kế toán môi trường; các doanh nghiệp sản xuất; Việt Nam.

ABSTRACT: Environmental accounting is recognized worldwide as an effective solution for businesses to achieve sustainable development in terms of economic growth and environmental protection. Today, a large numbers of companies has been trying to utilize natural resources into production with a view to obtaining their own goals at the expense of environment. In Vietnam, there is a fact that manufacturing companies have probably been paying much attention to environmental protection in general, however, those issues have not been fully acknowledged in accounting practices in particular. That is to say, not only accounting techniques but also systematic processes of identifying, measuring and providing environmental accounting information have certain limitations. In this paper, the authors will explore the present status of environmental accounting in manufacturing companies in Vietnam and then propose some widely applied solutions.

Key words: environmental accounting, manufacturing company, Vietnam

1. ĐẶT VẤN ĐỀ

Trong những năm gần đây, môi trường đang trở thành vấn đề thời sự có tính chất toàn cầu. Sự thay đổi trong nhận thức về trách nhiệm xã hội của doanh nghiệp trước các vấn đề môi trường đã đặt kế toán tại các doanh nghiệp trước thách thức: làm sao và bằng cách nào có thể kế toán các yếu tố môi trường? không chỉ thông qua ghi chép và báo cáo các thông tin tài chính, mà còn phải thể hiện được vai trò của kế toán như là một công cụ trợ giúp hữu hiệu cho các nhà quản lý quản trị các vấn đề môi trường trong phạm vi từng đơn vị kinh tế. Tại Việt Nam, việc khai thác sử dụng tài nguyên dẫn đến cạn kiệt cùng với lượng chất thải xả ra môi trường trong quá trình sản xuất gây ra những vấn đề vô cùng nghiêm trọng. Vì vậy, sử dụng công cụ kế toán môi trường để nhận diện và đánh giá các đối tượng kế toán môi trường và tác động của chúng đến sự phát triển kinh tế tài chính của doanh nghiệp là việc làm vô cùng cần thiết. Để làm được điều đó, các doanh nghiệp không chỉ thực hiện công tác kế toán nói chung tại đơn vị, còn cần phải thực hiện công tác kế toán

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môi trường. Trong lĩnh vực kế toán môi trường, hiện chưa có những hướng dẫn tổng quát đến cụ thể cho việc áp dụng kế toán môi trường trong doanh nghiệp như việc làm thế nào để nhận diện, thu thập, ghi nhận thông tin, lập báo cáo chi phí, thu nhập, tài sản, nợ phải trả môi trường... Vì vậy, chế độ kế toán hiện hành trong đó có vấn đề kế toán môi trường cần được nghiên cứu và xây dựng để làm cơ sở cho ứng dụng trong thực tế. Điều đó đặt ra vấn đề phải đánh giá đúng thực trạng kế toán môi trường trong các doanh nghiệp sản xuất Việt Nam, từ đó đưa ra những giải pháp ứng dụng kế toán môi trường trong các doanh nghiệp sản xuất Việt Nam hiện nay

2. THỰC TRẠNG KẾ TOÁN MÔI TRƯỜNG TRONG CÁC DOANH NGHIỆP SẢN XUẤT VIỆT NAM

Qua thực tế nghiên cứu và khảo sát số liệu trong giai đoạn năm 2015 - 2018 trong phạm vi cả nước hiện nay có trên 50 doanh nghiệp đã bắt đầu quan tâm nghiên cứu việc áp dụng kế toán môi trường vào trong doanh nghiệp như các công ty sản xuất xi măng, công ty sản xuất hàng may mặc và các công ty chế biến dầu khí, công ty chế biến nông sản, công ty sản xuất gạch... Qua khảo sát thực tế tại các doanh nghiệp có thể nhận thấy rằng:

Thứ nhất: Về nhận thức của các cấp quản lý về vấn đề bảo vệ môi trường và kế toán môi trường

Trong quá trình phát triển, nhiều doanh nghiệp sản xuất Việt Nam đã xác định được đúng hướng đi, sản xuất ra những sản phẩm đáp ứng sự tin cậy của khách hàng về chất lượng, từng bước nâng cao tiêu chí thân thiện với môi trường và đem lại nhiều giá trị hơn cho khách hàng. Nhiều doanh nghiệp đã đề ra và thực thi các biện pháp ngăn ngừa ô nhiễm như trang bị hệ thống hút bụi công suất lớn, coi trọng công tác vệ sinh công nghiệp trong và ngoài khu vực sản xuất. Đối với các loại chất thải rắn, các doanh nghiệp thường hợp đồng với công ty môi trường đô thị thu gom hàng ngày, tránh tình trạng gây ô nhiễm. Đối với nước thải, các doanh nghiệp thường đầu tư trang bị hệ thống xử lý nước thải. Ngoài ra, nhiều doanh nghiệp còn tổ chức trồng và quy hoạch vành đai cây xanh góp phần làm trong sạch môi trường. Như vậy có thể nói các doanh nghiệp đã và đang có những sự quan tâm đến vấn đề bảo vệ môi trường bằng việc đầu tư máy móc, trang thiết bị xử lý ô nhiễm, thể hiện trách nhiệm của doanh nghiệp đối với môi trường và xã hội cao.

Tuy nhiên, trong công tác kế toán, phần lớn các doanh nghiệp lại chưa có sự quan tâm, theo dõi một cách đúng mức. Hầu hết các doanh nghiệp không bố trí cán bộ kế toán chuyên trách để hạch toán các khoản chi phí, thu nhập, tài sản, nợ phải trả môi trường và vẫn duy trì hệ thống kế toán truyền thống, chưa tích hợp các thông tin của kế toán môi trường vào hệ thống kế toán chung.

Thứ hai: Về nhận diện chi phí, thu nhập, tài sản, nợ phải trả môi trường

Các doanh nghiệp hiện nay đều sử dụng mô hình truyền thống trong thu thập thông tin về chi phí, thu nhập, tài sản, nợ phải trả môi trường. Các thông tin này chủ yếu được thể hiện dưới hình thức tiền tệ.

Các chi phí môi trường theo quan niệm của doanh nghiệp thường cho rằng chi phí môi trường là nhỏ, không đáng kể. Một số khoản mục chi phí liên quan đến yếu tố môi trường dễ nhận thấy thì được các công ty hạch toán vào một khoản mục riêng, còn các chi phí môi trường khác thường bị ẩn đi hoặc tính gộp vào chi phí sản xuất chung hay chi phí quản lý doanh nghiệp. Các chi phí này thường được phân bổ cho các sản phẩm, dịch vụ hoàn thành trong kỳ theo khối lượng sản xuất thực tế hoàn thành. Phương pháp sử dụng để phân bổ chi phí là phương pháp truyền thống với một tiêu thức phân bổ duy nhất thường là chi phí nguyên vật liệu trực tiếp, chi phí nguyên vật liệu chính hoặc chi phí nhân công trực tiếp. Thực tế hiện nay, hầu hết các doanh nghiệp đang thực hiện phân loại chi phí môi trường như sau:

- Chi phí xử lý chất thải bao gồm chi phí khấu hao, bảo dưỡng, vận hành các hệ thống xử lý chất thải; chi phí trả lương cho công nhân vệ sinh; lương, nhiên liệu cấp cho đội xe xử lý bụi, chi phí vật tư hoạt động xử lý chất thải, các khoản phí, lệ phí liên quan đến môi trường.

- Chi phí ngăn ngừa và quản lý môi trường bao gồm chi phí dịch vụ bên ngoài; chi phí nhân sự của ban KCS; chi phí quan trắc môi trường định kỳ hàng năm; chi phí chăm sóc, trồng cây xanh làm đẹp cảnh quan; chi phí trang bị bảo hộ lao động...

- Chi phí phân bổ cho chất thải

- Chi phí tái chế

Ví dụ chi tiết các loại chi phí môi trường cho từng sản phẩm tại một doanh nghiệp sản xuất xi măng như sau:

Bảng 1: Chi tiết chi phí môi trường cho từng sản phẩm công ty CP Xi măng Vicem Hải Vân năm 2017

| Chỉ tiêu | PCB30 | PC40 | PCB40 | Tổng cộng |
|--|-----------------|----------------|-----------------|------------------|
| Giá thành sản phẩm hoàn thành | 142.629.122.663 | 27.533.060.805 | 730.145.414.305 | 899.307.597.773 |
| Chi phí xử lý chất thải | 542.629.047 | 53.933.531 | 2.037.894.422 | 2.634.457.000 |
| Chi phí ngăn ngừa và quản lý môi trường | 178.165.322 | 325.545.868 | 661.860.410 | 1.165.571.600 |
| Chi phí phân bổ cho chất thải | 7.844.214.135 | 1.524.935.131 | 40.439.542.886 | 49.808.692.153 |
| Chi phí tái chế | - | - | - | - |
| Tổng chi phí môi trường | 8.565.008.505 | 1.904.414.530 | 43.139.297.718 | 53.608.720.753 |
| Tỷ lệ chi phí môi trường/ Giá thành sản phẩm | 6,0475% | 6,9168% | 5,9083% | 5,9611% |

(Nguồn: phòng kế toán của Công ty)

Ở một số doanh nghiệp đã vận dụng cách phân loại chi phí môi trường theo mức độ hoạt động là cơ sở cho việc tính điểm hoà vốn cho các phương án kinh doanh trong doanh nghiệp điển hình như Công ty CP Lọc hóa dầu Bình Sơn (BSR)

Bảng 2. Bảng phân loại chi phí theo mức độ hoạt động tại Công ty BSR

| Yếu tố chi phí | Nội dung chi phí | Chi phí biến đổi | Chi phí cố định |
|------------------------------|--|-------------------------|------------------------|
| CP nguyên vật liệu trực tiếp | Chi phí dầu thô | X | |
| | Chi phí xúc tác, phụ gia và hóa phẩm | X | |
| CP nhân công trực tiếp | Lương công nhân vận hành tại các phân xưởng lọc dầu và PP | | X |
| | Các khoản trích theo lương của công nhân vận hành phân xưởng lọc dầu và PP | | X |
| | Chi phí ăn ca | | X |
| CP sản xuất chung | Chi phí nhân viên quản lý vận hành nhà máy lọc dầu và PP | | |
| | - Tiền lương | | X |
| | - Các khoản trích theo lương | | X |
| | Chi phí vật liệu phục vụ bảo dưỡng, sửa chữa | | X |
| | Chi phí công cụ, đồ dùng đưa vào sửa chữa, thay thế trong nhà máy | | X |
| | Chi phí dịch vụ mua ngoài | | X |
| | -Chi phí bảo hiểm các hạng mục công trình | | X |

| | | |
|---|--|---|
| -Chi phí bảo dưỡng công trình, thiết bị | | X |
| -Chi phí thuê chuyên gia hỗ trợ vận hành và bảo dưỡng nhà máy, Mooring Master, vận hành phòng thí nghiệm | | X |
| - Chi phí giám định thiết bị và sản phẩm | | X |
| -Chi phí bảo vệ môi trường | | X |
| - Chi phí đào tạo hệ thống quản lý ISO, tuyên truyền giáo dục và huấn luyện về an toàn, môi trường và phòng cháy, chữa cháy | | X |
| -Chi phí điện, nước | | X |
| Chi phí khác bằng tiền | | X |

(Nguồn: phòng kế toán của Công ty)

Các khoản thu nhập môi trường chủ yếu thu được từ việc bán phế phẩm, bán phế liệu còn sử dụng được tạo ra từ hoạt động kinh doanh của doanh nghiệp.

Các tài sản môi trường tại các doanh nghiệp chủ yếu là tài sản cố định sử dụng cho hoạt động bảo vệ môi trường. Tài sản cố định hữu hình, vô hình sử dụng cho hoạt động bảo vệ môi trường trong doanh nghiệp sản xuất không được tách biệt thành một loại riêng mà được xếp chung vào các loại tài sản cố định của doanh nghiệp và được phân loại theo hình thái biểu hiện. Tùy theo đặc trưng kỹ thuật của tài sản cố định môi trường, chúng sẽ được xếp chung vào các loại tài sản cố định dùng cho sản xuất kinh doanh, như: Nhà cửa, vật kiến trúc; Máy móc, thiết bị; Phương tiện vận tải, thiết bị truyền dẫn; Thiết bị, dụng cụ quản lý... Nguyên giá tài sản cố định môi trường trong doanh nghiệp được xác định theo nguyên tắc giá phí. Việc xác định nguyên giá tài sản cố định phục vụ cho hoạt động bảo vệ môi trường giống với các tiêu chuẩn ghi nhận tài sản cố định.

Các khoản nợ phải trả môi trường chủ yếu là các khoản nợ phát sinh đến các chi phí liên quan đến hoạt động bảo vệ môi trường, như: Khoản nợ phải trả cho bên ngoài thuê dọn sạch môi trường, khoản nộp phạt môi trường, thuế tài nguyên, khoản nợ phải trả do thuê ngoài xử lý chất thải ...

Thứ ba: Về xử lý, hệ thống hóa thông tin kế toán môi trường

- Chứng từ sử dụng:

Qua khảo sát thực tế hệ thống chứng từ kế toán sử dụng tại 50 doanh nghiệp sản xuất, để thu nhận được thông tin kế toán về tài sản, nợ phải trả, chi phí, thu nhập liên quan đến hoạt động môi trường trong doanh nghiệp, bộ phận kế toán trong doanh nghiệp vận dụng mẫu trong Hệ thống chứng từ kế toán hướng dẫn theo Thông tư số 200/2014/TT-BTC ngày 22/12/2014 của Bộ Tài chính hoặc Thông tư 133/2016/TT-BTC (áp dụng từ ngày 1/1/2017). Cụ thể:

+ Để phản ánh tài sản môi trường như các trường hợp mua, trích khấu hao và bán hệ thống xử lý nước thải, thiết bị thu gom chất thải..., kế toán lập các chứng từ giống như phản ánh các đối tượng tài sản cố định nói chung tại doanh nghiệp như biên bản giao nhận tài sản cố định, bảng tính và trích khấu hao tài sản cố định, biên bản thanh lý, nhượng bán tài sản cố định...(50/50 doanh nghiệp);

+ Để phản ánh nợ phải trả môi trường như phí bảo vệ môi trường, các khoản phải nộp do vi phạm luật bảo vệ môi trường..., các doanh nghiệp không tự lập chứng từ mà có nhiệm vụ tiếp nhận các loại chứng từ từ các đơn vị cung cấp dịch vụ (công ty bảo vệ môi trường) và các cơ quan chức năng liên quan như biên lai thu phí môi trường, biên bản phạt vi phạm luật bảo vệ môi trường (50/50 doanh nghiệp);

+ Để phản ánh các khoản chi phí môi trường như chi phí mua hóa chất để xử lý chất thải, chi phí trả lương cho nhân viên xử lý chất thải, nhân viên dọn vệ sinh nơi làm việc... kế toán sử dụng các chứng từ liên quan như hóa đơn giá trị gia tăng, hóa đơn bán hàng, bảng thanh toán tiền lương làm cơ sở để ghi nhận vào các chi phí liên quan. Theo khảo sát 50/50 doanh nghiệp sử dụng mẫu chứng từ theo quy định của chế độ kế toán mà không thiết kế thêm chi tiêu nào phục vụ cho việc theo dõi chi tiết chi phí môi trường;

+ Để phản ánh các khoản thu nhập môi trường như các khoản thu bán được từ phế phẩm thu hồi thì kế toán tại các doanh nghiệp lập hóa đơn bán hàng hoặc lập phiếu thu.

Các loại chứng từ sau khi được lập hoặc được nhận từ các đơn vị liên quan được tổ chức luân chuyển đến các bộ phận kế toán có liên quan. Tại 50/50 doanh nghiệp tiến hành khảo sát chưa có doanh nghiệp nào phân công kế toán môi trường chuyên trách mà vẫn thực hiện luân chuyển chứng từ theo kế toán truyền thống lâu nay vẫn làm.

- Tài khoản sử dụng:

Qua khảo sát thực tế tại 50 doanh nghiệp sản xuất. Tùy thuộc vào quy mô, các doanh nghiệp lựa chọn áp dụng hệ thống tài khoản kế toán cho các doanh nghiệp được ban hành theo *Thông tư số 200/2014/TT-BTC* ngày 22/12/2014 của Bộ Tài chính hoặc *Thông tư 133/2016/TT-BTC* (áp dụng từ ngày 1/1/2017). Để đáp ứng yêu cầu quản lý doanh nghiệp cụ thể hóa, bổ sung thêm tài khoản cấp 3, cấp 4... phù hợp với nội dung kết cấu và phương pháp hạch toán của tài khoản cấp 1, cấp 2 tương ứng phục vụ cho hệ thống hóa, xử lý thông tin kế toán phục vụ cho công tác quản lý, lập báo cáo tài chính của doanh nghiệp.

Đối với việc tổ chức hệ thống hóa thông tin kế toán các thông tin liên quan đến chi phí, thu nhập, tài sản, nợ phải trả về môi trường, các doanh nghiệp thực hiện việc theo dõi đồng thời trên các tài khoản đã được thiết lập trong đơn vị.

- Các nghiệp vụ kinh tế liên quan đến tài sản cố định môi trường, được phản ánh vào các loại tài khoản dùng phản ánh tài sản cố định của doanh nghiệp. Tùy theo tính chất của tài sản cố định môi trường sử dụng trong doanh nghiệp mà chúng được phản ánh vào các loại sau: 1) loại Nhà cửa, vật kiến trúc, 2) Máy móc, thiết bị, 3) Phương tiện vận tải, truyền dẫn, 4) Thiết bị, dụng cụ quản lý...

- Các khoản chi phí cho hoạt động bảo vệ môi trường, tùy theo mục đích sử dụng mà chúng được phản ánh vào các tài khoản chi phí sản xuất chung, chi phí quản lý doanh nghiệp, chi phí khác. Các chi phí mua hóa chất phục vụ cho làm sạch, vệ sinh môi trường, chi phí xử lý chất thải, lương nhân viên phục vụ cho hoạt động bảo vệ môi trường, khoản phí môi trường... được phản ánh vào chi phí sản xuất chung. Các khoản tiền phạt vi phạm về môi trường... được phản ánh vào chi phí khác. Trong quá trình kế toán tập hợp và phân bổ chi phí để tính giá thành sản phẩm các chi phí môi trường đã bị “ẩn” hết vào trong chi phí sản xuất, rất nhiều nội dung của chi phí môi trường ẩn trong chi phí sản xuất chung. Mặc dù, kế toán có mở sổ chi tiết (6277- chi tiết theo yêu cầu quản lý, 6278 - chi tiết theo yêu cầu quản lý) nhưng các số liệu không được sử dụng cho mục đích xác định chi phí môi trường trong giá thành sản phẩm. Các chi phí môi trường trong chi phí chung đều được tính và phân bổ cho các đối tượng tính giá thành giống như các chi phí sản xuất khác.

Các chi phí môi trường theo quan điểm của các doanh nghiệp sản xuất được khảo sát qua quá trình tìm hiểu thì họ cho rằng chi phí môi trường là nhỏ, không đáng kể. Một số khoản mục chi phí liên quan đến yếu tố môi trường dễ nhận thấy thì được Công ty đưa vào một khoản mục riêng, còn các chi phí môi trường khác lại thường bị ẩn đi hoặc tính gộp vào trong các khoản khác nằm ở chi phí sản xuất chung hay chi phí quản lý doanh nghiệp.

Ví dụ tại công ty cổ phần xi măng Vicem Hải Vân các khoản chi phí môi trường khi phát sinh được tổ chức hạch toán như sau:

+ Đối với chi phí khấu hao các thiết bị xử lý chất thải: Kế toán toán văn phòng Công ty sẽ thực hiện việc lập bảng tính trích khấu hao cho các thiết bị xử lý này, sau đó hạch toán phân bổ vào TK 62741- Chi phí sản xuất chung - Phương tiện vận tải - phân xưởng 1, TK 62742- Chi phí sản xuất chung - Phương tiện vận tải - phân xưởng 2.

+ Đối với chi phí tiền lương: Chi phí này được hạch toán vào 62771 - Chi phí dịch vụ mua ngoài phân xưởng 1, 62772 - Chi phí dịch vụ mua ngoài theo từng phân xưởng 2.

Bộ phận quản lý môi trường tại Công ty do ban KCS - ISO chịu trách nhiệm, Kế toán tiến hành hạch toán vào TK 6421- Chi phí nhân viên quản lý doanh nghiệp.

+ Đối với các khoản phí, lệ phí, thuế: Các khoản phí, lệ phí, thuế liên quan đến môi trường phát sinh tại Công ty kế toán sử dụng TK 6425 - Chi phí thuế, phí, lệ phí.

+ Đối với chi phí dịch vụ mua ngoài khác: kế toán hạch toán vào TK 6427 - Chi phí dịch vụ mua ngoài

+ Các khoản nợ phải trả về hoạt động bảo vệ môi trường, các doanh nghiệp không có tiêu chuẩn cố định để phản ánh, thường được phản ánh vào tài khoản phải trả người bán hoặc tài khoản phải trả, phải nộp khác. Các khoản tiền thuê các đơn vị tư vấn bên ngoài xử lý môi trường, khắc phục sự cố môi trường, khoản tiền phải bồi thường các khoản thiệt hại môi trường do tràn chất thải... được phản ánh vào tài khoản phải trả người bán hoặc tài khoản phải trả, phải nộp khác tùy theo quan điểm của mỗi doanh nghiệp.

+ Đối với các loại phế liệu, phế phẩm còn sử dụng được khi bán ra bên ngoài các doanh nghiệp xem như là hoạt động thanh lý tài sản và phản ánh vào tài khoản thu nhập khác.

Thứ tư: Về cung cấp thông tin kế toán môi trường

Qua khảo sát thực tế tại các doanh nghiệp sản xuất, 100% các doanh nghiệp lập Báo cáo tài chính theo *Thông tư số 200/2014/TT-BTC* ngày 22/12/2014 của Bộ Tài chính hoặc *Thông tư 133/2016/TT-BTC* (áp dụng từ ngày 1/1/2017), các chỉ tiêu liên quan đến kế toán môi trường chưa được trình bày riêng rẽ và thuyết minh độc lập. Các thông tin liên quan đến tài sản môi trường được ghi nhận vào Bảng cân đối kế toán và được trình bày trên chung trên chỉ tiêu “Tài sản cố định hữu hình”. Các thông tin liên quan đến nợ phải trả môi trường được ghi nhận vào chỉ tiêu “Phải trả người bán” (“Phải trả người bán ngắn hạn”, “Phải trả người bán dài hạn”) hoặc “Phải trả khác” (“Phải trả khác ngắn hạn”, “Phải trả khác dài hạn”) trên bảng cân đối kế toán của doanh nghiệp. Các thông tin liên quan đến chi phí môi trường được ghi nhận vào chỉ tiêu “Giá vốn hàng bán”, “Chi phí quản lý doanh nghiệp”, “Chi phí khác” trên báo cáo kết quả hoạt động kinh doanh. Các thông tin liên quan đến thu nhập môi trường được ghi nhận vào chỉ tiêu “Thu nhập khác” trên báo cáo kết quả hoạt động kinh doanh.

3. GIẢI PHÁP ÁP DỤNG KẾ TOÁN MÔI TRƯỜNG TRONG CÁC DOANH NGHIỆP SẢN XUẤT VIỆT NAM

Để áp dụng được kế toán môi trường trong các doanh nghiệp sản xuất Việt Nam, cần thực hiện một số vấn đề mang tính nền tảng sau:

+ **Thứ nhất**, xây dựng và nâng cao ý thức bảo vệ môi trường, hiểu biết về tầm quan trọng của kế toán môi trường trong doanh nghiệp

Trong bối cảnh hiện nay khi mà ý thức về môi trường của người tiêu dùng đã được nâng cao cùng với sự cạnh tranh khốc liệt giữa các doanh nghiệp trong cùng một ngành, nếu doanh nghiệp chỉ quan tâm và chú trọng vào những lợi ích trong ngắn hạn, đồng thời đưa ra những chính sách và hành động có ảnh hưởng xấu đến môi trường thì hậu quả sẽ không chỉ là những hình phạt từ các cơ quan Nhà nước có thẩm quyền, mà nghiêm trọng hơn là sự tẩy chay của người tiêu dùng. Chính vì vậy các doanh nghiệp cần thay đổi quan niệm là quan tâm đến môi trường không chỉ là vấn đề đạo đức mà những thiệt hại môi trường do doanh nghiệp gây ra sẽ trở thành những thiệt hại kinh tế cho chính bản thân doanh nghiệp. Như vậy để làm được

những điều đó, bảo vệ môi trường cần bắt đầu bằng việc giáo dục ý thức bảo vệ môi trường cho các nhà quản trị doanh nghiệp và đội ngũ những người lao động trong các doanh nghiệp.

+ **Thứ hai**, nhận diện tách bạch rõ ràng các nội dung về doanh thu, chi phí, tài sản, nợ phải trả liên quan đến môi trường trong doanh nghiệp.

Nhận diện tài sản môi trường là nguồn lực do doanh nghiệp kiểm soát và có thể thu được lợi ích kinh tế trong tương lai, được sử dụng cho mục đích bảo vệ môi trường. Tài sản môi trường bao gồm: Thiết bị xử lý chất thải, thiết bị xử lý ô nhiễm... Tài sản môi trường có thể là tài sản dài hạn (tài sản cố định) hoặc các tài sản ngắn hạn.

Nhận diện Nợ phải trả môi trường là nghĩa vụ hiện tại của doanh nghiệp liên quan đến chi phí môi trường phát sinh tại doanh nghiệp và đáp ứng các tiêu chí để công nhận một trách nhiệm.

Nhận diện Thu nhập môi trường là tổng giá trị các lợi ích kinh tế doanh nghiệp thu được trong kỳ kế toán, phát sinh từ hoạt động bảo vệ môi trường trong doanh nghiệp, góp phần làm tăng vốn chủ sở hữu.

Nhận diện chi phí môi trường một cách rõ ràng và phù hợp với loại quyết định quản trị là cơ sở cho việc thu thập, xử lý và truyền đạt các thông tin chi phí môi trường cho nhà quản trị ra quyết định. Để khắc phục thực trạng chi phí môi trường còn chưa được nhận diện đầy đủ làm ảnh hưởng tới thông tin cung cấp cho nhà quản trị để kiểm soát chi phí và hướng tới việc ra quyết định kinh doanh. Trên cơ sở hướng dẫn của UNDSO (2001), chi phí môi trường được phân loại theo dòng vật liệu sẽ thuận tiện cho việc áp dụng kế toán quản trị chi phí môi trường trong doanh nghiệp. Theo đó chi phí môi trường trong doanh nghiệp sản xuất sẽ được chi tiết trong bảng sau:

Bảng 3. Phân loại chi phí môi trường theo dòng vật liệu trong các DNSX

| STT | Danh mục chi phí |
|------------|---|
| 1 | Chi phí xử lý chất thải |
| 1.1 | Chi phí khấu hao các thiết bị có liên quan đến xử lý chất thải (Khấu hao PX xử lý chất thải, PX nước thải, lò đốt...) |
| 1.2 | Chi phí nhân công xử lý chất thải (chi phí nhân công PX xử lý chất thải, nước thải...) |
| 1.3 | Chi phí vật liệu xử lý chất thải: Chi phí nhiên liệu máy xử lý sự cố, Chi phí hóa chất xử lý chất thải... |
| 1.4 | Chi phí liên quan đến dịch vụ mua ngoài để xử lý chất thải: Các khoản chi phí dọn vệ sinh, sửa chữa, đền bù (CP nạo vét, dọn vệ sinh tuyến đường vào nhà máy, Chi phí cắt cỏ, tạp vụ, vệ sinh mặt bằng, Chi phí dịch vụ vận chuyển và xử lý chất thải nguy hại, Chi phí diệt côn trùng, chi phí bao Jumbo đựng xúc tác thải...) |
| 1.5 | Các khoản phí và thuế về chất thải và xử lý chất thải (phí Bảo vệ môi trường đối với nước thải công nghiệp, phí Bảo hiểm cho các trách nhiệm về môi trường...) |
| 2 | Chi phí ngăn ngừa và quản lý môi trường |
| 2.1 | Chi phí lao động cho hoạt động ngăn ngừa và quản lý môi trường (chi phí nhân viên phụ trách môi trường...) |
| 2.2 | Dịch vụ thuê ngoài ngăn ngừa rủi ro môi trường (Chi phí vật tư phục vụ ngày Cleaning day, Chi phí dự phòng nóng, mua bản tin thời tiết, chi phí dịch vụ khảo sát môi trường lao động...) |
| 2.3 | Chi phí nghiên cứu và phát triển các dự án môi trường |
| 2.4 | Chi phí phát sinh cho việc sử dụng các kỹ thuật làm sạch và những nguyên vật liệu thân thiện với môi trường |

| | |
|----------|--|
| 2.5 | Chi phí quản lý môi trường khác (Chi phí băng hiệu phục vụ an toàn, Chi phí dụng cụ vệ sinh cho phòng ATMT, Chi phí in giấy phép làm việc phục vụ phòng ATMT...) |
| 3 | Chi phí của chất thải |
| 3.1 | Chi phí vật liệu (xúc tác...) của chất thải |
| 3.2 | Chi phí chế biến chất thải (nhân công và khấu hao thiết bị chế biến chất thải...) |

+ **Thứ ba**, bổ sung thêm các chứng từ, tài khoản kế toán phản ánh nội dung liên quan đến môi trường

Trong danh mục chứng từ kế toán của đơn vị kế toán cần bổ sung các chứng từ để thu thập những thông tin ban đầu phục vụ cho kế toán môi trường. Trên cơ sở các loại chứng từ hướng dẫn cho các doanh nghiệp theo Thông tư số 200/2014/TT-BTC hoặc Thông tư số 133/2016/TT-BTC, doanh nghiệp cần lựa chọn các chứng từ phù hợp để thu nhận thông tin các hoạt động môi trường trong đơn vị.

Trên cơ sở danh mục hệ thống tài khoản kế toán doanh nghiệp theo thông tư số 200/2014/TT-BTC hoặc Thông tư 133/2016/BTC, để hệ thống hóa và xử lý thông tin kế toán môi trường các doanh nghiệp sản xuất xi măng cần mở chi tiết thêm một số tài khoản kế toán để phản ánh các nghiệp vụ kinh tế phát sinh liên quan đến hoạt động môi trường:

- Đối với tài sản cố định hữu hình và vô hình môi trường không nhất thiết phải thiết lập thêm tài khoản cấp 1, 2 mà chỉ cần mở chi tiết thêm tài khoản cấp 3 để phản ánh phản ánh giá trị hiện có và tình hình biến động tăng, giảm toàn bộ tài sản cố định sử dụng cho hoạt động môi trường theo nguyên giá. Trên cơ sở Tài khoản 2111- nhà cửa, vật kiến trúc (Tài khoản cấp 2) doanh nghiệp cần mở chi tiết cho đối tượng là nhà cửa, vật kiến trúc sử dụng cho hoạt động bảo vệ môi trường. Tài khoản 2112- Máy móc, thiết bị, doanh nghiệp cần mở chi tiết thêm cho đối tượng là máy móc, thiết bị phục vụ cho hoạt động bảo vệ môi trường. Tài khoản 2131- Quyền sử dụng đất, doanh nghiệp cần mở chi tiết cho đối tượng là quyền sử dụng đất cho hoạt động bảo vệ môi trường...

- Đối với các khoản nợ phải trả môi trường không nhất thiết phải thiết lập thêm tài khoản cấp 1 mà chỉ cần mở chi tiết thêm tài khoản cấp 2, 3 để phản ánh các khoản nợ phải trả môi trường và tình hình thanh toán các khoản nợ môi trường. Trên cơ sở tài khoản phải trả người bán hoặc tài khoản phải trả, phải nộp khác doanh nghiệp cần mở chi tiết theo từng đối tượng nợ phải trả môi trường.

- Đối với khoản dự phòng phải trả môi trường, doanh nghiệp không nhất thiết phải mở thêm tài khoản cấp 1, 2 để hệ thống hóa và xử lý thông tin đối tượng kế toán dự phòng nợ phải trả môi trường mà căn cứ vào tài khoản cấp 2 “dự phòng phải trả khác” mở thêm tài khoản chi tiết TK 3524 - “Chi tiết dự phòng phải trả môi trường” để phản ánh khoản dự phòng môi trường phải trả hiện có và tình hình trích lập và sử dụng dự phòng phải trả môi trường.

- Để phục vụ cho việc ghi nhận chi phí môi trường cho mục tiêu quản trị chi phí, tác giả cho rằng nên giữ nguyên hệ thống tài khoản kế toán hiện đang được áp dụng tại các doanh nghiệp. Tuy nhiên, các tài khoản kế toán chi phí sản xuất của doanh nghiệp cần được chi tiết cho nội dung chi phí môi trường như sau:

Bảng 4. Tài khoản kế toán chi phí môi trường

| Tài khoản cấp 1 | Tài khoản cấp 2 | TK cấp 3 | TK cấp 4 |
|-----------------|--|--------------------|----------|
| TK 621 | Chi tiết theo địa điểm phát sinh chi phí là nhà máy hay phân xưởng | Chi phí môi trường | |
| TK 622 | Chi tiết theo địa điểm phát sinh chi phí là nhà máy hay phân xưởng | Chi phí môi trường | |

| | | | |
|------------|--------------------------------|----------------------------------|--------------------|
| TK 627 | Chi tiết theo nội dung chi phí | Chi tiết theo địa điểm phát sinh | Chi phí môi trường |
| TK 641,642 | Chi tiết theo nội dung chi phí | Chi phí môi trường | |
| TK 811 | Chi phí môi trường | | |
| TK 154,155 | Chi tiết theo sản phẩm | Chi phí môi trường | |

- Đối với các khoản thu nhập môi trường không nhất thiết phải thiết lập thêm tài khoản cấp 1 mà căn cứ vào tài khoản cấp 1 (TK 711 - “Thu nhập khác”) mở thêm tài khoản chi tiết của TK 711-Thu nhập môi trường để phản ánh thu nhập môi trường trong doanh nghiệp.

+ **Thứ tư**, lập các báo cáo kế toán quản trị liên quan đến môi trường. Để phục vụ cho trách nhiệm giải trình của Ban giám đốc, doanh nghiệp nên lập một số báo cáo nội bộ về môi trường theo mục tiêu quản trị. Báo cáo kế toán quản trị môi trường được lập và trình bày theo yêu cầu quản trị cụ thể của doanh nghiệp. Trong các thông tin liên quan đến hoạt động môi trường, thông tin về chi phí môi trường được quan tâm nhiều nhất, đây là loại thông tin chủ yếu giúp các doanh nghiệp kiểm soát và quản trị chi phí môi trường trong doanh nghiệp.

+ **Thứ năm**, cần ban hành chế độ kế toán cho việc tổ chức kế toán môi trường trong doanh nghiệp. Chế độ hiện hành chưa có các văn bản hướng dẫn doanh nghiệp trong việc bóc tách và theo dõi được chi phí môi trường trong chi phí sản xuất kinh doanh, chưa có các tài khoản cần thiết để hạch toán các khoản chi phí môi trường cũng như doanh thu hay thu nhập trong trường hợp doanh nghiệp có hệ thống xử lý chất thải bán quyền thải ra môi trường cho các doanh nghiệp cùng ngành (nếu có). Bên cạnh đó, đưa các khoản chi phí và thu nhập này vào báo cáo kết quả hoạt động kinh doanh và trình cụ thể trên thuyết minh báo cáo tài chính để từ đó có thể đánh giá hiệu quả kinh doanh của doanh nghiệp chính xác nhất.

4. KẾT LUẬN

Với việc nghiên cứu thực trạng kế toán môi trường tại các doanh nghiệp sản xuất Việt Nam cùng với việc hệ thống hóa các vấn đề lý luận liên quan hi vọng rằng những đề xuất của tác giả đưa ra sẽ là những gợi ý có ích để các doanh nghiệp sản xuất Việt Nam vận dụng trong quá trình tổ chức công tác kế toán tại đơn vị mình với phương pháp luận tiếp cận có hệ thống của kế toán môi trường và những lợi ích mà nó mang lại, rõ ràng đây là một bộ công cụ rất hữu hiệu để hỗ trợ các doanh nghiệp đạt được yêu cầu về kinh doanh bền vững, nghĩa là đảm bảo cân bằng ba yếu tố: kinh tế, môi trường và trách nhiệm xã hội.

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NHU CẦU NHÂN LỰC VÀ ĐÀO TẠO CỦA NGÀNH DU LỊCH VIỆT NAM

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ABSTRACT: Over the years, Vietnam tourism has grown rapidly, contributing positively to the progress of national contribution and protection. Recent achievements in tourism development are highly appreciated, but the tourism sector is facing many challenges, including human factor.

Tourism human resources play a decisive role not only for tourism development, but also in contributing to the industrialization and modernization of the country. Human resources development in tourism has achieved certain results, but there are still many shortcomings like overlapping management; unclear training objectives, scattered training both in terms of size and structure, lack of qualified and experienced teachers...

Training on tourism human resources asks for much investment and support. The Government has promulgated the sector's action plan and implemented the Resolution on fundamentally and comprehensive innovation in education, serving industrialization and modernization in a socialist-oriented market economy during international integration. The Ministry of Culture, Sports and Tourism has also developed and issued a plan for the development of human resources for the tourism sector in the 2011-2020 period with the objectives that by 2020, the tourism human resources will be of high standard meeting the practical requirements of the industry, businesses and society, turning the tourism industry into a spearhead economic branch of the country.

Keywords: demand, human resources, training, tourism industry

Tóm tắt: Trong những năm qua, du lịch Việt Nam đã phát triển nhanh chóng, góp phần tích cực vào tiến trình đóng góp và bảo vệ quốc gia. Những thành tựu gần đây trong phát triển du lịch được đánh giá cao, nhưng ngành du lịch đang đối mặt với nhiều thách thức, bao gồm cả yếu tố con người.

Nguồn nhân lực du lịch đóng vai trò quyết định không chỉ đối với phát triển du lịch mà còn góp phần vào sự nghiệp công nghiệp hóa, hiện đại hoá đất nước. Phát triển nguồn nhân lực trong du lịch đã đạt được những kết quả nhất định, nhưng vẫn còn nhiều bất cập cần giải quyết như quản lý chồng chéo; mục tiêu đào tạo chưa rõ ràng, đào tạo còn manh mún cả về quy mô và cơ cấu, chưa đủ cán bộ giảng dạy có chất lượng và kinh nghiệm cho các trình độ...

Đào tạo nguồn nhân lực du lịch cần phải được đầu tư và hỗ trợ nhiều. Chính phủ đã ban hành kế hoạch hành động của ngành và thực hiện Nghị quyết về đổi mới cơ bản và toàn diện trong giáo dục đào tạo, đáp ứng yêu cầu công nghiệp hóa, hiện đại hóa trong điều kiện kinh tế thị trường và hội nhập quốc tế. Bộ Văn hóa, Thể thao và Du lịch cũng đã xây dựng và ban hành Quy hoạch phát triển nguồn nhân lực cho ngành du lịch giai đoạn 2011-2020 với mục tiêu đến năm 2020, nguồn nhân lực du lịch đạt chuẩn cao; đáp ứng yêu cầu thực tiễn của ngành, các doanh nghiệp và xã hội, đưa ngành du lịch thực sự trở thành ngành kinh tế mũi nhọn của đất nước.

Từ khóa: nhu cầu, nguồn nhân lực, đào tạo, ngành du lịch

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1. THỰC TRẠNG NHU CẦU NHÂN LỰC VÀ ĐÀO TẠO CỦA KHỐI CƠ SỞ LƯU TRÚ

Các loại hình cơ sở lưu trú tại Việt Nam rất đa dạng, bao gồm từ các khu nghỉ dưỡng sang trọng và các khách sạn hạng sang đến các khách sạn được xếp hạng sao thấp hơn, các nhà nghỉ, các cơ sở lưu trú tại nhà dân. Các khách sạn từ 3 - 5 sao được quy định và đăng ký bởi Tổng cục Du lịch, còn các cơ sở khác được đăng ký ở cấp tỉnh là các sở VHTTDL tại địa phương.

Tính đến hết năm 2017 có 25.600 cơ sở lưu trú tại Việt Nam với tổng số phòng là 508.000 phòng. Trong đó có 882 khách sạn (3, 4, 5 sao Biệt thự và căn hộ du lịch cao cấp) với 104.315 phòng. Số lượng phòng có sẵn tại Việt Nam đã phát triển nhanh chóng. Trong năm 2000 có 72.200 phòng. Đến năm 2017, con số này lên tới 508.000 phòng, đưa mức tăng số phòng lên tới 703%.

Bảng 1. Cơ sở lưu trú du lịch giai đoạn 2000 - 2017

| Năm | Số lượng cơ sở | Tăng trưởng (%) | Số buồng | Tăng trưởng (%) | Công suất buồng bình quân (%) |
|------|----------------|-----------------|----------|-----------------|-------------------------------|
| 2000 | 3.267 | - | 72.200 | - | - |
| 2002 | 4.390 | 34,4 | 92.500 | 28,1 | - |
| 2004 | 5.847 | 33,2 | 125.400 | 35,6 | 49,9 |
| 2006 | 7.039 | 20,4 | 160.500 | 28,0 | 60,0 |
| 2007 | 9.080 | 29,0 | 178.348 | 11,1 | 60,7 |
| 2008 | 10.406 | 14,6 | 202.776 | 13,7 | 59,9 |
| 2009 | 11.467 | 10,2 | 216.675 | 6,9 | 56,9 |
| 2010 | 12.352 | 7,7 | 237.111 | 9,4 | 58,3 |
| 2011 | 13.756 | 11,4 | 256.739 | 8,3 | 59,7 |
| 2012 | 15.381 | 11,8 | 277.661 | 8,1 | 58,8 |
| 2014 | 16.000 | - | 332.000 | - | 69,0 |
| 2015 | 19.000 | 18,7 | 370.000 | 11,4 | 55,0 |
| 2016 | 21.000 | 10,5 | 420.000 | 13,5 | 57,0 |
| 2017 | 25.600 | 21,9 | 508.000 | 21,0 | 56,5 |

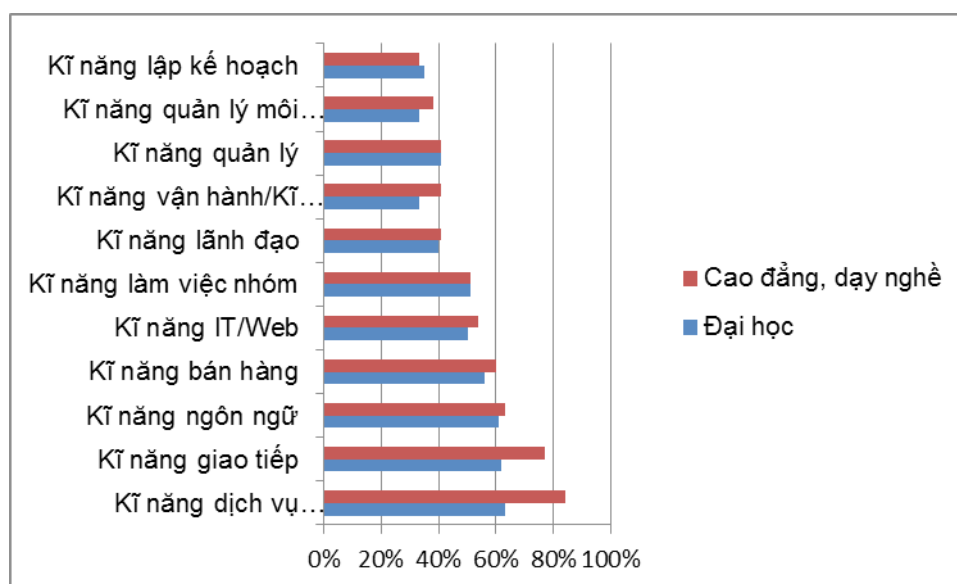
Nguồn: Tổng cục Du Lịch

Bảng 2. Số lượng cơ sở lưu trú du lịch từ 3-5 sao (2013-2017)

| Năm | Tổng số | | Khách sạn 5 sao và tương đương | | Khách sạn 4 sao và tương đương | | Khách sạn 3 sao và tương đương | | Biệt thự và căn hộ du lịch cao cấp | |
|------|----------|----------|--------------------------------|----------|--------------------------------|----------|--------------------------------|----------|------------------------------------|----------|
| | Số cơ sở | Số buồng | Số cơ sở | Số buồng | Số cơ sở | Số buồng | Số cơ sở | Số buồng | Số cơ sở | Số buồng |
| 2013 | 598 | 62.002 | 64 | 15.385 | 159 | 20.270 | 375 | 26.347 | - | - |
| 2014 | 640 | 66.728 | 72 | 17.659 | 187 | 22.569 | 381 | 26.500 | - | - |
| 2015 | 747 | 82.325 | 91 | 24.212 | 215 | 27.379 | 441 | 30.734 | - | - |
| 2016 | 784 | 91.250 | 107 | 30.624 | 230 | 29.387 | 442 | 30.902 | 11 | 1.557 |
| 2017 | 882 | 104.315 | 118 | 34.444 | 261 | 33.764 | 490 | 34.332 | 12 | 1.713 |

Nguồn: Số liệu do Trung tâm Thông tin du lịch tổng hợp từ Vụ Khách sạn (TCDL) và các Sở VHTTDL

Các cơ sở lưu trú là nơi tạo việc làm chủ yếu cho sinh viên tốt nghiệp các chương trình đào tạo về du lịch và khách sạn từ các trường đại học, Giáo dục và đào tạo Nghề Du lịch. Các sinh viên tốt nghiệp Nghề Du lịch được đánh giá một cách tích cực về các lĩnh vực dịch vụ khách hàng (84% hài lòng), kỹ năng giao tiếp (77% hài lòng) và khả năng ngoại ngữ (63% hài lòng) nhưng được đánh giá ở mức thấp hơn nhiều trong mảng kỹ thuật (41% hài lòng), quản lý (38% hài lòng), lập kế hoạch (30% hài lòng).



Biểu đồ 1. Xếp hạng chất lượng phát triển kỹ năng tại các trường đại học, Giáo dục và đào tạo Nghề Du lịch: khối Cơ sở lưu trú (tỉ lệ đánh giá: Hải lòng)

Nguồn: tác giả tổng hợp từ Chương trình phát triển năng lực Du lịch có trách nhiệm với môi trường và xã hội (Dự án EU) do Liên minh Châu Âu tài trợ

Biểu đồ 1 cho thấy: các chỉ số xếp hạng các kỹ năng của sinh viên tốt nghiệp đại học thấp hơn so với kỹ năng của sinh viên đào tạo nghề ở các lĩnh vực dịch vụ khách hàng (63% hải lòng), kỹ năng giao tiếp (62% hải lòng) và khả năng ngoại ngữ (61% hải lòng). Nhưng các kỹ năng của sinh viên tốt nghiệp đại học cao hơn so với kỹ năng của sinh viên đào tạo nghề ở các lĩnh vực quản lý (41% hải lòng), lập kế hoạch (35% hải lòng). Kết quả xếp hạng cho các sinh viên mới tốt nghiệp của cả Giáo dục và đào tạo Nghề Du lịch và các trường đại học chỉ ra rõ ràng sự cần thiết phải tăng cường tính cập nhật về ngành du lịch của chương trình giáo dục và đảm bảo các tiêu chuẩn VTOS tập trung một cách thích hợp vào năng lực làm việc.

Nhìn chung, các cơ sở lưu trú đánh giá mức độ kỹ năng của lực lượng lao động hiện tại của mình là yếu kém. Điều này là một thách thức thực sự đối với khối cơ sở lưu trú cũng như ngành du lịch Việt Nam nói chung bởi các cơ sở lưu trú đóng góp rất lớn tới nhận thức và sự hài lòng của du khách. Kỹ năng yếu kém chắc chắn là một trong các nguyên nhân tạo ra những dịch vụ và sản phẩm không đạt tiêu chuẩn, trực tiếp ảnh hưởng đến đánh giá của khách hàng và cuối cùng sẽ ảnh hưởng tới doanh thu và lợi nhuận. Mối lo đặc biệt chính là mức đánh giá thấp dành cho các kỹ năng hiện có của các vị trí kỹ thuật chủ chốt và tiếp xúc khách hàng tại nhà hàng, lễ tân, bộ phận phòng và khu vực nghỉ dưỡng. Ngược lại, cán bộ quản lý được nhìn nhận một cách tích cực hơn, mặc dù xếp hạng của họ cũng chỉ ở mức ‘hải lòng’ chứ chưa phải là xuất sắc nổi bật.

Tóm lại, những lỗ hổng kỹ năng quan trọng cần có và các nhu cầu đào tạo tương ứng đối với khối cơ sở lưu trú tại Việt Nam từ các cơ sở chưa được phân loại đến các cơ sở 5 sao đều liên quan đến:

Một là, “kỹ năng mềm” bao gồm ngôn ngữ, dịch vụ liên quan đến khách hàng và bán hàng/năng lực tiếp thị. Đây là một vấn đề có ý nghĩa quan trọng đối với các chương trình đại học và đào tạo nghề hiện có và đối với sự quan tâm dành cho các tiêu chuẩn nghề như VTOS.

Hai là, công nghệ thông tin/kỹ năng web chưa được coi là một mảng kỹ năng cần có của khối cơ sở lưu trú, đặc biệt là các cơ sở lớn và có thương hiệu quốc tế; tuy nhiên, những kỹ năng này lại rất quan trọng đối với các cơ sở nhỏ.

Ba là, các kỹ năng về quản trị tài chính có tầm quan trọng đáng kể cho các doanh nghiệp lớn nhưng kết quả bị giới hạn.

2. THỰC TRẠNG NHU CẦU NGUỒN NHÂN LỰC VÀ ĐÀO TẠO CỦA KHỐI CÔNG TY LỮ HÀNH VÀ ĐIỀU HÀNH TOUR

Nam là liên kết hợp theo chiều ngang với các lĩnh vực khác của ngành du lịch trong một doanh nghiệp duy nhất, đặc biệt là vận chuyển, cơ sở lưu trú và nhà hàng. Các công ty lữ hành và các nhà điều hành tour ở Việt Nam không được quy định chặt chẽ và điều này ảnh hưởng đến việc làm và các cơ hội phát triển nghề nghiệp của họ.

Phần lớn các công ty lữ hành/các nhà điều hành tour cung cấp dịch vụ trong nước, hoặc làm đối tác cho các công ty quốc tế hay trong nước để cung cấp dịch vụ một lần cho khách du lịch tại Việt Nam hoặc cho khách du lịch trong nước. Các công ty này thường cung cấp dịch vụ du lịch toàn diện bao gồm vé cho tất cả các phương thức vận tải, các sự kiện và các cơ sở lưu trú.

Nhu cầu về du lịch ra nước ngoài và dịch vụ của các công ty và nhà điều hành nước ngoài tại Việt Nam ngày càng tăng. Theo số liệu từ Hiệp hội Du lịch Việt Nam, trong năm 2016, có khoảng 6,5 triệu lượt du khách trong nước đi du lịch nước ngoài, tăng khoảng 15% so với năm trước và chi tiêu 7 - 8 tỷ USD. Chính vì vậy số doanh nghiệp lữ hành quốc tế tăng mạnh, năm 2005 có 428 doanh nghiệp đến năm 2017 có 1.752 doanh nghiệp tăng 409%.

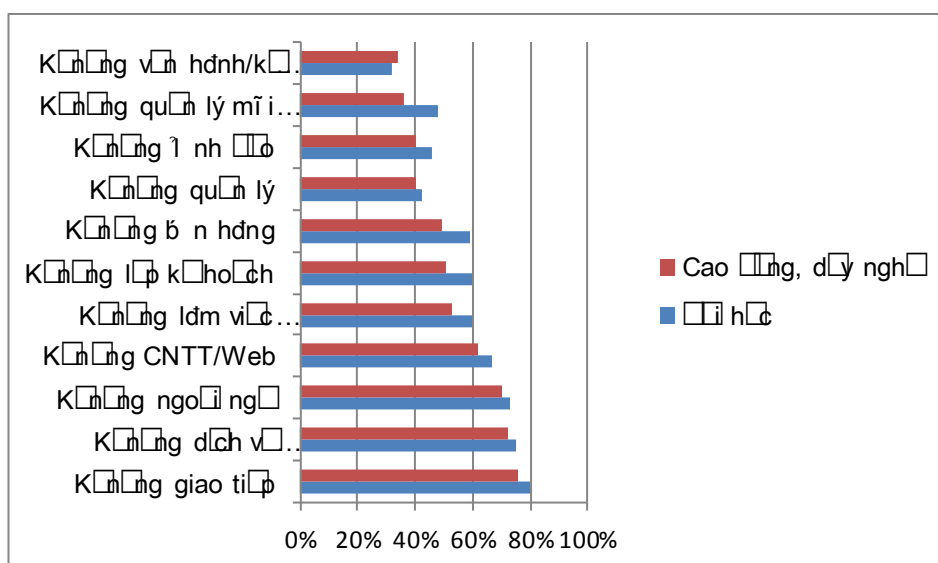
Nói chung, có rất ít các nhà điều hành chỉ cung cấp dịch vụ ra nước ngoài, do nhìn chung hầu hết các doanh nghiệp này là đa chức năng. Tuy nhiên, phần lớn các công ty cung cấp dịch vụ ra nước ngoài được đặt tại các thành phố lớn và là một trong số các nhà điều hành tour lớn.

Bảng 3. Doanh nghiệp lữ hành quốc tế giai đoạn 2005-2017

| Năm | Loại hình doanh nghiệp | | | | | Tổng số |
|------|------------------------|--------------|----------------------|----------------------|---------------------------------------|---------|
| | Doanh nghiệp nhà nước | Công ty TNHH | Doanh nghiệp cổ phần | Doanh nghiệp tư nhân | Doanh nghiệp có vốn đầu tư nước ngoài | |
| 2005 | 119 | 222 | 74 | 3 | 10 | 428 |
| 2006 | 94 | 276 | 119 | 4 | 11 | 504 |
| 2007 | 85 | 350 | 169 | 4 | 12 | 620 |
| 2008 | 69 | 389 | 227 | 4 | 12 | 701 |
| 2009 | 68 | 462 | 249 | 4 | 12 | 795 |
| 2010 | 58 | 527 | 285 | 5 | 13 | 888 |
| 2011 | 13 | 621 | 327 | 4 | 15 | 980 |
| 2012 | 9 | 731 | 371 | 6 | 15 | 1.132 |
| 2013 | 9 | 845 | 428 | 8 | 15 | 1.305 |
| 2014 | 8 | 949 | 474 | 9 | 15 | 1.456 |
| 2015 | 7 | 1.012 | 475 | 10 | 15 | 1.519 |
| 2016 | 5 | 1.081 | 489 | 10 | 15 | 1.600 |
| 2017 | 5 | 1.164 | 556 | 11 | 16 | 1.752 |

Nguồn: Tổng cục Du lịch

Đánh giá về sinh viên tốt nghiệp Giáo dục và đào tạo Nghề Du lịch cho thấy mức độ hài lòng cao nhất với các kỹ năng của họ trong các mảng năng lực mềm như giao tiếp, ngôn ngữ và dịch vụ khách hàng. Xếp hạng thấp nhất dành cho quản lý môi trường và các kỹ năng về hoạt động/kỹ thuật trong khối công ty lữ hành/điều hành tour du lịch.



Biểu đồ 2. Các nhà điều hành tour xếp hạng các kỹ năng của sinh viên tốt nghiệp đại học, Giáo dục và đào tạo Nghề Du lịch ở mức độ hài lòng

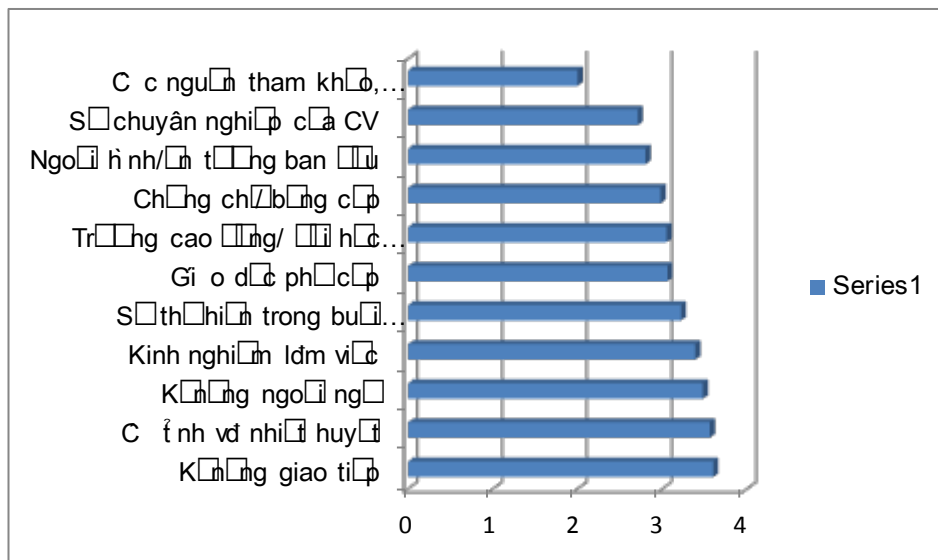
Nguồn: tác giả tổng hợp từ Chương trình phát triển năng lực Du lịch có trách nhiệm với môi trường và xã hội (Dự án EU) do Liên minh Châu Âu tài trợ

Đánh giá về kỹ năng của sinh viên tốt nghiệp đại học cho thấy các mức xếp hạng cao nhất tương tự dành cho các mảng kỹ năng mềm giống như đánh giá dành cho các sinh viên tốt nghiệp Giáo dục và đào tạo Nghề Du lịch, trong đó hầu hết các kỹ năng được xếp hạng cao hơn. Tuy nhiên kỹ năng về hoạt động và kỹ thuật còn yếu kém.

Nhu cầu kỹ năng trong tương lai của khối các công ty lữ hành/ điều hành tour xác định bốn mảng kỹ năng riêng biệt, mặc dù mức độ của mỗi mảng là không giống nhau. Mảng các kỹ năng chi phối tương lai của khối này, là giao tiếp, ngoại ngữ, một loạt các khả năng kỹ năng mềm, dịch vụ khách hàng và cá tính. Tầm quan trọng thứ hai thuộc về một loạt các năng lực cá nhân bao gồm làm việc độc lập, kỹ năng về cuộc sống và xã hội, giải quyết vấn đề và làm việc nhóm. Thứ ba là kỹ năng liên quan đến công nghệ, bao gồm cả thương mại điện tử, bán hàng trực tuyến và xử lý các phương tiện truyền thông mạng xã hội. Cuối cùng, ít quan trọng nhất là các kỹ năng hoặc năng lực kỹ thuật trong các lĩnh vực như thiết kế tour du lịch, các chuyến đi thực tế và các lĩnh vực thể thao quan trọng.

Tóm lại, yêu cầu đặt ra đối với nhân lực của khối công ty lữ hành/điều hành tour cho hiện tại và tương lai bao gồm:

- Các kỹ năng mềm, giao tiếp, ngoại ngữ là những nhu cầu kỹ năng hàng đầu cần cho khối; kể cả các kỹ năng lập kế hoạch (cho các tour du lịch).
- Các kỹ năng công nghệ (quản lý web, thiết kế web) cũng được ưu tiên cao bởi các công ty lữ hành/ điều hành tour ở mọi quy mô khác nhau.
- Kỹ năng du lịch ngoài nước đang có nhu cầu lớn trong các công ty lớn và các thành phố lớn.



Biểu đồ 3. Các nhà điều hành tour – các tiêu chí lựa chọn nhân viên mới

Nguồn: Chương trình phát triển năng lực Du lịch có trách nhiệm với môi trường và xã hội (Dự án EU) do Liên minh Châu Âu tài trợ

3. THỰC TRẠNG NHU CẦU NGUỒN NHÂN LỰC VÀ ĐÀO TẠO CỦA KHỐI CÁC LĨNH VỰC DU LỊCH MỚI VÀ ĐANG NỔI

3.1. Các điểm tham quan du lịch

Các điểm tham quan du lịch bao gồm một loạt các loại hình cơ sở và doanh nghiệp. Thông thường, trên thế giới, đó là các điểm tham quan tự nhiên, văn hóa lịch sử và đương đại - ví dụ các danh lam thắng cảnh thác nước, đền thờ, các chiến trường cũ, viện bảo tàng, đài tưởng niệm, công viên/vườn thú và công viên theo chủ đề. Như vậy, chúng có thể được đặt dưới sự quản lý của Chính phủ hoặc địa phương, các cơ quan công viên quốc gia hoặc khu vực tư nhân. Các ngành nghề tại các điểm tham quan du lịch, bao gồm nhân viên quản lý (quản lý chung, quản lý nhà hàng, quản trị), các chuyên gia kỹ thuật (bảo tồn, bảo tồn di sản, động vật học, nhà nghiên cứu), hướng dẫn viên du lịch, những người điều phối sự kiện, những người hoạt động giải trí và nghệ sĩ biểu diễn, nhân viên dịch vụ (chia bài song bạc, nhân viên lễ tân, phục vụ bàn, nhân viên bán và soát vé) và nhân viên hỗ trợ (làm vườn, an ninh, web/IT). Trong số này, hướng dẫn viên du lịch nhìn chung là được đề cập đến nhiều nhất.

Tuyển dụng cho các điểm du lịch bao gồm từ nhiều nguồn khác nhau, cả ở Việt Nam và nước ngoài. Phần còn thiếu trong số các nguồn được chỉ ra có liên quan đến các chương trình giáo dục ở Việt Nam, cả trong các hệ thống đào tạo nghề và đại học. Những kỹ năng quan trọng cho tuyển dụng còn nhiều vấn đề phải bàn bao gồm các kỹ năng trình bày chung (cho hướng dẫn viên, nhân viên tại điểm tham quan), hướng dẫn và ngoại ngữ. Các khoảng trống kỹ năng sau khi tuyển dụng chủ yếu được bổ sung thông qua đào tạo nội bộ.

3.2. Spa và chăm sóc sức khỏe

Lĩnh vực Spa và chăm sóc sức khỏe phát triển nhanh chóng ở Việt Nam và có thể được bắt gặp từ các khách sạn/khu nghỉ dưỡng lớn đến các cơ sở hoạt động độc lập tại những khu vực hoặc thành phố du lịch.

Việc tuyển dụng trong lĩnh vực Spa và chăm sóc sức khỏe bao gồm tuyển dụng trong nội bộ và các nguồn bên ngoài rất đa dạng, cả trong nước và quốc tế. Hầu như không có ứng cử viên nào được tuyển dụng

từ các trường cao đẳng/đại học. Đó là do tính chất công việc đòi hỏi kỹ năng ngoại ngữ của các ứng cử viên và thiếu kinh nghiệm thực tế phù hợp với lĩnh vực Spa và chăm sóc sức khỏe này. Đào tạo nội bộ là hình thức phổ biến để bổ sung những thiếu sót kỹ năng, trong khi sự đào tạo từ các nguồn bên ngoài được sử dụng rất hạn chế, chủ yếu là hiểu biết về sản phẩm spa. Lĩnh vực chính đòi hỏi các kỹ năng mới và truyền thống là lĩnh vực spa trị liệu và massage, kết hợp với các kỹ năng dịch vụ, giao tiếp và ngôn ngữ.

3.3. Du lịch thể thao

Du lịch thể thao là lĩnh vực phát triển khá mạnh mẽ trên toàn cầu và điều này cũng rất đúng với trường hợp của Việt Nam. Du lịch thể thao (và các lĩnh vực liên quan của du lịch mạo hiểm) bao gồm một loạt các khu vực, cả chính thức và không chính thức chủ yếu ở các vùng phi đô thị, dọc theo bờ biển hoặc những ngọn núi. Các hoạt động du lịch thể thao và mạo hiểm ở Việt Nam bao gồm thể thao biển, thể thao trên sông, chơi golf, đi xe đạp và đi bộ đường rừng.

Tuy du lịch thể thao và mạo hiểm là một lĩnh vực quan trọng và đang phát triển ở Việt Nam, mối quan tâm chính của các doanh nghiệp đang hoạt động là đưa ra khai thác tour trong lĩnh vực này. Các hoạt động thực tế cung cấp dịch vụ đào tạo và huấn luyện thể thao chỉ giới hạn trong các câu lạc bộ và trung tâm thể thao chuyên biệt có quan hệ hợp tác với doanh nghiệp du lịch. Do đó, khách du lịch chơi golf sẽ có chương trình tour được tổ chức bởi công ty du lịch nhưng sẽ được hỗ trợ và huấn luyện tại sân golf bởi một câu lạc bộ đối tác.

Nguồn tuyển dụng quan trọng nhất trong lĩnh vực Du lịch thể thao là tuyển dụng nhân sự nội bộ, bên cạnh đó, nhiều nguồn bên ngoài khác cũng được sử dụng, bao gồm các trường Giáo dục và đào tạo Nghề Du lịch và các nguồn quốc tế. Các kỹ năng còn thiếu trong lĩnh vực này bao gồm ngoại ngữ, giao tiếp, thiếu kinh nghiệm thực tế, kỹ năng tiếp thị và bán hàng, kỹ năng hướng dẫn và dịch vụ khách hàng. Để bù đắp những lỗ hổng kỹ năng này, những nhà cung cấp dịch vụ du lịch thể thao dựa rất nhiều vào các chiến lược đào tạo nội bộ (trên 50%), bên cạnh đó còn sử dụng hình thức đào tạo bên ngoài, luân chuyển vị trí/mở rộng phạm vi công việc và thuê dịch vụ ngoài.

3.4. Du lịch thiên nhiên

Việt Nam có nguồn tài nguyên thiên nhiên phong phú, giàu có, không chỉ ở trong các Công viên Quốc gia mà còn ở các vùng núi và ven biển, vì thế lĩnh vực du lịch thiên nhiên đóng một vai trò rất quan trọng.

Các doanh nghiệp trong lĩnh vực du lịch thiên nhiên ở Việt Nam chủ yếu tuyển dụng nhân viên vào các vị trí hướng dẫn và hỗ trợ, bên cạnh việc nhận ra nhu cầu cần có các chuyên gia phát triển bền vững và bảo vệ môi trường tại các điểm du lịch ở vùng núi và vùng biển.

Việc tuyển dụng trong các công ty du lịch thiên nhiên rất đa dạng, bao gồm cả một số lượng lớn trong nội bộ. Các nguồn bên ngoài bao gồm từ các trường đại học nhưng chủ yếu là các nguồn không chính thức thông qua truyền miệng, cũng như một số quảng cáo chính thức thông qua các phương tiện in ấn và truyền thông. Các kỹ năng quan trọng còn thiếu khi tuyển dụng là kỹ năng ngoại ngữ, nhân viên có kinh nghiệm, kỹ năng bán hàng tiếp thị, kỹ năng giao tiếp và hướng dẫn du lịch sinh thái. Đào tạo nội bộ là cách chủ yếu được sử dụng để bù đắp các kỹ năng còn thiếu, trong khi các nguồn bên ngoài khác cũng được sử dụng một cách hạn chế.

Các mảng kỹ năng trong lĩnh vực du lịch thiên nhiên ở Việt Nam bộc lộ các lỗ hổng rõ rệt nhất là tiếp thị trên website và thương mại điện tử, tiếp thị và bán hàng, kỹ năng thể thao mạo hiểm và thể thao dưới nước, và khả năng dịch vụ khách hàng/giải quyết vấn đề.

3.5. Du lịch văn hóa

Việt Nam là quốc gia có bề dày lịch sử văn hóa, đồng thời rất đa dạng về các dân tộc cùng sinh sống. Do đó, du lịch văn hóa hiển nhiên đóng một vai trò ngày càng lớn trong ngành du lịch của quốc gia.

Vấn đề tuyển dụng trong lĩnh vực du lịch văn hóa rất đa dạng, một tỉ lệ lớn nhân sự được tuyển dụng trong nội bộ. Các nguồn tuyển dụng bên ngoài bao gồm từ các trường du lịch, bên cạnh đó còn có các nguồn không chính thức như truyền miệng cũng như quảng cáo chính thức thông qua các phương tiện in ấn hay truyền thông. Các kỹ năng còn thiếu khi tuyển dụng đó là ngoại ngữ, kinh nghiệm làm việc, kỹ năng tiếp thị và bán hàng, và kỹ năng dịch vụ khách hàng. Đào tạo nội bộ là hình thức được sử dụng chủ yếu để bù đắp các mảng kỹ năng này, trong khi hạn chế sử dụng các nguồn bên ngoài. Những mảng kỹ năng còn thiếu rõ rệt nhất trong lĩnh vực du lịch văn hóa ở Việt Nam đó là tiếp thị qua website và thương mại điện tử, tiếp thị và bán hàng, trình diễn văn hóa và khả năng dịch vụ khách hàng/giải quyết vấn đề.

Tóm lại, du lịch lĩnh vực mới và đang nổi là chìa khóa cho sự thịnh vượng trong tương lai của ngành du lịch Việt Nam vì nó tạo ra giá trị gia tăng cao và bao gồm một số lĩnh vực chuyên môn phát triển nhanh nhất (spa/chăm sóc sức khỏe; golf) trong ngành du lịch toàn cầu. Các kỹ năng cốt lõi có thể được chia thành ba mảng: a) một loạt các kỹ năng mềm và dịch vụ

được khôi cơ sở lưu trú và các công ty lữ hành/điều hành tour nhấn mạnh và đòi hỏi; b) các kỹ năng trong khối cơ sở lưu trú và các kỹ năng dịch vụ được đòi hỏi trong bối cảnh chuyên biệt (vận chuyển, du lịch trên biển) và c) các kỹ năng chuyên môn, thường có kỹ thuật cao (bảo tồn, lặn, golf) cần được đào tạo riêng biệt. Tuy nhiên, các kỹ năng mới và đang nổi chưa có trong các chương trình giáo dục đào tạo của Giáo dục và đào tạo Nghề Du lịch hay các trường đại học mặc dù một số kỹ năng đó có trong các kế hoạch đào tạo mới của một số trường (sự kiện). Một số mảng kỹ năng du lịch mới và đang nổi có tính chuyên môn cao và việc đào tạo hiện đang bị hạn chế hoặc không có ở Việt Nam (hướng dẫn lặn PADI, chuyên gia bảo tồn trong các vườn quốc gia, tổ chức lễ hội và sự kiện, quản lý sân golf). Các nhân viên thường được tuyển dụng từ nước ngoài và do đó xuất hiện cơ hội cho một số ít các chương trình đào tạo chất lượng cao, chuyên biệt trong các lĩnh vực này.

4. GIÁO DỤC VÀ ĐÀO TẠO NGÀNH DU LỊCH VIỆT NAM

Hiện cả nước có 62 trường đại học, 80 trường cao đẳng (trong đó có 8 trường cao đẳng nghề) tham gia đào tạo nghiệp vụ du lịch; 117 trường trung cấp (trong đó có 12 trường trung cấp nghề); 2 công ty đào tạo và 23 trung tâm có tham gia đào tạo nghiệp vụ nghề du lịch. Hầu hết các tỉnh, thành phố đã có trung tâm đào tạo, bồi dưỡng nghề du lịch ngắn hạn hoặc trung tâm đào tạo đa ngành nghề tham gia đào tạo du lịch.

Mỗi năm ngành Du lịch cần thêm 40.000 lao động nhưng sinh viên ra trường chỉ khoảng 15.000 người, trong đó hơn 12% có trình độ cao đẳng, đại học. Tuy nhiên, chất lượng nguồn nhân lực này vẫn chưa đạt yêu cầu của doanh nghiệp dẫn đến tình trạng vừa thừa lại vừa thiếu lao động trong ngành Du lịch.

Thực tế cho thấy cái thiếu của du lịch Việt Nam không phải là nhân lực phổ thông mà là nhân lực chất lượng cao. Trong lĩnh vực này, du lịch nước ta cần khắc phục một số vấn đề còn hạn chế:

Một là, chương trình đào tạo chưa thống nhất, mã ngành đào tạo chưa cập nhật, chưa thật sự đáp ứng nhu cầu xã hội; chưa áp dụng triệt để các tiêu chuẩn kỹ năng nghề trong việc xây dựng chương trình đào tạo.

Hai là, còn thiếu hệ thống giáo trình cốt lõi; tài liệu tham khảo khá phong phú nhưng chất lượng hạn chế. Trong khi đó, không thể sử dụng giáo trình nước ngoài để giảng dạy chính thức vì nội dung, tên môn học, hệ số tín chỉ... có sự khác biệt lớn, nhiều lĩnh vực lại chưa phù hợp điều kiện phát triển và đặc điểm của nước ta. Thời gian qua, các trường đào tạo nhân lực du lịch cũng gặp nhiều khó khăn khi có tới ba bộ

tiêu chuẩn nghề du lịch cùng tồn tại. Đó là bộ tiêu chuẩn do Bộ Văn hóa, Thể thao và Du lịch ban hành với tám nghề; bộ tiêu chuẩn nghề du lịch Việt Nam (VTOS) do Dự án EU hỗ trợ thực hiện với mười nghề; và bộ tiêu chuẩn nghề tham khảo của ASEAN với sáu nghề. Sự không nhất quán trong chương trình, nội dung đào tạo khiến chất lượng nguồn nhân lực du lịch ở các cơ sở đào tạo rất khác nhau. Đây cũng là lý do khiến các doanh nghiệp lúng túng khi căn cứ vào bằng cấp để tuyển nhân sự.

Ba là, trình độ sư phạm, chuyên môn của đội ngũ giảng viên còn hạn chế. Hiện cả nước có khoảng 5.000 người tham gia đào tạo về du lịch, trong đó có 2.000 giảng viên, giáo viên, 2.580 đào tạo viên và 540 cán bộ quản lý, phục vụ đào tạo các cấp. Tuy nhiên, về chất lượng, đội ngũ trên chưa đáp ứng được nhu cầu thực tế. Đội ngũ này chưa có trình độ chuyên sâu về du lịch. Nhiều giảng viên chuyển từ ngành khác sang giảng dạy cho nên thiếu sự hiểu biết sâu sắc và toàn diện về lý luận cũng như kinh nghiệm thực tế. Trong 2.000 giảng viên và giáo viên như đã thống kê, chỉ có 259 người có trình độ thạc sĩ trở lên (chiếm 13%). So với những ngành đào tạo khác, đây là tỷ lệ rất thấp.

Bốn là, vấn đề “đầu ra” của các sinh viên, học sinh khi theo học tại các cơ sở đào tạo du lịch cũng chưa được bảo đảm, dẫn tới sức hút đối với người có năng lực tốt theo học chưa nhiều. Ngay từ khâu tuyển sinh, sinh viên đã thiếu sự tư vấn về nghề, dẫn đến thiếu định hướng, lựa chọn công việc không phù hợp năng lực bản thân. Doanh nghiệp là bộ phận bảo đảm đầu ra chủ yếu cho sinh viên nhưng mối quan hệ giữa cơ sở đào tạo và doanh nghiệp du lịch hiện nay vẫn chưa rõ ràng về lợi ích, dẫn đến việc phần lớn doanh nghiệp kết hợp với cơ sở đào tạo mang tính chất quan hệ cá nhân...

Với thực trạng công tác đào tạo nhân lực du lịch hiện nay, vẫn còn khoảng cách khá xa về chất lượng so với yêu cầu của doanh nghiệp và xã hội. Nhất là trong bối cảnh Việt Nam gia nhập Cộng đồng Kinh tế ASEAN, đây sẽ là thách thức đối với lao động du lịch Việt Nam nếu không có trình độ, chất lượng tương đồng. Do đó, để đáp ứng nhu cầu nhân lực của ngành du lịch cần nhanh chóng có những giải pháp, chiến lược bài bản trong đào tạo nguồn nhân lực.

5. DỰ BÁO NHU CẦU NHÂN LỰC CỦA NGÀNH DU LỊCH VIỆT NAM GIAI ĐOẠN 2011 - 2020

Quy hoạch phát triển nhân lực ngành du lịch thời kỳ 2011 – 2020 đã được Thủ tướng Chính phủ phê duyệt và ban hành tại Quyết định số 1216/QĐ-TTg ngày 22 tháng 07 năm 2011. Theo đó, nhu cầu nhân lực của ngành du lịch trong giai đoạn đến năm 2020 được dự báo như sau:

Năm 2020 ngành du lịch cần khoảng 870 nghìn lao động trực tiếp, tốc độ tăng trưởng trong giai đoạn 2016 - 2020 là 7,0%/năm. Đến năm 2020, nhu cầu nhân lực ngành du lịch sẽ ngày càng tăng cả về số lượng và chất lượng với cơ cấu phải hợp lý hơn theo yêu cầu đòi hỏi của sự phát triển du lịch và xu thế phát triển khoa học - công nghệ khi nước ta hội nhập quốc tế sâu và toàn diện trong tiến trình công nghiệp hóa, hiện đại hóa và phát triển kinh tế tri thức. Nhân lực du lịch cho khu vực Miền Trung và Tây Nguyên, Đồng bằng Sông Cửu Long và Tây Bắc sẽ cần và phát triển mạnh tương ứng với sự phát triển cao của hoạt động du lịch trên các địa bàn này, đặc biệt là nhân lực người dân tộc ít người. Chú ý hơn nữa nhân lực du lịch ở vùng sâu, vùng xa, biên giới, hải đảo, nơi điều kiện kinh tế - xã hội còn khó khăn nhưng có nhiều tiềm năng và thế mạnh du lịch, để vừa phát triển du lịch, vừa đóng góp tích cực vào việc thực hiện chính sách xã hội, bảo vệ bản sắc văn hóa, chủ quyền dân tộc.

6. GIẢI PHÁP ĐÀO TẠO ĐÁP ỨNG NHU CẦU NHÂN LỰC NGÀNH DU LỊCH TRONG HỘI NHẬP QUỐC TẾ

Nguồn nhân lực du lịch đòi hỏi công tác đào tạo phải được quan tâm đầu tư, hỗ trợ phát triển xứng đáng, thậm chí là phải đi trước một bước. Chính phủ cũng đã ban hành kế hoạch hành động của ngành, triển

khai thực hiện Nghị quyết Hội nghị lần thứ XIII, Ban chấp hành Trung ương Đảng khóa XI (Nghị quyết số 29/NQ/TW ngày 04/11/2013) về đổi mới căn bản, toàn diện giáo dục đào tạo, đáp ứng yêu cầu công nghiệp hóa, hiện đại hóa trong điều kiện kinh tế thị trường và hội nhập quốc tế. Bộ Văn hóa, Thể thao và Du lịch cũng đã xây dựng và ban hành Quy hoạch phát triển nguồn nhân lực ngành du lịch giai đoạn 2011 – 2020 (Quyết định số 3066/QĐ-BVHTTDL ngày 29/9/2011) với mục tiêu, kế hoạch, lộ trình triển khai, đảm bảo đến năm 2020 có đội ngũ nhân lực du lịch đạt chuẩn cao; đáp ứng yêu cầu thực tiễn của ngành, các doanh nghiệp và xã hội, đưa ngành du lịch thực sự trở thành ngành kinh tế mũi nhọn của đất nước. Các giải pháp cần được tiến hành đồng bộ bao gồm:

Một là, Tổ chức hệ thống đào tạo du lịch phù hợp với yêu cầu hội nhập

Phối hợp giữa Bộ Giáo dục và Đào tạo, Bộ Lao động - Thương binh và Xã hội và các bộ, ngành liên quan xem xét, đánh giá toàn diện về hệ thống cơ sở đào tạo du lịch phù hợp với yêu cầu phát triển ngành, có tham khảo hệ thống đào tạo ở các nước có du lịch phát triển để đảm bảo cơ cấu đào tạo du lịch ở các cấp là hợp lý, phù hợp với các chuẩn mực chung của khu vực và quốc tế.

Đối với việc phát triển đội ngũ giáo viên, giảng viên và đào tạo viên du lịch cần đảm bảo đủ về số lượng, hợp lý về cơ cấu, chuẩn về chất lượng để đáp ứng nhu cầu đào tạo, tăng quy mô và nâng cao chất lượng, hiệu quả đào tạo, bồi dưỡng nhân lực ngành du lịch. Việc đào tạo, bồi dưỡng đội ngũ giảng viên và giáo viên của các cơ sở đào tạo nghề du lịch có thể thực hiện bằng nhiều hình thức, đặc biệt là tham quan, học tập nâng cao trình độ giảng dạy ở ngoài nước. Chú trọng nâng cao trình độ tin học, ngoại ngữ và phương pháp giảng dạy để giảng viên, giáo viên và đào tạo viên du lịch đủ khả năng giảng dạy, tự nghiên cứu, trao đổi chuyên môn trực tiếp với chuyên gia nước ngoài, tham gia hội nghị, hội thảo, diễn đàn quốc tế và học tập, tu nghiệp ở nước ngoài.

Có chính sách khuyến khích mời các chuyên gia quốc tế về du lịch, các giảng viên có kinh nghiệm ở các cơ sở đào tạo du lịch ở các nước có ngành du lịch phát triển sang Việt Nam tham gia giảng dạy, đặc biệt với những môn mới hoặc những môn mà Việt Nam còn ít các giảng viên, chuyên gia có trình độ cao. Bên cạnh đó cũng cần có cơ chế để thu hút sự tham gia tích cực của nhà quản lý, các nhà khoa học có trình độ, các doanh nhân có kinh nghiệm, các nghệ nhân, chuyên gia, kỹ thuật viên có kỹ năng nghề cao vào hoạt động đào tạo để nâng cao tính thực tiễn của các chương trình đào tạo du lịch.

Để đảm bảo chất lượng đào tạo phù hợp với các chuẩn mực quốc tế, cần tiếp tục đào tạo kỹ năng cho đội ngũ thẩm định viên, giám sát viên, đào tạo viên du lịch đạt trình độ khu vực và quốc tế và sử dụng hiệu quả đội ngũ này trong đào tạo du lịch. Phối hợp với Bộ Giáo dục và Đào tạo mở mã ngành và đẩy mạnh đào tạo sau đại học về du lịch. Phối hợp chặt chẽ với Bộ Giáo dục và Đào tạo sửa đổi chương trình khung đào tạo chuyên ngành du lịch bậc trung học chuyên nghiệp; xây dựng, ban hành và tổ chức thực hiện chương trình khung đào tạo du lịch bậc cao đẳng và đại học, chương trình đào tạo du lịch liên thông các bậc đào tạo thống nhất cả nước. Phối hợp với Bộ Lao động - Thương binh và Xã hội tổ chức xây dựng các chương trình khung đào tạo du lịch trình độ cao đẳng nghề, trung cấp nghề.

Việc xây dựng các khung chương trình đào tạo trên cần được tính đến yếu tố hội nhập để đảm bảo các chương trình khung đào tạo phù hợp với chuẩn mực đào tạo khu vực và quốc tế. Theo đó cần tham khảo, học tập kinh nghiệm quốc tế trong xây dựng chương trình, giáo trình môn học, môn đụn. Đổi mới mục tiêu, nội dung, chương trình đào tạo du lịch các cấp đào tạo theo hướng chuẩn hoá, hiện đại hoá; tiếp cận dần yêu cầu năng lực làm việc trong các lĩnh vực của ngành, trình độ tiên tiến của khu vực và thế giới, mang nét đặc trưng của Việt Nam, đảm bảo liên thông giữa các bậc đào tạo.

Chuyển đổi mạnh sang đào tạo theo mô đun, tín chỉ để tạo điều kiện cho nhân lực ngành du lịch có thể học suốt đời để nâng cao trình độ nghề nghiệp hoặc thay đổi nghề nghiệp khi cần thiết. Trong quá trình xây dựng các khung hoặc chương trình đào tạo ở các cấp cần mời các chuyên gia, các giảng viên quốc tế có kinh nghiệm cùng tham gia thực hiện.

Hai là, Đẩy mạnh liên kết đào tạo du lịch

Để nâng cao tính mở cũng như chất lượng đào tạo du lịch, cần có cơ chế khuyến khích hoạt động liên kết đào tạo liên thông và liên kết đào tạo, trao đổi kinh nghiệm giữa các cơ sở đào tạo du lịch trong nước với các cơ sở đào tạo du lịch có uy tín ở nước ngoài. Đây là phương thức quan trọng để nâng cao năng lực của các cơ sở đào tạo trong nước hướng tới tiệm cận các chuẩn quốc tế về đào tạo.

Chú trọng tạo cơ chế và khuyến khích phát triển mô hình liên kết giữa các cơ sở đào tạo du lịch với các doanh nghiệp du lịch, đặc biệt các doanh nghiệp liên doanh nước ngoài hoặc các doanh nghiệp 100% vốn nước ngoài có uy tín, thương hiệu. Mô hình liên kết này đặc biệt có ý nghĩa đối với các bậc đào tạo trung cấp nghề du lịch bởi các sinh viên sẽ có cơ hội thực tập trong môi trường dịch vụ du lịch đẳng cấp quốc tế.

Ba là, Tăng cường vai trò của Hiệp hội Du lịch trong hoạt động đào tạo

Hiệp hội Du lịch là tổ chức đại diện của doanh nghiệp du lịch, vì vậy Hiệp hội Du lịch có vai trò “cầu nối” đặc biệt quan trọng giữa hoạt động kinh doanh du lịch với hoạt động đào tạo du lịch. Nói một cách khác Hiệp hội Du lịch phải là nơi cung cấp thông tin cho các cơ sở đào tạo du lịch về nhu cầu lao động ở các trình độ và kỹ năng nghề khác nhau phù hợp với yêu cầu phát triển của các doanh nghiệp trong quá trình hội nhập. Căn cứ nhu cầu nhân lực du lịch qua từng thời kỳ, khung chương trình đào tạo du lịch các cấp sẽ có sự điều chỉnh phù hợp để đảm bảo sự cân bằng “Cung - Cầu” giữa nguồn nhân lực được đào tạo với nhu cầu tuyển dụng lao động của các doanh nghiệp du lịch.

Hiệp hội Du lịch cũng sẽ tham gia tích cực vào việc xây dựng khung các chương trình đào tạo cũng như quá trình đào tạo, bồi dưỡng, nâng cao trình độ quản lý doanh nghiệp và kỹ năng nghiệp vụ cho đội ngũ lao động du lịch, phù hợp với các chuẩn mực khu vực và quốc tế. Với vai trò của mình, Hiệp hội Du lịch cũng sẽ là cầu nối giữa các cơ sở đào tạo với các doanh nghiệp du lịch để tổ chức các hoạt động thực tập trong khuôn khổ các chương trình đào tạo theo các chuẩn mực quốc tế đã được thiết lập.

Việc thực hiện đồng bộ một số giải pháp quan trọng trên sẽ góp phần tích cực tăng cường hoạt động đào tạo nhân lực du lịch hướng đến các chuẩn mực khu vực và quốc tế, đáp ứng yêu cầu hội nhập của du lịch Việt Nam.

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TRIẾT LÝ KAIZEN VÀ CÔNG CỤ 5S TRONG QUẢN TRỊ SẢN XUẤT NHẪM NÂNG CAO NĂNG LỰC CẠNH TRANH CHO DOANH NGHIỆP NHỎ VÀ VỪA

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Tóm tắt: Ngày nay trong bối cảnh bùng nổ thông tin, thông tin kế toán quản trị đóng vai trò ngày càng quan trọng, ảnh hưởng lớn đến định hướng, hoạt động và sự phát triển của nhiều doanh nghiệp, đặc biệt là các doanh nghiệp vừa và nhỏ (DNVVN) đang tìm kiếm chỗ đứng trên thị trường. Khi Việt Nam hội nhập ngày càng sâu vào kinh tế khu vực và thế giới, các hiệp định thương mại tự do trong đó có CPTPP, EVFTA và AEC... đã và đang tạo ra không chỉ cơ hội mà cả thách thức đối với các DNNVV Việt Nam. Do đó, các DNNVV Việt Nam rất cần phải nâng cao năng lực quản lý sản xuất. Bài viết này tập trung tìm hiểu lý thuyết cơ bản về triết lý năng suất Kaizen và công cụ 5S - bí quyết giúp các doanh nghiệp Nhật Bản thành công, điều tra tình hình hiện tại của các DNNVV Việt Nam và đề xuất một số giải pháp cho các ứng dụng hiệu quả nhằm nâng cao năng lực quản lý sản xuất và dịch của các DNVVN Việt Nam.

Từ khóa: 5S, KAIZEN, quản lý sản xuất, doanh nghiệp vừa và nhỏ.

Abstract: Nowadays, in the context of information explosion, management accounting information plays an increasingly important role, greatly influencing direction, operation and development of many enterprises, especially small and medium enterprises (SMEs), which are looking for a good position in the market. When Vietnam intergrates more deeply into the regional and global economy, free trade agreements including CPTPP, EVFTA and AEC... have created not only opportunities but also challenges for Vietnamese SMEs. Therefore, it is necessary for Vietnames SMEs to improve production management capacity. This article concentrates on exploring the basis theory of Kaizen productivity philosophy and the 5S tool, which have helped Japanese enterprises to become successful, investigating the current situation of Vietnamese SMEs and proposing some solutions for effective applications, which are expected to improve the production and service management capacity of Vietnamese SMEs.

Keywords: 5S, KAIZEN, production management, small and medium enterprises (MSEs).

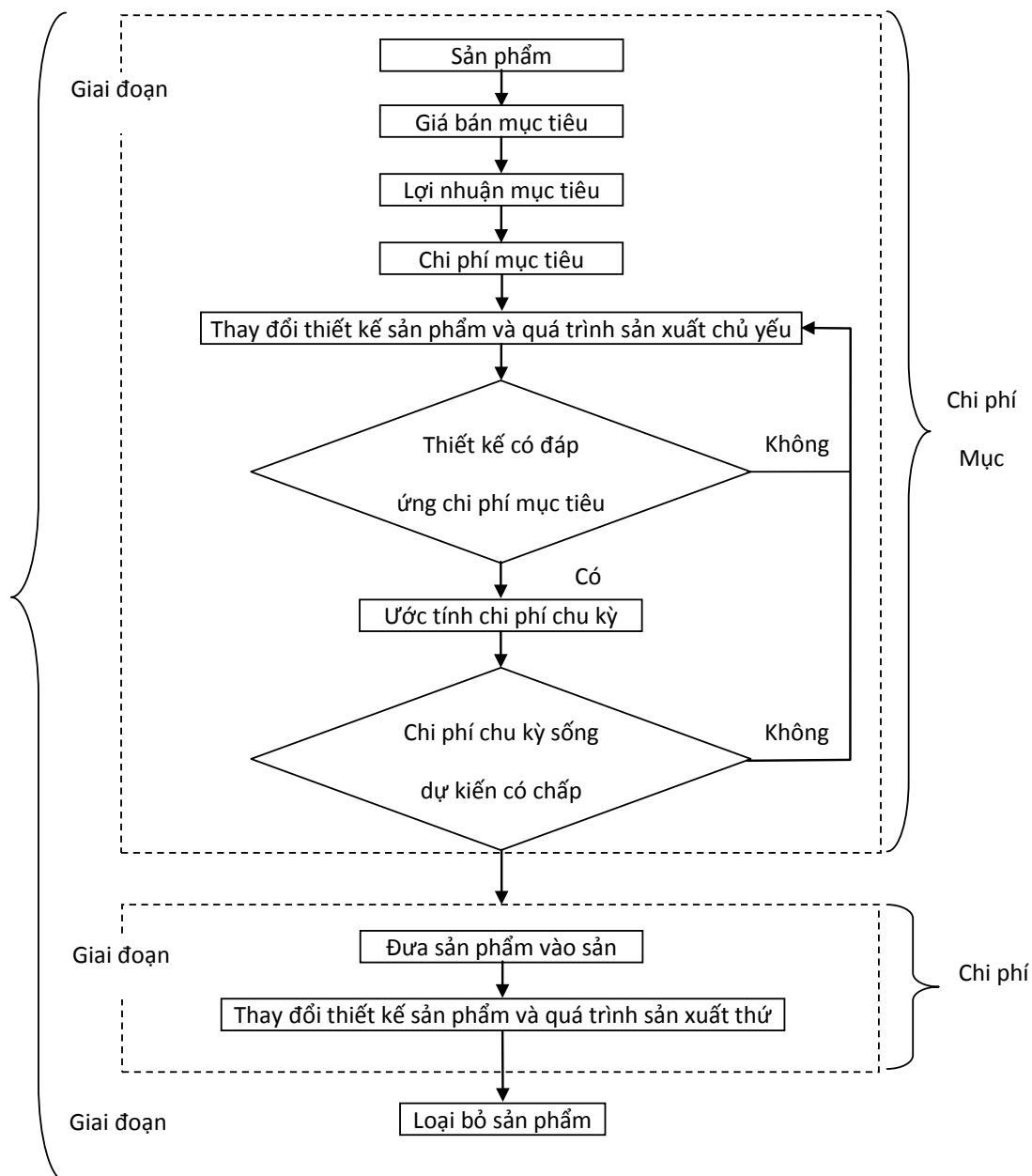
ĐẶT VẤN ĐỀ

Phương pháp chi phí mục tiêu có nguồn gốc từ Nhật Bản từ những năm 1960. Cho đến những năm 1980, khi phương pháp này được công nhận rộng rãi là nhân tố chính cho sự cạnh tranh giữa các công ty Nhật Bản thì các Công ty ở những nước phương Tây mới khảo sát về tính hiệu quả của phương pháp này và đưa nó vào nhằm nâng cao phương pháp quản trị chi phí của họ, từ đó tăng cao sức cạnh tranh. Phương pháp chi phí mục tiêu đặc biệt sử dụng rộng rãi ở các Công ty Nhật Bản, trong các ngành nghề sản xuất như ô tô, hàng điện tử, gia công chi tiết máy, chế tạo máy như Toyota, Nissan, Daihatsu Motors, Isuzu Motors, Toshiba, NEC, Cummins Engine...

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LÝ LUẬN CHUNG VỀ TRIẾT LÝ KAIZEN VÀ CÔNG CỤ 5S TRONG QUẢN TRỊ SẢN XUẤT

Theo Robert S.Kaplan và Anthony A. Atkinson (1998) “Chi phí mục tiêu là một công cụ quản lý chi phí mà nhà hoạch định sử dụng trong quá trình thiết kế và sản xuất sản phẩm với nỗ lực cải thiện nhằm vào việc cắt giảm chi phí sản xuất trong tương lai của sản phẩm”. Để có kết luận ở trên thì hai tác giả đã phân tích các giai đoạn trong chu kỳ sống của sản phẩm và nhận diện vai trò của chi phí mục tiêu trong việc ra quyết định quản trị chi phí, được thể hiện ở sơ đồ 1.



Sơ đồ 1. Các công cụ chi phí để ra quyết định

Như vậy phương pháp chi phí mục tiêu Kaizen sẽ giúp chúng ta trả lời được câu hỏi: Chi phí chu kỳ sống dự kiến có chấp nhận được không? Đây sẽ làm cơ sở cho quyết định có nên sản xuất một sản phẩm nào đó hay không?

Công cụ 5S

Khái niệm 5S cũng được bắt nguồn từ Nhật Bản bởi Osada vào đầu những năm 1980 thế kỷ XX. 5S là một trong các chương trình Kaizen cơ bản, được viết tắt của 5 từ tiếng Nhật bắt đầu với chữ “S”: Seiri, Seiton, Seiso, Seiketsu, Shitsuke (Osada, 1991; Ho và cộng sự, 1997). Thực hành 5S được khởi xướng trong các lĩnh vực sản xuất và được mở rộng ra các lĩnh vực công nghiệp khác và lĩnh vực dịch vụ. Hệ thống sản xuất Toyota (TPS) là một ví dụ điển hình cho các nguyên lý của 5S trong việc thực hiện, từ các phiên bản ban đầu dựa trên 3-S này và trở thành 4S (Ohno, 1998).

Trong quá trình áp dụng tại doanh nghiệp, 5S được kết hợp với các công cụ cải tiến khác trong bộ công cụ cải tiến liên tục Kaizen (Imai, 1997 và Kodama, 1959), công cụ quản lý trực quan (Nikkhan Kyogyo Shinbun, 1995).

Theo Ho và cộng sự (1995), Ho và Fung (1995), 5S được coi là bước đầu tiên trong việc áp dụng các hệ thống như: Quản lý chất lượng toàn diện (TQM), duy trì năng suất tổng thể (TPM) và sản xuất tinh gọn. 5S được xem như một công cụ rất tích cực giúp các doanh nghiệp nâng cao việc giữ gìn vệ sinh và bảo vệ môi trường, tạo môi trường làm việc an toàn và có hệ thống (O’Eocha, 2000).

Vì thế, 5S là một công cụ rất hữu hiệu giúp các doanh nghiệp loại bỏ lãng phí, cải thiện chất lượng sản phẩm và nâng cao năng suất. Đó là lý do vì sao 5S được ứng dụng rộng rãi ở Nhật từ giai đoạn đầu và lan truyền nhanh chóng sang các nước châu Âu, châu Mỹ lẫn châu Á. Trong tiếng Anh, 5S được dịch thành: Sorting, Straightening, Shining, Standardizing và Sustaining (Lonnie Wilson, 2010). 5S du nhập vào Việt Nam khi Nhật mở rộng đầu tư và Vikyno là công ty Việt Nam đầu tiên áp dụng 5S từ năm 1993.

Trong tiếng Việt, 5S bao gồm: Sàng lọc, Sắp xếp, Sạch sẽ, Săn sóc, sẵn sàng (Phan Chí Anh, 2008).

S1 - Seiri (Sàng lọc)

Seiri có nghĩa là phân loại, tổ chức các vật dụng theo trật tự. Đây chính là bước đầu tiên các doanh nghiệp cần làm trong thực hành 5S. Nội dung chính trong Seiri là phân loại, di dời những vật dụng không cần thiết ở nơi làm việc.

Với hoạt động trong Seiri, mọi thứ sẽ được phân loại một cách khoa học, từ đó có thể giảm thiểu lãng phí từ việc tìm kiếm và di chuyển, đồng thời tạo nên môi trường làm việc an toàn hơn.

S2 - Seiton (Sắp xếp)

Seiton có nghĩa là sắp xếp mọi thứ gọn gàng và có trật tự. Sau khi đã loại bỏ các vật dụng không cần thiết thì công việc tiếp theo là tổ chức các vật dụng còn lại một cách hiệu quả theo tiêu chí dễ tìm, dễ thấy, dễ lấy và dễ trả lại.

Ở bước này, các vật dụng cần được xác định vị trí sao cho dễ định vị nhất, theo nguyên tắc quản lý trực quan: “một vị trí cho mỗi vật dụng, mỗi vật dụng có một vị trí duy nhất”.

Với các hoạt động trong Seiton, môi trường làm việc sẽ trở nên thuận tiện, gọn gàng và thông thoáng hơn, khuyến khích tinh thần làm việc của nhân viên trong công ty.

S3 - Seiso (Sạch sẽ)

Seiso có nghĩa là làm vệ sinh và giữ nơi làm việc sạch sẽ trong toàn doanh nghiệp. Giữ gìn sạch sẽ được thực hiện thông qua việc tổ chức vệ sinh tổng thể và vệ sinh hàng ngày máy móc, vật dụng, và khu vực làm việc.

Seiso hướng tới việc cải thiện môi trường làm việc, giảm thiểu rủi ro, tai nạn, đồng thời nâng cao năng suất của máy móc, thiết bị.

S4 - Seiketsu (Săn sóc)

Seiketsu hay Săn sóc với mục đích duy trì kết quả và các hoạt động trong 3S đầu tiên.

Mục tiêu của Seiketsu là duy trì các hoạt động 3S lâu dài, chứ không phải là phong trào nhất thời. Do vậy, xác định các quá trình cần thiết để đảm bảo tính chính xác là vô cùng cần thiết để duy trì thành quả của các hoạt động trước đó. Bằng việc phát triển Seiketsu, các hoạt động 3S sẽ được cải tiến dần dựa theo các tiêu chuẩn đặt ra và tiến tới hoàn thiện 5S trong doanh nghiệp.

S5 - Shitsuke (Sẵn sàng)

Shitsuke hay sẵn sàng là hoạt động cuối cùng của 5S. Nó được hiểu là rèn luyện, tạo nên một thói quen, nề nếp, tác phong cho mọi người trong thực hiện 5S.

Khi một doanh nghiệp thực hiện các hoạt động Seiri, Seiton, Seiso, Seiketsu một cách thường xuyên và hiệu quả, có thể hiểu rằng doanh nghiệp đó đang duy trì tốt 5S. Tuy nhiên, nếu đơn thuần chỉ thực hiện mà không có sự nâng cấp thì dần dần, hệ thống 5S sẽ đi xuống và không mang lại hiệu quả cho doanh nghiệp. Như vậy, sẵn sàng có thể được hiểu là đào tạo mọi người tuân theo thói quen làm việc tốt và giám sát nghiêm ngặt nội quy tại nơi làm việc, giúp các hoạt động 5S được duy trì và phát triển đến mức cao nhất, từ đó góp phần nâng cao năng suất và chất lượng sản phẩm.

Ngoài mục đích nhằm tạo ra môi trường làm việc gọn gàng, sạch sẽ, thoải mái và an toàn cho mọi người, cắt giảm lãng phí trong doanh nghiệp, 5S còn là một công cụ giúp cải tiến cơ bản, là nền tảng cho các hoạt động cải tiến năng suất chất lượng khác được thực hiện tốt hơn.

2. THỰC TRẠNG ÁP DỤNG KAIZEN & 5S TẠI CÁC DN VỪA VÀ NHỎ Ở VIỆT NAM

Với quy mô nhỏ, hạn chế về các nguồn lực nên các SMEs gặp khá nhiều khó khăn trong sản xuất và kinh doanh. Tuy nhiên, quy mô nhỏ và vừa cũng giúp các doanh nghiệp này linh động và dễ dàng thay đổi để áp dụng các phương pháp quản trị mới.

Với cơ sở thuận lợi để triển khai KAIZEN & 5S là có thể áp dụng đối với mọi loại hình tổ chức và mọi qui mô doanh nghiệp; KAIZEN & 5S có thể áp dụng đối với các doanh nghiệp ở trong tất cả các lĩnh vực sản xuất, thương mại hay dịch vụ; Triết lý của KAIZEN & 5S đơn giản, không có các thuật ngữ, quy định khó hiểu; Bản chất mọi người đều thích sạch sẽ, thoải mái và sự ngăn nắp tại nơi làm việc.

Do đó, khi KAIZEN & 5S du nhập vào Việt Nam, nhận thức được lợi ích mà phương thức quản trị mới này mang lại, cùng với sự hỗ trợ của Tổ chức năng suất Châu Á (APO), Trung tâm năng suất Việt Nam (VPC), Trung tâm năng suất Malaysia (MPC), Tổ chức Hợp tác Quốc tế Nhật Bản (JICA) và các tổ chức, trung tâm hỗ trợ doanh nghiệp khác, KAIZEN & 5S đã được triển khai tại nhiều doanh nghiệp, đặc biệt là các doanh nghiệp sản xuất nhỏ và vừa. Số lượng SMES mạnh dạn đổi mới, áp dụng quản trị KAIZEN & 5S vào quá trình sản xuất và quản lý ngày càng tăng, mang lại hiệu quả nhất định.

Mục tiêu của Chương trình đánh giá Thực hành tốt 5S: Tôn vinh các tổ chức, doanh nghiệp đã áp dụng thành công Chương trình 5S; Thúc đẩy việc duy trì áp dụng và thường xuyên cải tiến thực hành 5S tại các tổ chức, doanh nghiệp; Khuyến khích các tổ chức, doanh nghiệp áp dụng 5S làm cơ sở cho việc thực hiện các chương trình cải tiến năng suất và chất lượng trong doanh nghiệp.

Các doanh nghiệp trong chương trình hỗ trợ đã tiến hành các hoạt động 5S khá bài bản và một số đã đạt được Chứng chỉ 5S như: Công ty Cổ phần Vật tư - Xăng dầu (COMECO), Công ty TNHH cơ khí chính xác, dịch vụ và thương mại Việt Nam, Công ty cổ phần TRAPHACO, Công ty Phát triển thủy điện Sê San, Công ty thủy điện Đồng Nai, Công ty cổ phần Hanel xốp nhựa, Công ty TNHH Nhật Linh, Công ty cổ phần và ứng dụng công nghệ CNC Việt Nam...

KAIZEN & 5S còn được áp dụng trong một số bệnh viện: Bệnh viện Truyền máu huyết học, Bệnh viện Trung Vương Thành phố Hồ Chí Minh, Bệnh viện đa khoa Trung Ương Quảng Nam... đến các bệnh viện tư nhân như: Bệnh viện Hoàn Mỹ Sài Gòn, Bệnh viện Quốc tế Phương Châu. Một nghiên cứu được thực hiện tại một số bệnh viện trên thế giới đã chỉ ra rằng, việc áp dụng triết lý Kaizen và phương thức 5S đã làm tăng diện tích lưu trữ thêm 10%, đồng thời giảm thời gian tìm kiếm tài liệu xuống 20%.

KAIZEN & 5S cũng được thực hiện trong trường học: trường Cao đẳng nghề Công nghệ cao Hà Nội, Trường Cao đẳng nghề Kỹ thuật Công nghệ Thành phố Hồ Chí Minh, Trường Cao đẳng Kỹ thuật Lý Tự Trọng Thành phố Hồ Chí Minh, Trường Đại học SPKT Vĩnh Long, Trường Cao đẳng Công nghệ Viêttronics,

Bên cạnh những doanh nghiệp nhận được sự tư vấn, hỗ trợ từ các tổ chức hỗ trợ doanh nghiệp, một số doanh nghiệp đã tự mình tìm hiểu và tự triển khai 5S.

Thực tế, hầu hết các doanh nghiệp đã thực hiện tốt việc đào tạo và thành lập Ban chỉ đạo 5S và các tiêu chuẩn 5S. Duy trì hoạt động 5S tại các khu vực trong công ty như văn phòng, showroom, nhà kho được thực hiện khá tốt, đặc biệt là với các Seiri, Seiton, Seiso.

3. CÁC VẤN ĐỀ CHÍNH GẶP PHẢI KHI THỰC HIỆN KAIZEN & 5S

Với đa số các doanh nghiệp trong quá trình thực hiện KAIZEN & 5S, không ít các vấn đề thường phát sinh ảnh hưởng đến hiệu quả thực hiện, làm cho 5S vẫn chưa phát triển toàn diện ở cả số lượng và chất lượng, xuất phát từ nhiều nguyên nhân sau:

(i) Doanh nghiệp chưa ưu tiên áp dụng KAIZEN & 5S trong chiến lược phát triển

Với đặc điểm SMES thường có số vốn không nhiều, các kế hoạch sản xuất thường đặt mục tiêu ngắn hạn để có thể thay đổi linh hoạt với điều kiện thị trường, trong khi muốn thực hiện tốt KAIZEN & 5S mang lại hiệu quả cao, doanh nghiệp cần bỏ ra thời gian và sự kiên quyết áp dụng từng bước và duy trì thường xuyên. Doanh nghiệp thường chỉ tập trung để thích ứng điều kiện kinh doanh mà lơ là việc chuẩn bị một kế hoạch dài hạn ưu tiên cho việc áp dụng KAIZEN & 5S.

(ii) Doanh nghiệp chưa đầu tư đúng mức cho việc áp dụng KAIZEN & 5S

Do đặc điểm nguồn vốn hạn chế, nên hầu hết các SMES thường gặp khó khăn trong quá trình tiếp cận với các công nghệ hiện đại, và hầu như chưa đầu tư cho nghiên cứu và phát triển (R&D). Áp dụng KAIZEN & 5S không đòi hỏi sự thay mới toàn bộ trang thiết bị máy móc, không cần cơ sở vật chất tiên tiến nhưng cũng cần có nền tảng cơ sở vật chất nhất định.

Bên cạnh các yếu tố về cơ sở hạ tầng, việc đầu tư vào nguồn nhân lực KAIZEN & 5S cũng chưa thích hợp. KAIZEN & 5S cần phải được duy trì hàng ngày, hàng giờ, tuy nhiên tại nhiều doanh nghiệp, việc thực hiện KAIZEN & 5S của công nhân viên vẫn chưa mang tính tự giác.

(iii) Nhà nước chưa chú trọng việc khuyến khích áp dụng KAIZEN & 5S tại SMES

Bản thân các SMES thường có quy mô và trình độ công nghệ hạn chế, khả năng quản trị và tiếp cận nguồn tín dụng chưa cao..., để khuyến khích và hỗ trợ các doanh nghiệp này, Nhà nước vẫn đóng vai trò quan trọng. Sự định hướng cũng như động viên, khuyến khích của Nhà nước bằng các chính sách cụ thể sẽ là một nguồn hỗ trợ hữu ích cho SMEs, đặc biệt khi KAIZEN & 5S còn là kiến thức khá mới.

(iv) Lãnh đạo doanh nghiệp chưa có sự cam kết mạnh mẽ trong việc áp dụng

Lãnh đạo doanh nghiệp là người đóng vai trò quan trọng trong việc định hướng chiến lược cũng như lên kế hoạch hoạt động cho doanh nghiệp, trong đó bao gồm cả việc thực hiện KAIZEN & 5S. Người lãnh đạo phải đặt ra mục tiêu cũng như hoạch định các nguồn lực cần thiết cho kế hoạch triển khai KAIZEN &

5S thành công. Bên cạnh đó, sự cam kết mạnh mẽ của lãnh đạo doanh nghiệp sẽ giúp nâng cao nhận thức của nhân viên và khuyến khích họ thực hiện.

(v) Các chính sách hỗ trợ về KAIZEN & 5S chưa phù hợp

Việc tuyên truyền về KAIZEN & 5S chưa thực sự hiệu quả: Tuy khái niệm 5S đã xuất hiện ở Việt Nam hơn hai thập kỷ, nhưng với nhiều doanh nghiệp, đây vẫn có thể xem là một khái niệm mới. Do việc tuyên truyền, phổ biến phương pháp này tới các doanh nghiệp chưa hiệu quả nên số lượng doanh nghiệp biết tới, áp dụng và khai thác lợi ích từ KAIZEN & 5S còn hạn chế.

Thiếu sự hỗ trợ từ các chuyên gia KAIZEN & 5S: Hiện nay số lượng chuyên gia về lĩnh vực này tại Việt Nam vẫn còn tương đối hạn chế, nhất là chuyên gia không chỉ am hiểu về phương pháp mà còn cả về các đặc điểm của doanh nghiệp Việt Nam, từ đó mới có thể đưa ra những chương trình đào tạo và tư vấn phù hợp, kịp thời.

Chương trình đào tạo KAIZEN & 5S chưa bài bản: KAIZEN & 5S là một kiến thức còn khá mới đối với nhiều doanh nghiệp. Hiện nay, đã có khá nhiều trung tâm đào tạo KAIZEN & 5S, song với hạn chế về vốn của SMEs, các doanh nghiệp này chưa thể thuê chuyên gia giảng dạy. Trong khi đó, việc đào tạo tại doanh nghiệp lại chưa đảm bảo chất lượng, do vậy nhiều doanh nghiệp đã gặp khó khăn trong quá trình triển khai. Như vậy, chương trình đào tạo sẽ ảnh hưởng tới tiến trình áp dụng KAIZEN & 5S tại các SMEs.

(vi) Thiếu tài liệu tiếng Việt về KAIZEN & 5S

Tại Việt Nam, nguồn tài liệu về KAIZEN & 5S chủ yếu vẫn là các tài liệu nước ngoài, bằng tiếng Anh hoặc tiếng Nhật, ảnh hưởng không nhỏ đến quá trình học tập, truyền tải và tiếp cận phương pháp này. Trong khi đó, tài liệu phục vụ cho đào tạo đóng vai trò quan trọng trong việc xây dựng kế hoạch triển khai KAIZEN & 5S.

(vii) Thiếu sự kiểm tra giám sát chặt chẽ khi thực hiện

Việc giám sát thường xuyên và sâu sát sẽ đảm bảo cho việc áp dụng các phương pháp mới toàn diện và hiệu quả hơn. Với đặc điểm là lực lượng lao động có trình độ chưa cao, thói quen tùy tiện và ý thức kém, đây được coi là rào cản mà các doanh nghiệp cần vượt qua để có thể triển khai thành công 5S. Việc thiếu kiểm tra, giám sát sẽ làm giảm hiệu quả, thậm chí làm sai lệch các khái niệm ban đầu và dẫn đến làm sai, ảnh hưởng tới hiệu quả sản xuất và gây lãng phí cho doanh nghiệp.

4. KẾT LUẬN VÀ KIẾN NGHỊ GIẢI PHÁP ÁP DỤNG THÀNH CÔNG TRIẾT LÝ KAIZEN VÀ CÔNG CỤ 5S

Các khuyến nghị về chính sách khuyến khích của nhà nước cho các doanh nghiệp triển khai áp dụng KAIZEN & 5S:

(i) Tăng cường tuyên truyền về lợi ích của KAIZEN & 5S

KAIZEN & 5S là một triết lý mới, hướng tới việc hình thành ý thức tự giác, ngăn nắp trong công việc. Áp dụng thành công KAIZEN & 5S sẽ giúp các SMEs Việt Nam cắt giảm sự lãng phí, nâng cao năng suất và chất lượng sản phẩm. Quan trọng hơn là KAIZEN & 5S luôn hướng tới xây dựng và duy trì ý thức tự giác của từng nhân viên, do đó việc tuyên truyền về lợi ích của KAIZEN & 5S là một vấn đề cần thiết.

Nhà nước, bên cạnh việc tuyên truyền, nên khuyến khích các doanh nghiệp áp dụng KAIZEN & 5S thông qua các giải thưởng, cổ động để các doanh nghiệp mạnh dạn trong việc áp dụng.

(ii) Hoàn thiện và cụ thể hóa các chương trình hỗ trợ SMEs giúp các doanh nghiệp tiếp cận nguồn vốn và nguồn kiến thức mới

Hiện nay, rất nhiều SMES gặp khó khăn về nhiều mặt, trong đó có vốn và công nghệ. Việc hoàn thiện và tăng cường các chính sách hỗ trợ doanh nghiệp huy động vốn từ ngân hàng với lãi suất thấp là một vấn đề cần được lưu ý. Với nguồn vốn linh hoạt, các SMEs Việt Nam có thể tiến hành học tập và áp dụng những kiến thức hữu ích KAIZEN & 5S vào doanh nghiệp mình một cách hiệu quả.

Về phía doanh nghiệp: Không phải công ty nào cũng dễ dàng có được sự thành công và đạt được những lợi ích do KAIZEN & 5S mang lại. Thành công và thất bại của một công ty phụ thuộc vào nhiều yếu tố nhưng có thể khái quát một số điều kiện giúp công ty áp dụng thành công KAIZEN & 5S như sau:

(a) Lập kế hoạch áp dụng KAIZEN & 5S phù hợp với điều kiện của doanh nghiệp

Để áp dụng thành công KAIZEN & 5S, các doanh nghiệp không chỉ cần thời gian, nguồn lực mà cần phải xây dựng chiến lược lâu dài, kết hợp KAIZEN & 5S vào chiến lược doanh nghiệp. Một chiến lược lâu dài và được chuẩn bị đầy đủ, chu đáo sẽ giúp đảm bảo việc thực hiện được liên tục.

(b) Sự cam kết ủng hộ từ phía lãnh đạo

Mọi nỗ lực chỉ có thể được đền đáp một cách xứng đáng nếu lãnh đạo công ty và các cấp quản trị doanh nghiệp cam kết tham gia và giữ vai trò định hướng trong quá trình cải tiến. Người quản trị nên dành thời gian làm việc cùng nhân viên, giúp đỡ và khuyến khích họ phát triển ý tưởng cải tiến.

(c) Phổ biến kiến thức KAIZEN & 5S bằng các hình ảnh trực quan đơn giản, dễ hiểu giúp toàn bộ người lao động nhận thức rõ ràng

Đào tạo là một hoạt động rất quan trọng trong quá trình cải tiến. Để đạt hiệu quả, nội dung đào tạo phải đổi mới và phù hợp với thực tiễn doanh nghiệp. Doanh nghiệp có thể tận dụng sự hỗ trợ từ các trung tâm hỗ trợ doanh nghiệp hoặc các tổ chức về đào tạo KAIZEN & 5S hoặc các chương trình hỗ trợ của nhà nước.

(d) Tích cực tiếp cận các chương trình hỗ trợ từ các tổ chức trong nước và ngoài nước

Tại Việt Nam, các chương trình hỗ trợ SMEs được các tổ chức trong nước và quốc tế thực hiện nhằm tư vấn, phổ biến các phương pháp quản lý, sản xuất tiên tiến. Một trong những chương trình được đánh giá hiệu quả tại các doanh nghiệp là của tổ chức JICA, cung cấp tình nguyện viên cao cấp Nhật Bản, hỗ trợ về mặt kỹ thuật và phương pháp quản lý, sản xuất, trong đó KAIZEN & 5S là một nội dung rất được nhiều tình nguyện viên chú trọng và tư vấn cho các doanh nghiệp. Do vậy, SMEs nên tích cực tiếp cận với chương trình để được hỗ trợ, phát triển thành công KAIZEN & 5S trong doanh nghiệp của mình.

Bên cạnh đó, doanh nghiệp nên tận dụng các chương trình hỗ trợ của các trung tâm, tổ chức khác như Trung tâm Hỗ trợ doanh nghiệp nhỏ và vừa của Bộ Kế hoạch và Đầu tư, Phòng thương mại và công nghiệp Việt Nam.

(e) Xây dựng Ủy ban KAIZEN & 5S

Khi thực hiện kế hoạch, doanh nghiệp cần có một bộ phận KAIZEN & 5S, bao gồm lãnh đạo và quản lý từng bộ phận, uyên thâm về nghiệp vụ và năng lực đào tạo cho nhân viên. Quản lý từng bộ phận sẽ chỉ đạo và đưa ra những kế hoạch phù hợp với điều kiện của bộ phận sao cho mọi nhân viên có thể áp dụng linh hoạt mà vẫn đảm bảo tiến trình, kế hoạch sản xuất.

Kết luận

Trong giai đoạn bùng nổ thông tin, các tổ chức hay doanh nghiệp được tiếp cận với rất nhiều các triết lý kinh doanh từ các quốc gia phát triển, KAIZEN & 5S được xem là bí quyết thành công của các doanh nghiệp Nhật Bản nhằm loại bỏ lãng phí, tận dụng tốt hơn vật tư, thiết bị và không gian, đồng thời nâng cao năng suất và chất lượng sản phẩm. KAIZEN & 5S khá đơn giản, phù hợp với đặc điểm kinh doanh và dễ dàng áp dụng cho SMEs Việt Nam. Các doanh nghiệp có thể so sánh giữa lợi ích kinh tế với chi phí việc xây dựng văn hóa kinh doanh theo mô hình Kaizen&5S đây thực sự là phương châm tạo ra sự phát triển lâu dài và bền vững của tất cả các doanh nghiệp.

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GIẢI PHÁP PHÁT TRIỂN BỀN VỮNG CÁC KHU KINH TẾ - KHU CÔNG NGHIỆP CỦA VIỆT NAM

Võ Thị Vân Khánh*

TÓM TẮT: Không thể phủ nhận vai trò quan trọng của các KCN, KCX, KKT trong thu hút vốn đầu tư, tạo công ăn việc làm, góp phần tăng trưởng kinh tế của Việt Nam trong thời gian qua. KCN, KCX được hình thành và phát triển gắn liền với công cuộc đổi mới, mở cửa nền kinh tế đất nước, xuất phát từ chủ trương đúng đắn của Đảng, Chính phủ trong việc xây dựng một mô hình mang tính đột phá trong thu hút đầu tư, tăng trưởng công nghiệp, chuyển dịch cơ cấu kinh tế theo hướng công nghiệp hóa, hiện đại hóa. Tuy nhiên, bên cạnh những tác động tích cực, việc phát triển các KCN, KKT cũng tồn tại nhiều vấn đề cần khắc phục, đòi hỏi phải có những giải pháp đồng bộ để phát triển trong thời gian tới. Trong nghiên cứu tài tác giả muốn điểm lại những kết quả mà KCN đã mang lại, nêu những ưu nhược và đưa ra một số giải pháp nhằm phát triển bền vững các Khu công nghiệp (HCN) trong những năm tiếp theo.

Từ khóa: Khu công nghiệp, đặc khu kinh tế, phát triển bền vững, chỉ số phát triển.

1. NHỮNG ĐÁNH GIÁ CHUNG

Theo Bộ Kế hoạch và Đầu tư, tính đến hết năm 2016, cả nước có 16 khu kinh tế (KKT) với 815 nghìn ha, tổng diện tích mặt đất và mặt nước (chưa tính hai KKT ven biển Thái Bình, tỉnh Thái Bình và Ninh Cơ, tỉnh Nam Định có trong quy hoạch, nhưng chưa được thành lập); có 325 khu công nghiệp (KCN), với 94,9 nghìn ha, trong đó 67% tổng diện tích đất tự nhiên có thể cho thuê. Hiện 220 KCN đã đi vào hoạt động, 105 KCN đang trong giai đoạn đền bù giải phóng mặt bằng. Tỷ lệ lấp đầy các KCN đạt 51%, riêng các KCN đã đi vào hoạt động, tỷ lệ lấp đầy đạt 73%. Vùng Đông Nam Bộ có số KCN được thành lập nhiều nhất với 111 KCN (chiếm 34%); vùng Đồng bằng sông Hồng có 85 và và Tây Nam Bộ có 52 KCN.

Đặc biệt, tại 16 KKT ven biển hiện có 36 KCN, khu phi thuế quan được thành lập, với tổng diện tích đất tự nhiên 16,1 nghìn ha, trong đó diện tích đất công nghiệp có thể cho thuê đạt 7,8 nghìn ha, chiếm khoảng 48% tổng diện tích đất tự nhiên. Trong đó, 14 KCN, khu phi thuế quan đã đi vào hoạt động với tổng diện tích đất tự nhiên 5,5 nghìn ha và 22 KCN, khu phi thuế quan đang trong giai đoạn đền bù giải phóng mặt bằng và xây dựng cơ bản với tổng diện tích đất tự nhiên 10,6 nghìn ha. Tổng diện tích đất đã cho thuê để thực hiện các dự án đầu tư sản xuất trong KKT ven biển đạt trên 30.000 ha, chiếm khoảng 40% tổng diện tích đất dành cho sản xuất công nghiệp, du lịch, dịch vụ trong KKT ven biển.

Tính đến hết tháng 11/2016, tổng số vốn đầu tư đăng ký xây dựng hạ tầng kỹ thuật trong các KKT ven biển trên cả nước là 155 nghìn tỷ đồng (vốn đầu tư trong nước là 133 nghìn tỷ đồng, chiếm 84% tổng vốn đầu tư, vốn đầu tư nước ngoài đạt 1,1 tỷ USD, chiếm 16% tổng vốn đầu tư).

Với mục tiêu được đặt ra là đến năm 2020, các khu kinh tế ven biển trên cả nước đóng góp từ 53%-55% GDP quốc gia và 55%-60% tổng kim ngạch xuất khẩu, song đến nay, tỷ lệ đất phục vụ các dự án sản

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xuất, kinh doanh trong các khu kinh tế ven biển mới đạt 9%, tổng doanh thu hàng năm đạt khoảng 6-8 tỷ USD, đóng góp vào ngân sách hàng năm chỉ khoảng 500-600 triệu USD.

Các khu kinh tế và công nghiệp là những điểm, vùng động lực góp phần đáng kể cho sự tái cơ cấu, phát triển công nghiệp nói riêng và toàn nền kinh tế nói chung; tạo nhiều việc làm mới; thúc đẩy chuyển giao công nghệ; thu hút một khối lượng lớn vốn đầu tư cho phát triển kinh tế và quản lý chất thải, bảo vệ môi trường và góp phần giữ vững chủ quyền quốc gia trên biển và gìn giữ an ninh quốc phòng tuyến biên giới đất liền. Năm 2011, Việt Nam mới có 267 KCN, đóng góp khoảng 40% tổng vốn FDI, trên 30% giá trị xuất khẩu hàng năm và thu hút trên 1,6 triệu lao động trực tiếp.

Năm 2016, các KCN, KKT trên cả nước đã thu hút được 873 dự án FDI và điều chỉnh tăng vốn cho 680 lượt dự án, tổng vốn đầu tư cấp mới và tăng thêm khoảng 14,9 tỷ USD, chiếm khoảng 72% FDI chung và chiếm trên 90% về lĩnh vực chế biến chế tạo của cả nước. Trong đó, lũy kế đến hết năm 2016, các KCN thu hút được 7.013 dự án FDI. Tổng mức đầu tư đăng ký đạt 111,4 tỷ USD, vốn thực hiện chiếm khoảng 61%. Các KKT thu hút được 361 dự án với tổng mức đầu tư đăng ký đạt 42,2 tỷ USD, vốn thực hiện chiếm khoảng 49%. Các KCN, KKT thu hút được 629 dự án đầu tư trong nước và điều chỉnh tăng vốn cho 218 lượt dự án. Tổng vốn đầu tư cấp mới và tăng thêm khoảng 109,9 nghìn tỷ đồng. Lũy kế đến hết năm 2016, các KCN thu hút được 6.504 dự án đầu tư trong nước với tổng vốn đầu tư đăng ký 710,6 nghìn tỷ đồng, vốn thực hiện bằng 51%. Các KKT thu hút được 1.090 dự án với tổng vốn đầu tư đạt 809,1 nghìn tỷ đồng, vốn thực hiện bằng 40% (so với lũy kế đến ngày 20/03/2017, cả nước có 23.071 dự án FDI còn hiệu lực, với tổng vốn đăng ký 300,7 tỷ USD và vốn thực hiện đạt 158,45 tỷ USD, bằng 49,3% tổng vốn đăng ký còn hiệu lực). Các KCN, KKT đạt tổng doanh thu đạt khoảng 145,5 tỷ USD, tăng hơn 9% so với năm 2015; kim ngạch xuất khẩu đạt gần 96 tỷ USD, đóng góp gần 53% vào tổng kim ngạch cả nước. Bên cạnh đó, nhập khẩu cũng đạt 94 tỷ USD; đóng góp vào ngân sách nhà nước hơn 110 nghìn tỷ đồng, tăng 6% so với năm 2015. Đồng thời, đang thu hút trên 3 triệu lao động.

Tuy nhiên, quá trình phát triển các khu kinh tế và công nghiệp tập trung trong giai đoạn vừa qua vẫn còn nhiều hạn chế về cơ cấu ngành nghề, cơ cấu công nghệ; năng lực, hiệu lực hiệu và quả quản lý nhà nước còn bất cập, nhất là trong phát triển đồng bộ các cơ sở hạ tầng kỹ thuật và hạ tầng xã hội ngoài hàng rào; bảo vệ môi trường, bảo vệ quyền lợi người lao động và thúc đẩy chuyển giao công nghệ, liên kết chuỗi cung ứng gắn với sự phân loại các khu công nghiệp và quy hoạch phát triển kinh tế - xã hội của ngành, của vùng lãnh thổ; xúc tiến đầu tư; Đặc biệt, thực tế cho thấy cả nước có quá nhiều KKT và KCN đa ngành, cơ cấu nả và thiếu kết nối nhau, trong khi thiếu các khu chuyên ngành, nhất là về công nghiệp hỗ trợ, KCN cao...

Tổng số vốn đầu tư đăng ký xây dựng hạ tầng kỹ thuật tại các KCN, KKT là 155 nghìn tỷ đồng, vốn đầu tư trong nước là 133 nghìn tỷ đồng (chiếm 84%), vốn đầu tư nước ngoài đạt 1,1 tỷ USD (chiếm 16%). Tình trạng chạy đua phát triển theo kiểu phong trào dẫn đến sự phân tán các nguồn lực cả trung ương và địa phương, thiếu hụt nguồn nhân lực có trình độ, cơ chế chính sách thiếu tính đồng bộ... Chỉ vài khu kinh tế ven biển có điều kiện thuận lợi để phát triển, phần lớn các khu kinh tế ven biển khác vẫn đang trong tình trạng mới hoàn thành quy hoạch chung và đang trong giai đoạn đầu tư xây dựng kết cấu hạ tầng giao thông, kỹ thuật... và phải đối mặt với những thách thức về xã hội như phát triển bền vững, đô thị hóa, chuyển đổi cơ cấu ngành nghề... Gần đây, Chính phủ quyết định chọn 05 khu kinh tế ven biển có nhiều tiềm năng để ưu tiên tập trung đầu tư, bao gồm: (1) KKT Chu Lai (Quảng Nam) - Dung Quất (Quảng Ngãi); (2) KKT Đình Vũ - Cát Hải (Hải Phòng); (3) KKT Nghi Sơn (Thanh Hóa); (4) KKT Vũng Áng (Hà Tĩnh); (5) KKT Phú Quốc và cụm đảo Nam An Thới (Kiên Giang). Các khu này đều có lợi thế để đẩy mạnh thu hút đầu tư vào các lĩnh vực khai thác và chế biến dầu khí, hàng hải, nuôi trồng và chế biến thủy hải sản, phát triển kinh tế

biển, du lịch biển, xây dựng các khu đô thị, khu công nghiệp tập trung... Các khu này sẽ có chính sách và được tăng cường đầu tư kết cấu hạ tầng giao thông, thông tin liên lạc, công nghệ thông tin, hệ thống sân bay, cảng biển... đồng bộ để tạo đà phát triển mạnh mẽ hơn trong thời gian tới.

Thực tiễn cho thấy, phát triển các KKT và KCN phải hài hòa lợi ích, có tầm nhìn dài hạn lấy hiệu quả kinh tế - xã hội, môi trường là mục tiêu cao nhất, khai thác tốt các lợi thế tiềm năng địa phương và phù hợp với định hướng phát triển KT-XH của các vùng lãnh thổ và cả nước; hình thành hệ thống các khu công nghiệp nông cốt có vai trò dẫn dắt sự phát triển công nghiệp quốc gia và hệ thống các KCN vừa và nhỏ đa dạng về hình thức hoạt động và đa dạng hóa các hình thức đầu tư tăng cường sự tham gia của các thành phần kinh tế và hợp tác quốc tế, gắn với đổi mới và phát triển kinh tế - xã hội nông thôn, đảm bảo quốc phòng - an ninh...

Thực tế đòi hỏi, để khai thác tốt các KKT và KCN cần có đột phá hơn nữa về xây dựng đồng bộ và hiện đại hóa kết cấu hạ tầng, đào tạo nhân lực và về cải cách hệ thống thể chế, luật pháp; đồng thời, cần đánh giá được chính xác các điều kiện thuận lợi sẵn có của các khu để tập trung đầu tư và kết nối hạ tầng giao thông đường bộ, đường thủy, đường biển, đường sắt và đường không đồng bộ, liên thông với mạng giao thông quốc gia và quốc tế.

Hơn nữa, cần quản lý sát sao hơn các quỹ đất và cân nhắc tính hai mặt của các ưu đãi thuế, đối phó hiệu quả hành vi chuyển giá, trốn thuế. Việc tìm kiếm, lựa chọn và trao quyền đầu tư phát triển các khu cho một, hoặc một nhóm các nhà đầu tư thực hiện theo định hướng và mục tiêu dài hạn định hình chuỗi cung ứng mới là rất quan trọng để có sự đột phá trong phát triển các KKT và KCN trong thời gian tới.

2. ĐẶC KHU KINH TẾ-ƯU ĐÃI ĐẶC THÙ CẦN KIỂM SOÁT ĐẶC BIỆT

Đặc khu kinh tế là sản phẩm và cơ chế thúc đẩy quá trình toàn cầu hóa và hội nhập quốc tế, với tiền thân là các mô hình cảng tự do, khu thương mại tự do, khu công nghiệp và chế xuất, khu kinh tế tự do... Chúng xuất hiện đầu tiên ở Italia năm 1547 và ở khu vực châu Á - Thái Bình Dương vào đầu thế kỷ 18, tiêu biểu là khu mật dịch tự do Singapore (1819) và khu mật dịch tự do Hồng Kông (1842). Đến nay trên thế giới đã có hơn 3.500 đặc khu và khu kinh tế tự do tại hơn 135 quốc gia. Trung Quốc được coi là nước có nhiều thành công trong xây dựng đặc khu kinh tế. Trên thực tế, các đặc khu đang đóng góp khoảng 22% GDP, 45% tổng vốn đầu tư trực tiếp nước ngoài và 60% kim ngạch xuất khẩu hàng năm của Trung Quốc ...

Đặc khu kinh tế hấp dẫn bởi những kỳ vọng lớn lao về thí điểm để mở rộng các thể chế mang tính đột phá so với mức độ hiện hành trong nước, tiếp cận các xu hướng môi trường kinh doanh và quản lý tiên tiến nhất của khu vực và quốc tế, tạo hấp lực thu hút các nguồn vốn, công nghệ hiện đại, nhân tài, ý tưởng phát triển và mô hình kinh doanh mới, gia tăng tiến trình và định hướng tái cơ cấu kinh tế, cải thiện nguồn thu NSNN, tạo việc làm, mở rộng thị trường trong và ngoài nước ...

Thực tiễn thế giới đã và đang cho thấy, mức độ thành công của một đặc khu kinh tế tùy thuộc vào địa điểm được lựa chọn xây dựng, ngoài yêu cầu về bảo đảm an ninh, quốc phòng, cần bảo đảm phát huy lợi thế riêng, thuận lợi cho quá trình giao thương, hợp tác kinh tế, du lịch và dịch vụ quốc tế, nằm gần những đô thị chính, các trung tâm kinh tế, dịch vụ và văn hoá, có nguồn nhân lực chất lượng cao dồi dào, có hệ thống giao thông phát triển và cơ sở hạ tầng kỹ thuật, như điện, nước sạch, thoát nước, thông tin liên lạc,.. tạo lợi thế địa kinh tế cho sự hội tụ, liên kết và lan toả cao nhất hiệu ứng tích cực cho khu vực và toàn quốc; Đồng thời, đặc khu cần có những thể chế kinh tế và hành chính hiện đại, mang tính mở, tự do, minh bạch, linh hoạt và tự chủ cao, tạo điều kiện tốt nhất cho nhà đầu tư, đặc biệt là thu hút các nhà đầu tư chiến lược từ bên ngoài; phát triển cơ cấu ngành nghề đa dạng, cả về chế tạo và dịch vụ, trong đó ưu tiên các ngành

dịch vụ trung gian và dịch vụ hậu cần hỗ trợ kinh doanh; tiếp cận thị trường đa dạng, cả bên trong lẫn bên ngoài đặc khu, ưu tiên hướng về xuất khẩu.

Các đặc khu hiện đại thường mang dáng dấp của một thành phố tự do và có tính quốc tế hóa rất cao cả về kinh doanh và quản lý nhà nước, đáp ứng hầu hết các yêu cầu triển khai các hoạt động toàn cầu của những công ty xuyên quốc gia. Tổ chức chính quyền địa phương ở đặc khu thường phải ít cấp trung gian hơn, trực tuyến hơn và được phân quyền mạnh hơn và quản lý ưu đãi thông thoáng hơn về thuế và hoạt động tài chính, tiền tệ, ngân hàng, đất đai, giao thông và các điều kiện hỗ trợ kinh doanh và giao dịch quốc tế liên quan...

Từ kinh nghiệm quốc tế, thực tiễn áp dụng các chính sách ưu đãi đa dạng khác nhau, cũng như từ hạn chế của các KKT và KCN ở nước ta trước yêu cầu phát triển và hội nhập trong bối cảnh cần tăng tốc chuyển đổi mô hình phát triển và quản lý, xây dựng đặc khu kinh tế được Đảng và Nhà nước Việt Nam quan tâm và đặt vấn đề từ hơn 20 năm trước. Trải qua nhiều lần “nặng lên đặt xuống”, hiện nay chủ trương xây dựng đặc khu kinh tế này đang đi vào giai đoạn hiện thực hóa theo Kết luận số 74-KL/TW ngày 17/10/2013 của Hội nghị Trung ương lần thứ 8 (khoá XI) về thí điểm thành lập các khu hành chính - kinh tế đặc biệt tại Vân Đồn (Quảng Ninh), Vân Phong (Khánh Hòa) và Phú Quốc (Kiên Giang).

Theo dự án về khu hành chính-kinh tế đặc biệt được thảo luận tại Quốc hội ngày 10-11 vừa qua, một loạt ưu đãi đặc thù được đề xuất để bảo đảm cho sự thành công của các khu hành chính-kinh tế đặc biệt này, tập trung vào đáp ứng yêu cầu về bộ máy quản lý hành chính tinh gọn và hiệu quả, được phân cấp, phân quyền, giao quyền tự chủ mạnh, nhất là quyền lập quy về kinh tế; đơn giản hóa thủ tục hành chính và xóa bỏ hạn chế về đầu tư kinh doanh; thiết lập nội dung quản lý và các mức ưu đãi vượt trội thông thường và có tính cạnh tranh quốc tế cao, nhất là về ưu đãi thuế, phí; ưu đãi đầu tư vào ngành, nghề ưu tiên phát triển trong từng thời kỳ phù hợp nhu cầu thị trường mà Việt Nam có lợi thế so sánh. Đồng thời, giành sự hỗ trợ ban đầu của Chính phủ để đầu tư hạ tầng quan trọng và phát triển nguồn nhân lực chất lượng cao...

Theo nhiều ý kiến cả trong và ngoài nghị trường quốc hội, hầu hết nội dung quy định tại dự thảo chính sách về môi trường đầu tư kinh doanh; phát triển kết cấu hạ tầng; dịch vụ hỗ trợ đầu tư; ưu đãi đầu tư; đất đai; lao động; giải quyết tranh chấp; thu hút ngoại kiều; xuất nhập cảnh..., đều có ưu đãi cao hơn, thuận lợi hơn so với các đặc khu kinh tế, khu kinh tế tự do tại Trung Quốc, Hàn Quốc, Nhật Bản, Indonesia, Malaysia, Thái Lan, Singapore, Myanmar.

Đặc biệt, dự án đề xuất quy định thời hạn sử dụng đất tối đa tới 99 năm đối với các dự án đầu tư khu hỗ trợ khởi nghiệp sáng tạo, nghiên cứu và phát triển, y tế, giáo dục, dự án đầu tư thuộc ngành, nghề ưu tiên phát triển; cho phép tổ chức, cá nhân nước ngoài có quyền chuyển nhượng, nhận chuyển nhượng, mua, cho thuê mua, nhận tặng cho, nhận thừa kế nhà ở thương mại trong dự án đầu tư xây dựng nhà ở và dự án đầu tư bất động sản nghỉ dưỡng; nâng mức giá trị bán hàng miễn thuế cho khách du lịch tại khu phi thuế quan; miễn thị thực với thời gian tạm trú không quá 60 ngày và cấp thị thực điện tử cho người nước ngoài; cho phép các hãng hàng không quốc tế được phép vận chuyển hàng không quốc tế kết hợp nhiều điểm, trong đó có ít nhất một điểm đến hoặc một điểm đi tại đơn vị hành chính - kinh tế đặc biệt; áp dụng mức thuế suất thuế tiêu thụ đặc biệt đối với dịch vụ kinh doanh casino, kinh doanh đặt cược thấp hơn mức thuế suất hiện hành để cạnh tranh với Singapore, Malaysia, Macao trong việc thu hút người nước ngoài chơi casino. Mô hình tổ chức chính quyền cho đơn vị hành chính kinh tế đặc biệt sẽ không có hội đồng nhân dân và ủy ban nhân dân, mà chỉ có Trưởng đơn vị hành chính - kinh tế đặc biệt, được thực hiện một số nhiệm vụ, quyền hạn do Thủ tướng Chính phủ và các bộ, cơ quan ngang bộ, UBND cấp tỉnh giao theo quy định tại khoản 3 Điều 112 Hiến pháp....

Thực tế cũng cho thấy, thành công và những kỳ vọng với đặc khu không tự đến dễ dàng. Theo Ngân hàng Thế giới, 50% trong số các đặc khu và khu kinh tế tự do trên toàn cầu đã thất bại, với không ít vấn đề đã và đang đặt ra cho việc cụ thể hóa các hình hài của từng đặc khu, đặc biệt là về cơ sở pháp lý cho mô hình tổ chức, quản lý sự phân cấp và thẩm quyền của người đứng đầu đặc khu; cơ chế giám sát quyền lực và phòng ngừa nạn tham nhũng và lạm quyền, trục lợi chính sách; định hướng phát triển ngành nghề phù hợp và cơ chế chính sách vượt trội cần thiết mang tính cạnh tranh cao. Hơn nữa, bên cạnh những khoản chi phí lớn và áp lực tăng nợ hoặc vỡ nợ bởi đầu tư hạ tầng, bùng nổ thái quá và chệch hướng các cơ sở kinh doanh dịch vụ và nguy cơ thất thu thuế, các đặc khu cũng có thể tạo ra sự méo mó trong đời sống kinh tế-xã hội địa phương và quốc gia, trong khi không tạo ra sự bùng nổ thương mại hay cơ hội việc làm tương xứng với chi phí và theo mục tiêu ảo vọng. Sự hào hứng dễ dãi trong việc thành lập và sự mơ hồ trong cơ chế kiểm soát các đặc khu còn có thể biến chúng thành biểu tượng sự thiếu hiệu quả trong đầu tư xã hội, sự cạnh tranh không lành mạnh và bãi thải của công nghiệp lạc hậu, ô nhiễm môi trường.

Các ưu đãi đặc thù về kinh tế và quản lý hành chính là cần thiết, vấn đề là cơ chế kiểm soát ra sao để bảo đảm hoạt động của các khu hành chính-kinh tế đặc biệt thống nhất với các thể chế chính trị, xã hội quốc gia và phòng ngừa hiệu quả nguy cơ tha hóa quyền lực, sự lạm quyền, các hành xử méo mó do bị chi phối bởi lợi ích nhóm và tư duy nhiệm kỳ, cũng như hình thành một sự quay trở lại tinh vi và nguy hiểm hơn của cơ chế “xin-cho” kiểu mới, bởi một người có quyền lực tối thượng, mà không bị ai trực tiếp kiểm soát và chịu trách nhiệm về các quyết định của mình.

Hơn nữa, với đề xuất giao đất lâu dài trong khu hành chính – kinh tế đặc biệt càng rất cần có cơ chế phòng tránh chặt chẽ, đủ hiệu lực để ngăn chặn tình trạng chảy máu đất đai trong các khu này vào tay người nước ngoài, nhất là với những nhà đầu tư không thân thiện, có nhiều mục tiêu ngoài kinh tế khi tìm cách tích tụ ruộng đất và tìm mọi cách duy trì quyền sử dụng đất đai tại các vị trí nhạy cảm về an ninh quốc phòng tới hàng trăm năm...

Việt Nam không phải là người đi đầu trong xây dựng các khu hành chính-kinh tế đặc biệt. Người đi sau luôn cơ lợi thế để rút kinh nghiệm của người đi trước, nhưng cũng dễ bị ảo tưởng và ngộ nhận về những cơ hội mà người đi trước đã thu nhận được.

Không đi thì không đến, nhưng cần chuẩn bị kỹ lưỡng hành trang trước lúc lên đường thiên lý. Đặc khu kinh tế hay khu hành chính-kinh tế đặc biệt dù đặc biệt hấp dẫn, được áp dụng các cơ chế đặc thù để có thể mang lại sức vượng mạnh mẽ cho hoạt động kinh tế, song không phải là cây đũa thần dễ dàng đạt được mọi kỳ vọng, và càng cần sự kiểm soát đặc biệt cẩn trọng và hiệu quả để bảo đảm an toàn cần có cho hôm nay và cho cả mai sau

3. MỘT SỐ GIẢI PHÁP:

Để phát triển bền vững các KCN – Khu kinh tế trong thời gian tới, cần thực hiện đồng bộ các giải pháp như sau:

Thứ nhất, cần rà soát, cập nhật, từ đó tiến hành bổ sung, điều chỉnh quy hoạch các KCN đã lập. Trong quá trình rà soát, bổ sung, điều chỉnh quy hoạch tổng thể, cần quan tâm đặt lợi ích quốc gia, đặt mục tiêu nâng cao năng lực cạnh tranh quốc gia lên trên hết. Trên quan điểm như vậy, chỉ nên tập trung phát triển KCN ở những vùng, những địa bàn có đầy đủ điều kiện, có những lợi thế đã thấy rõ. Trong quy hoạch tổng thể cần đặc biệt lưu ý tới khả năng phát triển của các KCN vì đây chính là những KCN cho phép đạt hiệu quả sử dụng tài nguyên đất đai cao nhất; định hướng phân loại các KCN để có sự ưu tiên, hỗ trợ khác nhau; định hướng việc phát triển các KCN chuyên ngành, giảm bớt các KCN tổng hợp.

Thứ hai, tiếp tục hoàn thiện cơ chế, chính sách phát triển KCN theo hướng tăng cường phân cấp, ủy quyền từ Trung ương tới địa phương, gắn chặt với cơ chế phân công trách nhiệm và phối hợp rõ ràng, minh bạch giữa các cơ quan trung ương và địa phương. Đồng thời, kiện toàn bộ máy quản lý nhà nước ở cấp trung ương và địa phương đảm bảo đủ thẩm quyền và nguồn lực để quản lý các KCN theo hướng một cửa, một đầu mối và tương xứng với vai trò vị trí ngày càng quan trọng của các KCN trong quá trình công nghiệp hóa, hiện đại hóa đất nước. Đặc biệt, chính sách ưu đãi đầu tư và thuế thu nhập cho các DN đầu tư vào KCN thuộc địa bàn khó khăn cần phải nhất quán, rõ ràng để thu hút và tạo niềm tin cho các nhà đầu tư; kết hợp tốt việc “lấp đầy” diện tích các KCN với việc nâng cao chất lượng các dự án đầu tư vào KCN bằng cách khuyến khích, ưu đãi cho các dự án tạo ra sản phẩm có sức cạnh tranh và phát triển bền vững.

Thứ ba, nâng cao chất lượng xây dựng kết cấu hạ tầng KCN theo hướng đồng bộ hệ thống hạ tầng kỹ thuật với các tiện nghi, tiện ích công cộng phục vụ cho KCN; gắn kết cấu hạ tầng trong và ngoài hàng rào KCN. Bên cạnh đó, cần đa dạng các nguồn vốn để đầu tư xây dựng kết cấu hạ tầng KCN, hỗ trợ tối đa việc thu hút các nhà đầu tư đến tìm kiếm cơ hội kinh doanh.

Thứ tư, nâng dần tỷ lệ lấp đầy các KCN. Các địa phương cần thực hiện nghiêm túc quy định tại Nghị định số 164/2013/NĐ-CP ngày 12/11/2013 sửa đổi, bổ sung một số điều của Nghị định số 29/2008/NĐ-CP ngày 14/3/2008 của Chính phủ quy định về KCN, KCX và KKT, điều kiện để mở rộng KCN là KCN phải đạt tỷ lệ lấp đầy tối thiểu 60%. Hơn nữa, cần rà soát tổng thể các quy hoạch KCN trong thời gian qua với mục tiêu hạn chế tối đa việc thành lập mới các KCN để tập trung đẩy mạnh thu hút đầu tư, tháo gỡ khó khăn cho các công ty phát triển hạ tầng cũng như DN trong KCN. Các địa phương cũng cần hỗ trợ sau cấp phép, hỗ trợ thủ tục thuê đất. Trong đó, cần chú trọng hỗ trợ các DN bằng các dịch vụ tư vấn về pháp lý. Bên cạnh đó, các doanh nghiệp cũng phải chủ động thu hút đầu tư, như đẩy mạnh marketing, xúc tiến thị trường...

Thứ năm, cải thiện chất lượng thu hút đầu tư vào KCN. Tập trung ưu tiên thu hút các ngành nghề, lĩnh vực có hàm lượng công nghệ tiên tiến, hiện đại, thân thiện với môi trường, các ngành nghề xác định là mũi nhọn phát triển và có lợi thế của Việt Nam và phù hợp với chương trình tái cơ cấu kinh tế, cơ cấu đầu tư của đất nước. Tăng cường tính liên kết ngành trong phát triển KCN; hình thành các KCN liên kết ngành nhằm tăng lợi thế cạnh tranh của KCN và nâng cao hiệu quả hoạt động của các KCN, dần hình thành các ngành công nghiệp hỗ trợ, đóng góp vào chuyên dịch cơ cấu kinh tế địa phương.

Thứ sáu, các cơ quan chức năng cần tăng cường hơn nữa công tác thanh tra, kiểm tra pháp luật về bảo vệ môi trường tại các KCN, xử lý nghiêm các DN vi phạm, cũng như kiên quyết đình chỉ hoạt động hoặc cấp hoạt động theo quy định của pháp luật. Nâng cao chất lượng hiệu quả hoạt động đánh giá môi trường chiến lược, tác động môi trường đối với các chiến lược, quy hoạch, kế hoạch và dự án phát triển. Đồng thời, chỉ cho phép xây dựng các nhà máy, dự án trong KCN sau khi đã hoàn thành cơ sở vật chất hạ tầng và các công trình bảo vệ môi trường. Bên cạnh đó, cần sửa đổi, bổ sung Nghị định số 140/2006/NĐ-CP ngày 22/11/2006 của Chính phủ về quy định việc bảo vệ môi trường trong các khâu lập, thẩm định, phê duyệt và tổ chức thực hiện các chiến lược, quy hoạch, kế hoạch, chương trình và dự án phát triển theo hướng làm rõ đối tượng áp dụng, tăng cường hoạt động giám sát, thanh tra, kiểm tra và các chế tài xử lý. Ngoài ra, cần phát huy hơn nữa vai trò của các cấp chính quyền, các tổ chức chính trị - xã hội, đoàn thể và cộng đồng dân cư trong việc giám sát thực thi chính sách, pháp luật về bảo vệ môi trường tại các địa phương.

Thứ bảy, cần tạo lập sinh kế bền vững cho người dân bị mất đất. Đối với chính quyền các cấp, cần có những chính sách hỗ trợ cho người dân trong việc chuyển đổi sinh kế như: chính sách về tạo việc làm, các chính sách an sinh xã hội... Trong đó, vấn đề tạo việc làm cho người lao động sau khi bị mất đất sản xuất là

rất quan trọng. Với những lao động còn đủ tuổi được tuyển dụng vào làm việc tại các DN, cần có chính sách ưu đãi trong đào tạo chuyển đổi nghề nghiệp và ưu tiên trong tuyển dụng để họ có thể được vào làm việc trong các DN KCN. Với những lao động đã hết tuổi được tuyển dụng cần có định hướng giúp họ lựa chọn phương án sản xuất kinh doanh, sử dụng tiền đền bù một cách hợp lý, hiệu quả. Tất cả những chính sách này đều cần phải thực hiện trước khi tiến hành thu hồi đất để ngay sau khi bị thu hồi đất, người lao động có thể chuyển đổi nghề nghiệp và hộ gia đình có thể chuyển đổi sinh kế một cách bền vững. Có quy hoạch phát triển sản xuất nông nghiệp theo hướng hàng hóa, cung cấp nguyên vật liệu đầu vào cho các DN trong KCN. Đối với DN, cần có chính sách đào tạo và thu hút lao động tại chỗ vào làm việc tại DN, các DN trong cùng KCN nên liên kết lại với nhau để tổ chức các khóa đào tạo nghề cho người dân địa phương ngay tại DN, giúp người dân có thể học nghề tại chỗ sau đó nhận họ vào làm việc tại DN của mình. Bên cạnh đó, nên có chính sách cho người dân góp vốn bằng quyền sử dụng đất. Với giải pháp này, những hộ gia đình bị thu hồi đất lấy tiền đền bù để góp vốn đầu tư vào các nhà máy xí nghiệp được xây dựng trên đất của họ. Như vậy, họ trở thành cổ đông của DN và được hưởng các lợi ích như: dễ dàng được tiếp nhận vào làm việc tại DN với mức lương ổn định và các chế độ đãi ngộ khác như bảo hiểm thân thể, bảo hiểm y tế; nhận được lợi tức từ việc góp vốn cho DN. DN cũng được hưởng lợi trong việc giải phóng mặt bằng, rút ngắn thời gian xây dựng, nhanh chóng đưa DN đi vào hoạt động, tránh trường hợp dự án bị đình trệ do không thoả thuận được về việc giải phóng mặt bằng với người mất đất; bổ sung kênh huy động vốn cho DN.

4. KẾT LUẬN

Có thể khẳng định rằng, việc phát triển các KCN, KCX, KKT thời gian qua của Việt Nam đã tạo ra thế và lực mới cho nền kinh tế đất nước. Bên cạnh việc thu hút được nguồn vốn và công nghệ tiên tiến từ các DN, tập đoàn của các nước, sự phát triển các KCN, KCX, KKT cũng đóng góp không nhỏ vào chuyển dịch cơ cấu kinh tế, tăng trưởng, kim ngạch xuất - nhập khẩu, giải quyết việc làm,... Tuy nhiên, việc phát triển quá mức và phát triển chưa chú ý đến những điều kiện nền tảng tạo động lực gắn kết giữa phát triển KCN, KCX, KKT với phát triển bền vững kinh tế - xã hội đất nước đã tạo ra những hạn chế không nhỏ cần phải khắc phục tới đây. Để phát triển bền vững các KCN thì cần thực hiện đồng bộ các giải pháp từ Trung ương đến địa phương và ngay cả chính trong các DN trong KCN. Phát triển nhanh, tận dụng tốt những ưu thế mà KCN mang lại, nhưng đó mới là điều kiện cần. Phát triển KCN cần đặt trong chiến lược phát triển dài hạn, phát triển bền vững của đất nước, đó mới là điều kiện đủ.

TÀI LIỆU THAM KHẢO:

1. Báo cáo thống kê định kỳ về tình hình KT-XH của TCTK
2. Dự thảo Luật đặc khu của Bộ KH&ĐT trình Quốc hội 6.2018
3. Kết luận số 74-KL/TW ngày 17/10/2013 của Hội nghị Trung ương lần thứ 8 (khoá XI) về thí điểm thành lập các khu hành chính - kinh tế đặc biệt tại Vân Đồn (Quảng Ninh), Vân Phong (Khánh Hòa) và Phú Quốc (Kiên Giang).
4. Bộ Kế hoạch và Đầu tư (2010): Chiến lược phát triển kinh tế - xã hội 2011 – 2020.

NGHIÊN CỨU TỔNG QUAN VỀ HỆ THỐNG BÁO CÁO KẾ TOÁN TRONG DOANH NGHIỆP

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TÓM TẮT: Nghiên cứu đã xem xét các công trình khoa học liên quan đến hệ thống báo cáo kế toán trong doanh nghiệp để tóm tắt các kết quả nghiên cứu, từ đó xác định khoảng trống nghiên cứu cũng như đưa ra các định hướng nghiên cứu trong tương lai. Những nghiên cứu về hệ thống báo cáo kế toán trong đó bao gồm báo cáo tài chính và báo cáo kế toán quản trị đã đạt được nhiều thành tựu trên toàn cầu. Tác giả đã áp dụng kỹ thuật đánh giá về tổng quan nghiên cứu đồng thời truy cập tài nguyên điện tử của các nhà xuất bản quốc tế, cổng thông tin của bộ giáo dục cũng như nguồn dữ liệu của thư viện Quốc gia để tổng hợp tất cả các xu hướng nghiên cứu về báo cáo kế toán.

Từ khóa: Chất lượng thông tin kế toán; Báo cáo kế toán quản trị; Báo cáo tài chính; Hệ thống báo cáo kế toán.

ABSTRACT: The purpose of this paper is to review current articles and research papers with regard to accounting report to synthesize a summary of the research results. The paper also examines some findings and some gaps in the existing literature, and thus this can serve as a basic for future research. I find that the studies on accounting reporting including financial statements and management accounting reports have gained a great deal of global successes. The study has applied the reviewing technique and accessing the e-resources of international publishers, the Ministry of Education portal as well as the National Library's database. The results of this study provide a comprehensive reference on the different aspects of accounting reports, and research trends on accounting reports. Finally, the result research finds out direction left open which is the study on the practice of transparency and disclosure of financial statements for SOEs providing public services.

Keywords: Accounting Information Quality, Accounting Reports, Financial Statements, Management Accounting Reports.

1. GIỚI THIỆU

Các doanh nghiệp ngày nay đang hoạt động và cạnh tranh trong thời đại thông tin. Thông tin đang trở thành tài nguyên quan trọng của hầu hết các tổ chức, nền kinh tế và xã hội. Ngày càng nhiều doanh nghiệp tin rằng chất lượng thông tin là rất quan trọng đối với sự thành công của họ. Thông tin kém chất lượng có thể ảnh hưởng đáng kể đến hoạt động kinh doanh và xã hội. Việc cung cấp và đảm bảo dữ liệu chất lượng thông tin là mục tiêu của kế toán. Kế toán chủ yếu là một quá trình truyền đạt thông tin kinh tế. Quá trình này bao gồm: Nhận thức về các hoạt động quan trọng của doanh nghiệp; biểu tượng hóa các hoạt động đã nhận thức để hiểu các mối quan hệ của nó; phân tích các hoạt động để tóm tắt, tổ chức và đặt trong mối tương quan và cuối cùng là trình bày những phân tích đó cho các đối tượng quan tâm. Sự nhận thức và biểu tượng hóa là quá trình đo lường kế toán, bước phân tích và trình bày là quá trình công bố thông tin kế toán. Các doanh nghiệp tiết lộ thông tin kế toán dưới dạng các báo cáo kế toán. Vì vậy rất nhiều nhà khoa học tập trung nghiên cứu về các khía cạnh khác nhau của hệ thống báo cáo kế toán nhằm nâng cao chất lượng thông tin kế toán trong doanh nghiệp.

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Trong bối cảnh đó, bài báo này nhằm nghiên cứu tổng quan các công trình có liên quan đến hệ thống báo cáo kế toán, giúp cho tác giả hệ thống hóa được những vấn đề có tính lý luận chung về hệ thống báo cáo kế toán trong doanh nghiệp. Bên cạnh đó, làm rõ được những vấn đề đã được nghiên cứu, những vấn đề còn đang bỏ ngỏ làm định hướng cho những nghiên cứu của mình sau này.

2. PHƯƠNG PHÁP NGHIÊN CỨU

Tác giả đã truy cập tài nguyên điện tử một số tạp chí kế toán hàng đầu và một số nghiên cứu đã hoàn thành bởi các giáo sư và sinh viên tại các trường đại học trên khắp thế giới từ các cổng thông tin của các trường đại học và cổng thông tin của Bộ giáo dục Việt Nam (<https://moet.gov.vn>), ngoài ra còn thu thập các tài liệu được lưu trữ tại thư viện Quốc gia Việt Nam (TVQG). Tác giả tập trung vào các công trình nghiên cứu được công bố từ năm 1996 cho đến 2018.

Trong quá trình tiếp cận nghiên cứu các công trình, tác giả tiến hành khái quát hóa các công trình nghiên cứu có liên quan đến hệ thống báo cáo kế toán bao gồm các hướng nghiên cứu được trình bày chi tiết sau đây:

- Những công trình nghiên cứu về hệ thống báo cáo kế toán (BCKT);
- Những công trình nghiên cứu về hệ thống báo cáo tài chính (BCTC);
- Những công trình nghiên cứu về hệ thống Báo cáo kế toán quản trị (BCKTQT);
- Những công trình nghiên cứu về đánh giá và đo lường chất lượng thông tin kế toán (TTKT);
- Những công trình nghiên cứu về nhân tố ảnh hưởng đến chất lượng TTKT trên BCTC;
- Những công trình nghiên cứu về các nhân tố ảnh hưởng đến chất lượng TTKT của BCKTQT.
- **Bảng 1.** Nguồn thu thập những công trình nghiên cứu về hệ thống BCKT

| Tác giả | Đề tài | Năm | Nguồn tài liệu |
|------------------------------------|---|------|---|
| Nghiên cứu về hệ thống BCKT | | | |
| Lê Đình Trục | Luận án Phó tiến sĩ khoa học, Xây dựng hệ thống BCKT các doanh nghiệp trong tình hình hiện nay | 1996 | TVQG |
| Lê Ngọc Tánh | Luận án Phó tiến sĩ kinh tế: Phương hướng hoàn thiện hệ thống BCKT trong điều kiện kinh tế thị trường ở Việt Nam | 1996 | TVQG |
| Đoàn Ngọc Quế | Luận án tiến sĩ: Hoàn thiện hệ thống BCKT của các doanh nghiệp theo cơ chế của nền kinh tế thị trường | 1999 | TVQG |
| Bùi Thị Thu Hương | Luận án tiến sĩ: Hoàn thiện hệ thống BCKT trong các doanh nghiệp sản xuất kinh doanh thức ăn chăn nuôi ở Việt Nam | 2011 | TVQG |
| Nguyễn Thị Thanh Hòa | Luận án tiến sĩ: Hoàn thiện hệ thống BCKT trong các doanh nghiệp sản xuất vật liệu xây dựng trên địa bàn tỉnh Nghệ An | 2017 | https://moet.gov.vn |
| Nghiên cứu về hệ thống BCTC | | | |
| Trần Thị Cẩm Thanh | Hoàn thiện lập và phân tích BCTC với việc tăng cường quản lý tài chính tại các công ty xổ số kiến thiết | 2006 | TVQG |

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|--|--|------|---|
| Phạm Thành Long | Hoàn thiện kiểm tra, phân tích BCTC với việc tăng cường quản trị tài chính trong các doanh nghiệp vừa và nhỏ ở Việt Nam | 2008 | TVQG |
| Nguyễn Phúc Sinh | Luận án Tiến sĩ kinh tế, Nâng cao tính hữu ích của BCTC doanh nghiệp Việt Nam trong giai đoạn hiện nay | 2008 | TVQG |
| Nguyễn Thị Kim Cúc | Luận án tiến sĩ: Hoàn thiện hệ thống BCTC doanh nghiệp nhằm phù hợp với yêu cầu hội nhập và phát triển kinh tế của Việt Nam | 2009 | TVQG |
| Lê Hoàng Phúc | Luận án tiến sĩ: Vận dụng chuẩn mực kế toán quốc tế để hoàn thiện hệ thống BCTC doanh nghiệp trong điều kiện ở Việt Nam | 2014 | https://moet.gov.vn |
| Nguyễn Thị Hồng Vân | Hoàn thiện việc công bố thông tin báo cáo bộ phận trong hệ thống BCTC tại các doanh nghiệp cổ phần niêm yết trên thị trường chứng khoán Việt Nam”. | 2018 | https://moet.gov.vn |
| Nghiên cứu về hệ thống BCKTQT | | | |
| Phạm Quang | Luận án Tiến sĩ kinh tế “Phương hướng xây dựng hệ thống BCKTQT và tổ chức vận dụng vào các doanh nghiệp Việt nam” | 2002 | TVQG |
| Nghiên cứu về phương pháp đánh giá và đo lường chất lượng TTKT | | | |
| Ferdy van Beest, Geert Braam, Suzanne Boelens | 2009, Quality of Financial Reporting: measuring qualitative characteristics | 2009 | https://www.researchgate.net |
| Bruce Pounder | Measuring Accounting Quality | 2013 | https://dokumen.tips |
| Dr. Siriyama Kanthi Herath, Norah Albarqi | Financial Reporting Quality: A Literature Review | 2017 | https://www.researchgate.net |
| Nghiên cứu về nhân tố ảnh hưởng đến chất lượng TTKT trên BCTC | | | |
| Hongjiang Xu | Doctor of Philosophy: Critical Success Factors for Accounting Information Systems Data Quality | 2003 | https://eprints.usq.edu.au |
| Noor Azizi Ismail, Malcolm King | Factors influencing the alignment of accounting information systems in small and medium sized Malaysian manufacturing firms | 2007 | https://www.researchgate.net |
| Wu Qinghua, Wang Pingxin, Yin Jumming | Audit committee, board characteristics and quality of financial reporting: An empirical research on Chinese securities market | 2007 | https://www.researchgate.net |
| Mahdi Mahdavikhou, Mohsen Khotanlou | The Impact of Professional Ethics on Financial Reporting Quality | 2011 | https://www.researchgate.net |
| Mahdi Salehi1 & Elahe Torabi | The role of information technology in financial reporting quality: Iranian Scenario | 2012 | https://hrcak.srce.hr |
| Ramdany | Influence The Quality of Accounting Information Systems and The Effectiveness of Internal Control On Financial Reporting Quality | 2015 | https://www.iiste.org/Journals |

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|--|---|------|---|
| Nelsi Wisna | Organizational culture and its impact on the quality of accounting information systems | 2015 | www.jatit.org/volumes |
| Nguyễn Thị Phương Hồng | Luận án tiến sĩ: Các nhân tố ảnh hưởng đến chất lượng BCTC của công ty niêm yết trên thị trường chứng khoán - Bằng chứng thực nghiệm tại Việt Nam | 2016 | https://moet.gov.vn |
| Phạm Quốc Thuận | Luận án tiến sĩ, Các nhân tố tác động đến chất lượng thông tin BCTC trong các doanh nghiệp tại Việt Nam | 2016 | https://moet.gov.vn |
| Jae B. Kim, Benjamin Segal, Dan Segal, Yoonseok Zang | The Triangular Relationship Between Audit Committee Characteristics, Audit Inputs, and Financial Reporting Quality | 2016 | https://ssrn.com/abstract |
| Dr. Siriyama Kanthi Herath, Norah Albarqi | Financial Reporting Quality: A Literature Review | 2017 | https://www.researchgate.net |
| Nghiên cứu về các nhân tố ảnh hưởng đến chất lượng TTKT của BCKTQT | | | |
| Hồ Mỹ Hạnh | Luận án tiến sĩ: Tổ chức hệ thống TTKT quản trị chi phí trong các doanh nghiệp may Việt Nam. | 2013 | https://www.neu.edu.vn/ |
| Rini Lestari | The influence of manager competence on the quality of management accounting information system and its implications on the quality of management accounting information | 2015 | http://serialsjournals.com |
| Ilham Napitupulu | Impact of Organizational Culture on the Quality of Management Accounting Information System | 2015 | www.iiste.org |
| Eliada Herwiyanti | The Effect of Information Technology Capability and Quality of Management Accounting Information with Technological Uncertainty as Moderating Variable | 2015 | https://download.atlantispress.com |
| Ilham Napitupulu, Mahyuni, JoJor Sibarani | The impact of internal control effectiveness to the quality of management accounting information system: the survey on state-owned enterprises (SOEs) | 2016 | www.iiste.org |
| Nguyễn Bích Thảo | Tổ chức hệ thống TTKT quản trị trong các doanh nghiệp chế biến thủy sản | 2016 | https://moet.gov.vn |
| Nguyễn Hoàng Dũng | Luận án tiến sĩ: Hoàn thiện tổ chức hệ thống TTKT quản trị trong các doanh nghiệp sản xuất xi măng Bắc miền Trung | 2017 | https://moet.gov.vn |

Nguồn: Tác giả

3. KẾT QUẢ VÀ THẢO LUẬN

3.1. Các công trình nghiên cứu về hệ thống Báo cáo kế toán

Một số nhà khoa học nghiên cứu về hệ thống BCKT của các doanh nghiệp Việt Nam giai đoạn từ năm 2011 trở về trước như Lê Đình Trục (1996), Lê Ngọc Tánh (1996) và Đoàn Ngọc Quế (1999) trong điều kiện mới hội nhập vào nền kinh tế thị trường trong luận án của mình. Các luận án đã làm rõ và hệ thống hóa

được lý luận về BCKT bao gồm BCTC và BCKTQT, làm rõ sự khác biệt giữa kế toán quản trị và kế toán tài chính trong doanh nghiệp. Các luận án có ý nghĩa khoa học đó là tạo nền tảng cho các nghiên cứu sau này. Tuy nhiên các nghiên cứu trên tập trung chủ yếu vào BCTC hơn là BCKTQT. Đồng thời mới chỉ dừng lại hệ thống BCKT bao gồm BCKTQT và BCTC mà chưa làm rõ chi tiết hơn trong mỗi hệ thống báo cáo về các loại báo cáo, cách thức lập, trình bày và công bố thông tin.

Một số các nghiên cứu về hệ thống BCKT trong hệ thống các doanh nghiệp cụ thể: Bùi Thị Thu Hương (2011) đã nghiên cứu tập trung hơn đối với BCKT quản trị, và có ý nghĩa đối với các doanh nghiệp thức ăn chăn nuôi ở Việt Nam tại thời điểm nghiên cứu; Nguyễn Thị Thanh Hòa (2017) chỉ ra các nhân tố tác động đến hệ thống BCKT trong doanh nghiệp sản xuất, hệ thống hóa và phát triển những vấn đề lý luận cơ bản về hệ thống BCKT trong doanh nghiệp sản xuất thông qua nghiên cứu thực trạng khung pháp lý hiện hành và thực trạng hệ thống BCKT trong doanh nghiệp sản xuất vật liệu xây dựng trên địa bàn tỉnh Nghệ An để đánh giá những ưu điểm và tồn tại cần hoàn thiện.

3.2. Các công trình nghiên cứu về hệ thống Báo cáo tài chính

Luận án tiến sĩ của Nguyễn Thị Hồng Vân (2018) nghiên cứu thực trạng công bố thông tin Báo cáo bộ phận trên BCTC của các doanh nghiệp niêm yết, nhân tố ảnh hưởng đến mức độ công bố thông tin này và đề xuất giải pháp hoàn thiện việc công bố thông tin Báo cáo bộ phận trên BCTC của các doanh nghiệp niêm yết.

Trong khi đó, Lê Hoàng Phúc (2014) phân tích, tổng hợp, đánh giá, làm sáng tỏ những vấn đề lý luận về hệ thống BCTC doanh nghiệp theo chuẩn mực kế toán và thông lệ quốc tế, trong đó có những vấn đề còn khá mới như: Đo lường giá trị hợp lý; báo cáo nguồn lực tri thức; báo cáo trách nhiệm xã hội doanh nghiệp. Đồng thời phân tích thực trạng áp dụng chuẩn mực kế toán quốc tế đối với hệ thống BCTC tại các quốc gia và kinh nghiệm cho Việt Nam.

Trước đó, Nguyễn Thị Kim Cúc (2009) đã bổ sung và làm sáng tỏ một số vấn đề lý luận về bản chất và vai trò của BCTC trong việc cung cấp thông tin cho các đối tượng khác nhau. Luận án đi sâu nghiên cứu về đặc điểm chất lượng BCTC trên quan điểm của FASB và IASB và của Việt Nam từ đó làm rõ cơ sở và nguyên tắc lập BCTC và nội dung cơ bản của BCTC. Bên cạnh đó tác giả làm rõ thực trạng hệ thống BCTC của các doanh nghiệp Việt Nam qua ba giai đoạn (Từ năm 1986 trở về trước, từ 1987 đến 1995, từ 1996 đến 2005). Nguyễn Phúc Sinh (2008) tập trung vào xác định phương hướng, quan điểm và đề xuất các giải pháp để nâng cao tính hữu ích của BCTC doanh nghiệp Việt nam theo hướng chuẩn hóa BCTC hiện hành. Tác giả đã chỉ ra tính hữu ích của BCTC được thể hiện qua lợi ích mà nó mang lại cho người sử dụng thông qua bốn đặc điểm định tính của thông tin là phù hợp, đáng tin cậy, có thể so sánh và dễ hiểu. Đồng thời tác giả chỉ ra sự tác động của các nhân tố từ môi trường và hạn chế nội tại của hệ thống kế toán có thể làm suy giảm tính hữu ích của BCTC. Luận án đã phân tích chặt chẽ về thực trạng tính hữu ích của BCTC doanh nghiệp Việt Nam tại thời điểm nghiên cứu.

Ngoài ra còn có các công trình nghiên cứu của Phạm Thành Long (2008), Trần Thị Cẩm Thanh (2006) đều tập trung vào xem xét hệ thống BCTC, kiểm tra, phân tích BCTC trong các doanh nghiệp cụ thể hoặc doanh nghiệp vừa và nhỏ ở Việt Nam.

3.3. Các công trình nghiên cứu về hệ thống Báo cáo kế toán quản trị

Do đặc thù BCKTQT không yêu cầu theo định dạng và quy chuẩn cụ thể, mà được thiết kế xây dựng theo nhu cầu của mỗi doanh nghiệp, vì vậy các nghiên cứu trên thế giới không tập trung nghiên cứu vào hệ

thống BCKTQT, mà tập trung nghiên cứu về các nhân tố ảnh hưởng đến chất lượng TTKT của BCKTQT trong doanh nghiệp.

Luận án Tiến sĩ kinh tế “Phương hướng xây dựng hệ thống BCKTQT và tổ chức vận dụng vào các doanh nghiệp Việt nam” (2002) của tác giả Phạm Quang chỉ ra bản chất của BCKTQT là hệ thống thông tin được tổng hợp từ sổ sách kế toán quản trị, được trình bày theo yêu cầu quản trị điều hành sản xuất – kinh doanh và ra quyết định của bản thân từng doanh nghiệp. Bên cạnh đó tác giả cũng chỉ ra chức năng và sự cần thiết của BCKTQT và phân loại hệ thống BCKTQT (theo các tiêu thức chức năng, phạm vi lập báo cáo và kỳ lập báo cáo). Đồng thời kết quả nghiên cứu tác giả đưa ra phương hướng xây dựng hệ thống BCKTQT trong các doanh nghiệp bao gồm xây dựng hệ thống báo cáo kiểm soát và báo cáo định hướng. Luận án có ý nghĩa khoa học và thực tiễn đối với các doanh nghiệp Việt Nam trong điều kiện kế toán quản trị tại các doanh nghiệp này chưa phát triển. Tuy nhiên, trong luận án chưa đề cập cụ thể tới các công cụ và kỹ thuật kế toán quản trị liên quan đến việc lập và trình bày BCKTQT.

3.4. Những công trình nghiên cứu về phương pháp đánh giá và đo lường chất lượng thông tin kế toán

Việc đánh giá và đo lường chất lượng TTKT được các nhà khoa học bắt đầu nghiên cứu từ những năm 1960 cho đến nay. Tuy nhiên chất lượng TTKT là một khái niệm rộng, trừu tượng, vì vậy có rất nhiều phương pháp để đo lường chất lượng BCTC, và các phương pháp đo lường mới vẫn tiếp tục phát triển. Đồng thời việc đo lường chất lượng TTKT chủ yếu đối với các báo cáo được công bố rộng rãi ra công chúng, ít các nghiên cứu tập trung đánh giá chất lượng TTKT phục vụ nội bộ doanh nghiệp.

Ferdy van và cộng sự (2009) tổng hợp trong bài nghiên cứu của mình bốn mô hình đo lường chất lượng TTKT bao gồm: Mô hình đo lường chất lượng lợi nhuận, Mô hình đo lường chất lượng TTKT trong mối liên hệ với phản ứng của thị trường chứng khoán, Mô hình đo lường chất lượng thông tin báo cáo thông qua đánh giá các nhân tố ảnh hưởng đến lượng BCTC và mô hình đánh giá chất lượng TTKT dựa trên các đặc điểm định tính của chất lượng thông tin theo các chuẩn mực kế toán (IFRS, GAAP, quốc gia).

Bruce Pounder (2013) cũng đưa ra các phương pháp đo lường chất lượng TTKT bao gồm: mô hình Benesh (hoặc “M-Score”), đo lường trên cơ sở phí doanh nghiệp phải trả cho kiểm toán độc lập, đo lường trên cơ sở dự báo của các nhà nhân tích chứng khoán và đo lường chất lượng dồn tích. Trong khi đó, Dr. Siriyama Kanthi Herath và cộng sự (2017) đã đưa ra sáu phương pháp đo lường chất lượng BCTC thường được sử dụng bao gồm: điểm chuẩn, mô hình trên cơ sở dồn tích, Mô hình Benesh (hoặc “M-Score”), phương pháp các chỉ số của kiểm soát nội bộ, sự ổn định của sự dồn tích và mức độ quản trị lợi nhuận.

3.5. Những công trình nghiên cứu về nhân tố ảnh hưởng đến chất lượng thông tin kế toán trên báo cáo tài chính trong doanh nghiệp

Trên cơ sở nghiên cứu về 25 nhân tố ảnh hưởng đến chất lượng hệ thống TTKT, Hongjiang Xu (2003) đã chỉ ra ba yếu tố quan trọng hàng đầu ảnh hưởng đến chất lượng TTKT trong hệ thống TTKT đó là cam kết quản lý cấp cao, giáo dục và đào tạo, và bản chất của hệ thống TTKT. Cũng hướng nghiên cứu này, bằng phương pháp nghiên cứu định lượng, Rapina (2014) đã chỉ ra chất lượng TTKT bị ảnh hưởng bởi nhân tố cam kết quản lý, văn hóa doanh nghiệp và cơ cấu tổ chức.

Khi nghiên cứu về các nhân tố ảnh hưởng đến sự liên kết giữa yêu cầu và khả năng của hệ thống TTKT trong các doanh nghiệp sản xuất vừa và nhỏ ở Malaysia, Noor Azizi Ismail và cộng sự (2007) đã chỉ ra 6 nhân tố tác động đến đặc điểm định tính của TTKT là sự phức tạp của công nghệ thông tin, Kiến thức của

nhà quản lý/chủ sở hữu doanh nghiệp, cam kết của nhà quản lý/chủ sở hữu doanh nghiệp, các chuyên gia bên ngoài doanh nghiệp, các chuyên gia bên trong doanh nghiệp và quy mô doanh nghiệp.

Dr. Siriyama Kanthi Herath (2017) và cộng sự cho rằng có 10 nhân tố ảnh hưởng đến chất lượng TTKT bao gồm quản trị lợi nhuận, sự vận hành quản trị doanh nghiệp, thị trường vốn, kiểm soát nội bộ, hệ thống báo cáo nội bộ, chuẩn mực kế toán, công nghệ thông tin và hệ thống TTKT, kiểm toán, chủ nghĩa bảo thủ trong kế toán, trình bày lại BCTC, uy tín của doanh nghiệp, văn hóa, đạo đức kinh doanh, kinh nghiệm của Tổng giám đốc, tổng giám đốc là chủ nợ của doanh nghiệp, quy mô doanh nghiệp, kinh nghiệm của ban giám đốc và quy mô ban giám đốc.

Nguyễn Thị Phương Hồng (2016) bằng phương pháp nghiên cứu thực nghiệm đối với các công ty niêm yết trên thị trường chứng khoán tại Việt Nam, nghiên cứu 23 nhân tố thuộc 5 nhóm ảnh hưởng đến chất lượng BCTC của các doanh nghiệp này gồm: nhóm nhân tố liên quan cơ cấu sở hữu, nhóm nhân tố liên quan đến quản trị công ty, nhóm nhân tố liên quan đến đặc điểm thị trường, nhóm nhân tố liên quan hiệu quả công ty. Kết quả cho thấy có 5 biến tác động thuận chiều (tính kiêm nhiệm giữa chủ tịch hội đồng quản trị (HĐQT) và Tổng giám đốc, tính độc lập của HĐQT, mức độ chuyên môn tài chính của HĐQT, sự tồn tại kế hoạch thưởng và thời gian niêm yết), 5 biến tác động ngược chiều (quyền sở hữu bởi tổ chức, khả năng thanh toán hiện hành, quy mô công ty, loại ngành công nghiệp, lợi nhuận, và chính sách chia cổ tức), các biến còn lại không có tác động đến chất lượng BCTC xét về mặt ý nghĩa thống kê.

Phạm Quốc Thuận (2016) đưa ra 10 nhân tố tác động đến chất lượng thông tin BCTC vào nghiên cứu của mình bao gồm: hành vi quản trị lợi nhuận, kiểm toán độc lập, hiệu quả của hệ thống kiểm soát nội bộ, hỗ trợ từ phía nhà quản trị, năng lực nhân viên, đào tạo và bồi dưỡng, quy mô doanh nghiệp, chất lượng phần mềm kế toán, áp lực từ thuế và hai biến niêm yết và quy mô doanh nghiệp được xem xét dưới vai trò là biến điều tiết.

Một số nhà nghiên cứu tiến hành hướng nghiên cứu một nhân tố hoặc một số nhân tố cụ thể tác động đến chất lượng thông tin BCTC. Ramdany (2015) nghiên cứu sự ảnh hưởng của kiểm soát nội bộ tới chất lượng BCTC, kết quả của nghiên cứu kết luận rằng chất lượng của BCTC có thể cải thiện thông qua tăng tính hữu hiệu của kiểm soát nội bộ. Mahdi Salehi 1 & Elahe Torabi (2012) nghiên cứu sự tác động của công nghệ thông tin tới chất lượng BCTC. Kết quả của nghiên cứu chỉ ra rằng việc sử dụng công nghệ thông tin có ảnh hưởng thuận chiều đến các đặc điểm định tính của TTKT là tính có liên quan, tính có thể so sánh và tính kịp thời. Nghiên cứu của Mahdavihou, Mohsen Khotanlou (2011) cho thấy đạo đức nghề nghiệp có ảnh hưởng lớn đến việc thúc đẩy đến các đặc điểm định tính của TTKT. B. Kim và cộng sự (2016) nghiên cứu sự tác động của ủy ban kiểm toán tới chất lượng BCTC. Wu Qinghua và cộng sự (2007) chỉ ra mối quan hệ giữa đặc điểm của ban giám đốc và chất lượng của BCTC trên cơ sở phân tích lý thuyết và bằng chứng thực nghiệm. Kết quả nghiên cứu của Nelsi Wisna (2015) chỉ ra văn hóa của tổ chức ảnh hưởng tới hệ thống TTKT, chất lượng của hệ thống TTKT sẽ tốt hơn nếu doanh nghiệp cải thiện yếu tố văn hóa trong doanh nghiệp.

3.6. Những công trình nghiên cứu về các nhân tố ảnh hưởng đến chất lượng thông tin kế toán của báo cáo kế toán quản trị trong doanh nghiệp

Theo Rini Lestari (2015), năng lực quản lý ảnh hưởng tới chất lượng hệ thống TTKT quản trị. Hệ thống TTKT quản trị sẽ không chất lượng nếu các nhà quản lý không được đào tạo về chuyên môn, thiếu kiến thức lãnh đạo, không được thường xuyên nâng cao kiến thức và kỹ năng quản lý. Chất lượng hệ thống TTKT quản trị sẽ được cải thiện nếu doanh nghiệp tăng năng lực quản lý bằng cách có nguồn nhân lực quản lý có kiến thức, trình độ, và kinh nghiệm.

Iham Hidayah Napitupulu (2015) cho rằng văn hóa trong doanh nghiệp là một yếu tố quan trọng trong sự lan truyền của hệ thống TTKT quản trị và có ảnh hưởng tích cực tới chất lượng hệ thống TTKT.

Eliada Herwiyanti (2015) bằng việc sử dụng mô hình phương trình cấu trúc (SEM) để kiểm tra giả thuyết và dữ liệu được phân tích bằng phần mềm SPSS 16.0 và WarpPLS 4.0, đưa ra kết luận mối quan hệ giữa công nghệ thông tin và chất lượng TTKT quản trị như sau: Năng lực công nghệ thông tin có tác động tích cực và đáng kể đến chất lượng TTKT quản trị; và sự không chắc chắn về công nghệ như sự kiểm duyệt đã tác động tiêu cực nhưng không đáng kể đối với chất lượng TTKT quản trị.

Iham Hidayah Napitupulu (2016) và cộng sự đã chỉ ra kiểm soát nội bộ có ảnh hưởng đáng kể đến chất lượng hệ thống TTKT quản trị và kiểm soát là cần thiết để đảm bảo hệ thống TTKT quản trị tránh được các rủi ro xảy ra sai sót.

Nguyễn Bích Hương Thảo (2016) chia các nhân tố ảnh hưởng đến công tác kế toán quản trị trong doanh nghiệp thành hai nhóm nhân tố chính là nhóm nhân tố chủ quan và nhóm nhân tố khách quan. Nhóm nhân tố chủ quan là các nhân tố hình thành từ bản thân doanh nghiệp như quy mô, ngành nghề, mục tiêu, chiến lược kinh doanh, tổ chức sản xuất, công nghệ sản xuất, trình độ phát triển khoa học kỹ thuật, cơ sở vật chất, hệ thống thông tin, nhận thức của nhà quản lý, trình độ lao động, cơ cấu lao động... Nhóm nhân tố khách quan là những nhân tố bên ngoài môi trường doanh nghiệp như quy định pháp lý, quản lý ngành nghề kinh doanh, hội nhập kinh tế quốc tế. Theo hướng nghiên cứu này, Nguyễn Hoàng Dũng (2017) đã chỉ ra các nhân tố bên trong (Chiến lược phát triển của doanh nghiệp; Nhu cầu TTKT quản trị của các nhà quản lý; Cơ cấu tổ chức và mức độ phân cấp quản lý; Đặc điểm tổ chức sản xuất và quy trình công nghệ; Hạ tầng công nghệ thông tin) và nhân tố bên ngoài doanh nghiệp (Môi trường kinh doanh và hội nhập quốc tế; Chính sách pháp luật của Nhà nước và quy định của ngành nghề; Vai trò của Hội Kế toán và Kiểm toán Việt Nam và các trường Đại học) chi phối đến tổ chức hệ thống TTKT quản trị để đáp ứng nhu cầu thông tin cho các mục tiêu quản lý.

Trong nghiên cứu về tổ chức hệ thống TTKT quản trị chi phí trong các doanh nghiệp may Việt Nam, Hồ Mỹ Hạnh (2013), đã chỉ ra các nhân tố ảnh hưởng đến tổ chức hệ thống TTKT quản trị chi phí bao gồm: mục tiêu, chiến lược của doanh nghiệp và nhu cầu TTKT quản trị chi phí từ phía nhà quản trị doanh nghiệp; đặc điểm tổ chức sản xuất; trình độ trang bị máy móc thiết bị và trình độ nhân viên thực hiện công việc kế toán.

4. KẾT LUẬN

Trong bài báo này, tác giả đã cố gắng tóm tắt các công trình nghiên cứu đã được công bố trong nước và trên thế giới ở các góc độ khác nhau liên quan đến BCKT. Sau khi nghiên cứu chủ yếu ở giai đoạn 1996 cho đến 2018, tác giả có thể kết luận rằng các nghiên cứu tập trung vào các chủ đề như đo lường chất lượng TTKT, các nhân tố ảnh hưởng đến chất lượng BCKT, các nhân tố ảnh hưởng tới sự thực hành kế toán quản trị. Đồng thời tác giả cũng nhận thấy không có nhiều nghiên cứu về hệ thống BCKT tại các doanh nghiệp cung cấp dịch vụ công ích thuộc sở hữu nhà nước. Do đặc điểm điểm sử dụng nguồn lực tài chính của nhà nước đồng thời cung cấp các dịch vụ thiết yếu cho đời sống người dân vì vậy các doanh nghiệp này phải chịu trách nhiệm giải trình công khai cho nhà nước, chính phủ cũng như người dân về tài sản, nguồn vốn, cách thức sử dụng tài sản mà họ quản lý cũng như hiệu quả hoạt động. Vì vậy, việc nghiên cứu về hệ thống BCKT của các doanh nghiệp này đặc biệt là tính minh bạch và công bố các BCKT có ý nghĩa quan trọng đối với chính phủ cũng như công chúng.

Kết quả của nghiên cứu này cung cấp tài liệu tham khảo toàn diện về các khía cạnh khác nhau xung quanh BCKT của doanh nghiệp, và các xu hướng nghiên cứu các nghiên cứu về BCKT đã được công bố trên các tạp chí cũng như các trường đại học uy tín, và cuối cùng là chỉ ra hướng nghiên cứu còn bỏ ngỏ đó là nghiên cứu về thực hành sự minh bạch và công bố BCKT đối với các doanh nghiệp nhà nước cung cấp dịch vụ công ích.

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LÀM GÌ ĐỂ TĂNG NĂNG SUẤT LAO ĐỘNG CỦA VIỆT NAM HIỆN NAY?

Nguyễn Thị Lan¹ - Vũ Thị Vinh

TÓM TẮT: Năng suất lao động (NSLĐ) là chỉ tiêu đo lường số lượng sản phẩm hoặc giá trị sản phẩm mà một người lao động thực hiện trong một đơn vị thời gian (giờ, ngày, tháng...). NSLĐ là yếu tố quyết định đến mức thu nhập và mức sống của người lao động. Cùng với quá trình đổi mới và phát triển kinh tế, thời gian qua, NSLĐ của Việt Nam đã cải thiện đáng kể. Tuy nhiên, Việt Nam hiện tại vẫn đang có một khoảng cách lớn về NSLĐ giữa các ngành, cũng như khi so sánh với các nước khác trong cùng khu vực. Cải thiện và thúc đẩy tăng NSLĐ là một trong những vấn đề cốt lõi đối với nền kinh tế Việt Nam hiện nay. Tăng NSLĐ chính là yếu tố quyết định tới sức cạnh tranh của doanh nghiệp và của nền kinh tế. NSLĐ cao đồng nghĩa với phát triển nhanh, bền vững, chống tụt hậu so với các nước trong khu vực. Bài viết chỉ ra những hạn chế, nguyên nhân và đề xuất những giải pháp tăng năng suất lao động ở Việt Nam thời gian tới.

Từ khóa: Năng suất lao động; cơ cấu kinh tế; chuyển dịch cơ cấu lao động.

Abstract: Labor productivity is a term for the output of a worker per an unit time (hour, day, month and etc). Labor productivity is a decisive factor to the level of income and living standards of workers. Along with the renovation process and economic development, Vietnam's labor productivity has improved significantly over time. However, Vietnam currently has a large gap in labor productivity across sectors, as well as in comparison with other countries in the same region. Improving and promoting labor productivity growth is one of the core issues for the Vietnamese economy today. Increasing labor productivity is an important aspect to the competitiveness of enterprises and the economy. High labor productivity means fast, sustainable development, anti-lagging compared to other countries in the region. The paper identifies the constraints, causes and suggestions for measures to increase labor productivity in Vietnam in the coming time.

Key words: Labor productivity, economic structure, labor restructuring.

1. GIỚI THIỆU

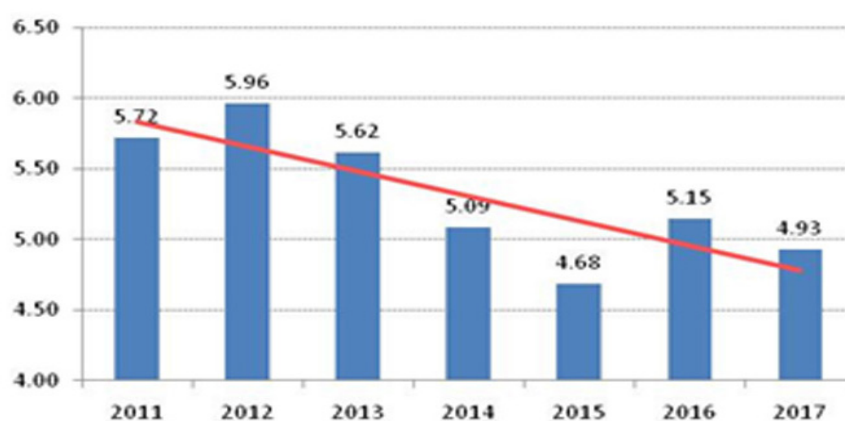
Năng suất lao động là một chỉ số chính của thị trường lao động, phản ánh tăng trưởng kinh tế bền vững, khả năng cạnh tranh và hiệu quả trong sử dụng lao động của mỗi quốc gia. Theo các chuyên gia kinh tế, khi các động lực tăng trưởng kinh tế đã dần tới hạn, khi cách thức tăng trưởng cũ (chủ yếu dựa vào việc gia tăng vốn đầu tư, thâm dụng lao động chi phí thấp và khai thác tài nguyên...) đã không còn phù hợp, thì đòn bẩy cho tăng trưởng bền vững chính là vấn đề tăng năng suất. Tăng năng suất lao động đang ngày càng đóng vai trò quyết định đối với tăng trưởng kinh tế của Việt Nam. Minh chứng là yếu tố này đã đóng góp khoảng 89% tăng trưởng GDP năm 2017, cao hơn khá nhiều so với mức 66,3% giai đoạn 1990-2000 và 61,9% giai đoạn 2000-2012. Nếu không tăng nhanh năng suất lao động, Việt Nam không thể nâng cao tốc độ tăng trưởng GDP. Tuy nhiên, Số liệu của Tổng cục Thống kê cho thấy, năng suất lao động của Việt Nam năm 2016 chỉ đạt 9.894 USD, tức chỉ bằng 7% của Singapore; 17,6% Malaysia; 36,5% Thái Lan; 42,5% Indonesia; 56,7% Philippines và 87,4% Lào. Dù vậy, năng suất lao động của Việt Nam hiện nay vẫn thấp

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so với các nước trong khu vực. Tính theo PPP 2012, năng suất lao động của Việt Nam năm 2016 đạt 9.894 USD, chỉ bằng 7% mức năng suất của Singapore, 17,6% của Malaysia, 36,5% của Thái Lan. Chênh lệch về năng suất lao động giữa Việt Nam với các nước tiếp tục gia tăng.

Năm 2017, tốc độ tăng trưởng kinh tế ở mức cao và nền tảng kinh tế vĩ mô dần được cải thiện sẽ là cơ sở để duy trì tốc độ tăng trưởng cho năm 2018. Bên cạnh diễn biến tích cực của các chỉ số kinh tế như bội chi ngân sách, nợ công, cán cân thương mại, tỷ lệ lạm phát... nền kinh tế đã có những cải thiện trong hiệu quả đầu tư và năng lực cạnh tranh. Hệ số ICOR năm 2017 đạt 4,93, thấp hơn so với năm 2016 là 5,15. Mặc dù có thể biến động lên xuống do nhiều yếu tố tác động, nhưng rõ ràng đường xu hướng ICOR giảm xuống. Điều này phản ánh hiệu quả đầu tư của nền kinh tế đang dần được cải thiện.

Biểu đồ: ICOR của nền kinh tế giai đoạn 2011 - 2017



Nguồn: Tổng cục Thống kê và tính toán của các tác giả

2. NHỮNG HẠN CHẾ KHI TĂNG NĂNG SUẤT LAO ĐỘNG Ở VIỆT NAM

Thứ nhất, NSLĐ ở các ngành còn thấp, đặc biệt là ngành nông lâm ngư nghiệp máy móc, thiết bị và quy trình công nghệ còn lạc hậu. NSLĐ khu vực nông, lâm, ngư nghiệp có mức tăng bình quân cao nhất, nhưng tốc độ tăng NSLĐ khu vực này vẫn rất thấp, chỉ tạo ra được 33,62 triệu đồng/lao động trong năm 2016 (theo giá hiện hành), bằng 39,78% mức NSLĐ chung của toàn nền kinh tế. Trong khi đó, NSLĐ khu vực công nghiệp - xây dựng và khu vực dịch vụ lớn hơn nhiều lần khu vực nông, lâm, ngư nghiệp, nhưng do tốc độ tăng NSLĐ thấp hơn, nên khoảng cách về NSLĐ giữa khu vực nông, lâm-ngư nghiệp so với hai khu vực này ngày càng được thu hẹp.

Bảng 1: NSLĐ và tốc độ tăng NSLĐ của các ngành kinh tế theo giá hiện hành

| Năm | Toàn nền kinh tế | | Khu vực nông, lâm, ngư nghiệp | | Khu vực công nghiệp-xây dựng | | Khu vực dịch vụ | |
|------|---------------------|------------|-------------------------------|------------|------------------------------|------------|---------------------|------------|
| | Triệu đồng/lao động | Tốc độ (%) | Triệu đồng/lao động | Tốc độ (%) | Triệu đồng/lao động | Tốc độ (%) | Triệu đồng/lao động | Tốc độ (%) |
| 2010 | 43,99 | - | 16,33 | - | 67,47 | - | 73,68 | - |
| 2011 | 55,21 | 3,49 | 22,33 | 3,87 | 83,62 | 3,17 | 87,73 | 0,70 |
| 2012 | 63,11 | 3,06 | 25,61 | 2,95 | 99,94 | 5,64 | 94,79 | -1,13 |

| | | | | | | | | |
|-------------|-------|-------|-------|------|--------|------|--------|------|
| 2013 | 68,65 | 3,83 | 26,39 | 2,45 | 107,30 | 3,28 | 104,70 | 3,12 |
| 2014 | 74,53 | 4,72 | 28,55 | 3,40 | 116,48 | 5,08 | 112,38 | 3,61 |
| 2015 | 79,35 | 6,68 | 30,63 | 7,47 | 115,99 | 2,43 | 118,78 | 3,96 |
| 2016 | 84,50 | 4,71 | 33,62 | 5,56 | 114,28 | -,79 | 126,31 | 4,25 |
| 2017 | 93,2 | 10,30 | 35,50 | 5,59 | 116,04 | 1,54 | 131,26 | 3,92 |

Nguồn: Tổng cục Thống kê

Thứ hai, chất lượng, cơ cấu và hiệu quả sử dụng lao động còn thấp

Đến cuối năm 2017, chỉ có 21,5% lao động cả nước đã qua đào tạo có bằng cấp, chứng chỉ, trong đó khu vực nông thôn rất thấp, chỉ khoảng 13%. Cơ cấu lao động theo trình độ đào tạo còn bất hợp lý, thiếu hụt nhân lực là kỹ sư thực hành, công nhân kỹ thuật bậc cao. Kết nối cung cầu trên thị trường lao động còn nhiều bất cập. Tình trạng thất nghiệp ở nhóm lao động trẻ hoặc không phù hợp giữa công việc và trình độ đào tạo còn khá phổ biến. Việc khai thác, sử dụng lao động đã làm việc và học tập ở nước ngoài trở về nước còn nhiều hạn chế. Bên cạnh đó, ý thức chấp hành kỷ luật lao động không cao; lao động thiếu các kỹ năng mềm, trình độ ngoại ngữ hạn chế. Đây chính là rào cản lớn cho việc cải thiện NSLĐ.

Thứ ba, trình độ tổ chức, quản lý và hiệu quả sử dụng các nguồn lực còn nhiều bất cập.

Năng lực quản lý, quản trị doanh nghiệp còn hạn chế; còn một số “điểm nghẽn” về cải cách thể chế và thủ tục hành chính. Tỷ lệ đóng góp của năng suất các nhân tố tổng hợp (TFP) cho tăng trưởng GDP của Việt Nam thời gian qua còn ở mức thấp, giai đoạn 2001-2010 chỉ đạt 4,3%, trong khi Hàn Quốc đạt 51,3%; Ma-lai-xi-a đạt 36,2%; Thái Lan đạt 36,1%, Trung Quốc đạt 35,2%; Ấn Độ đạt 31,1%. Trong giai đoạn 2011-2015, đóng góp của TFP được nâng lên nhưng vẫn ở mức thấp là 33,58%, trong khi đóng góp của vốn là 51,20% và đóng góp của lao động là 15,22%. Tỷ lệ đóng góp của TFP trong tăng trưởng GDP phản ánh trình độ, ý thức tổ chức và quản lý trong sản xuất kinh doanh của lao động Việt Nam còn ở mức thấp chưa đáp ứng được yêu cầu của nền sản xuất hiện đại.

Thứ tư, khu vực doanh nghiệp chưa thực sự là động lực quyết định tăng trưởng NSLĐ của nền kinh tế.

Qua tính toán từ kết quả Điều tra doanh nghiệp cho thấy, NSLĐ bình quân toàn bộ khu vực doanh nghiệp] năm 2015 theo giá hiện hành đạt 254,6 triệu đồng/lao động, cao gấp 3,2 lần NSLĐ của toàn nền kinh tế nhưng tăng trưởng thấp hơn so với mức tăng NSLĐ chung: Bình quân giai đoạn 2011-2015, NSLĐ khu vực doanh nghiệp (theo giá hiện hành) tăng 5,1%/năm, trong khi năng suất lao động của toàn nền kinh tế tăng 9,5%/năm.

Bên cạnh đó, tốc độ tăng năng suất lao động khu vực doanh nghiệp tăng thấp hơn tốc độ tăng của tiền lương bình quân một lao động khu vực doanh nghiệp. Theo giá hiện hành, giai đoạn 2007-2013 tiền lương bình quân một lao động khu vực doanh nghiệp tăng 16,9%/năm, trong khi năng suất lao động bình quân khu vực này chỉ tăng 12,9%/năm. Điều này cho thấy, tăng tiền lương chưa phản ánh tăng năng suất lao động; tiền lương tăng nhanh và cao hơn so với tăng năng suất lao động chủ yếu do tác động của chính sách điều chỉnh mức lương tối thiểu. Hiện nay, khu vực DN chưa thực sự là động lực quyết định tăng trưởng năng suất lao động của nền kinh tế. Trình độ công nghệ của DN còn lạc hậu, DN tham gia các hoạt động liên quan đến sáng tạo còn hạn chế, chưa tham gia sâu trong chuỗi cung ứng toàn cầu nên chưa tận dụng được tính lan toả của tri thức, công nghệ và năng suất lao động từ các công ty/tập đoàn xuyên quốc gia vào DN trong nước.

Thứ năm, NSLĐ của Việt Nam còn ở mức thấp so với các nước khác trong khu vực. Số liệu thống kê cho thấy, năng suất lao động toàn nền kinh tế năm 2017 theo giá hiện hành ước đạt 92,1 triệu đồng, tương

đương khoảng 4.100 USD/lao động, tăng 5,9% so với năm 2016, cao hơn so với mức tăng bình quân 4,5% giai đoạn 2011- 2016 và cao hơn nhiều so với mức tăng 3,45%/năm giai đoạn 2006-2010.

Như vậy, năng suất lao động của Việt Nam đã có sự cải thiện đáng kể, tuy nhiên tốc độ tăng năng suất lao động của Việt Nam hiện nay không thể hiện sự vượt trội so với các nước Đông Á, Đông Nam Á khác và thấp xa so với Trung Quốc trong cùng kỳ (4,7% so với 9,07%). Cụ thể, mức tăng trên chỉ mới bằng 7% năng suất lao động của Singapore; 17,6% của Malaysia và chỉ tương đương với 87,4% của Lào.

Bảng 2: NSLĐ của Việt Nam và một số nước, giai đoạn 2001-2016

Đơn vị: USD (giá PPP-2015)

| Năm | Việt Nam | Thái Lan | Xin-ga-po | Hàn Quốc | Ma-lai-xi a | In-đô-nê-xi a | Ấn Độ | Trung Quốc |
|--------------------------------|----------|----------|-----------|----------|-------------|---------------|--------|------------|
| 2001 | 5.838 | 19.696 | 59.012 | 44.320 | 33.175 | 14.811 | 6.976 | 6.913 |
| 2002 | 6.070 | 20.302 | 64.578 | 46.917 | 35.266 | 15.335 | 7.279 | 7.445 |
| 2003 | 6.356 | 21.260 | 71.413 | 48.934 | 37.254 | 15.867 | 7.371 | 8.195 |
| 2004 | 6.666 | 22.019 | 82.046 | 51.000 | 40.341 | 16.503 | 7.458 | 9.030 |
| 2005 | 6.982 | 22.598 | 93.151 | 53.161 | 43.572 | 17.398 | 8.008 | 10.092 |
| 2006 | 7.251 | 23.436 | 99.042 | 56.009 | 46.540 | 18.067 | 8.643 | 11.339 |
| 2007 | 7.540 | 24.325 | 107.969 | 58.830 | 50.348 | 18.354 | 9.347 | 12.965 |
| 2008 | 7.706 | 24.232 | 106.972 | 60.491 | 53.105 | 18.960 | 9.991 | 14.314 |
| 2009 | 8.064 | 23.613 | 108.785 | 62.125 | 51.599 | 19.399 | 10.538 | 15.645 |
| 2010 | 8.330 | 25.165 | 123.543 | 65.999 | 51.897 | 19.971 | 11.616 | 17.363 |
| 2011 | 8.694 | 25.093 | 130.325 | 67.960 | 53.740 | 20.920 | 12.466 | 19.086 |
| 2012 | 8.960 | 26.601 | 132.466 | 69.090 | 55.223 | 21.954 | 13.460 | 20.571 |
| 2013 | 9.304 | 27.372 | 136.891 | 70.739 | 56.129 | 22.777 | 14.145 | 22.183 |
| 2014 | 9.760 | 28.211 | 139.421 | 72.201 | 58.539 | 23.532 | 14.889 | 23.783 |
| 2015 | 10.416 | 29.047 | 145.721 | 74.517 | 60.346 | 24.620 | 15.662 | 25.449 |
| 2016 | 10.945 | 29.784 | 152.598 | 77.317 | 63.267 | 25.548 | 16.407 | 27.148 |
| Tốc độ tăng trung bình/năm (%) | 4,28 | 2,82 | 6,65 | 3,79 | 4,44 | 3,71 | 5,89 | 9,57 |

Nguồn: The Total Economy Database

Tuy nhiên, khoảng cách tuyệt đối (chênh lệch GDP/lao động giữa các nước) giữa NSLĐ của Việt Nam với hầu hết các nước trong cùng khu vực ở trình độ phát triển cao hơn lại có xu hướng gia tăng. Đáng chú ý là nếu so với Trung Quốc và Ấn Độ, NSLĐ của Việt Nam tăng chậm hơn đáng kể, dẫn đến sự gia tăng khoảng cách tuyệt đối về NSLĐ với hai nước trên. Năm 2006, khoảng cách của Trung Quốc và Ấn Độ về NSLĐ với Việt Nam lần lượt là: 1,19 và 1,56 lần (Việt Nam là 1), thì đến năm 2016 con số này đã tăng lên đến 1,5 và 2,48 lần tương ứng với hai quốc gia. Trung Quốc có sự thay đổi đặc biệt, từ nhóm nước có mức

NSLĐ trung bình sang nước có mức NSLĐ trung bình khá. Trước năm 2002, NSLĐ của Trung Quốc nằm trong nhóm trung đương với NSLĐ của Việt Nam, Lào hoặc Ấn Độ, nhưng từ năm 2002, NSLĐ của Trung Quốc đã thay đổi nhanh chóng, vượt Phi líp pin, In đô nê xi a và đang dần bắt kịp Thái Lan.

Điều đó chứng tỏ, khoảng cách và thách thức ngày càng lớn cho nền kinh tế Việt Nam khi đối mặt với việc bắt kịp mức NSLĐ của các nước. Nguyên nhân chủ yếu của thực trạng trên là do: Quy mô nền kinh tế của nước ta còn nhỏ, xuất phát điểm thấp; cơ cấu kinh tế chậm chuyển dịch, trong khi Việt Nam vừa bao cấp, dựa vào nông nghiệp và lạc hậu, thì các nước phát triển đã có một nền công nghiệp tương đối mạnh cùng với KHCN phát triển cao; trình độ tổ chức, quản lý và hiệu quả sử dụng các nguồn lực còn nhiều bất cập, tăng trưởng chủ yếu dựa vào đóng góp của yếu tố vốn và lao động, đóng góp của TFP còn thấp. Ngoài ra, còn một số “điểm nghẽn” và “rào cản” về cải cách thể chế và thủ tục hành chính chậm được khắc phục.

3. MỘT SỐ GIẢI PHÁP

Thứ nhất, có chính sách ưu đãi về đất đai, ưu đãi về thuế, tín dụng... đối với các doanh nghiệp sử dụng dây chuyền công nghệ cao, hiện đại; khuyến khích các doanh nghiệp đầu tư đổi mới, sáng tạo, ứng dụng khoa học công nghệ trong sản xuất, tham gia sâu vào chuỗi giá trị toàn cầu để tăng năng suất; khuyến khích, tạo thuận lợi, hỗ trợ doanh nghiệp khởi nghiệp, đổi mới sáng tạo, đào tạo, bồi dưỡng nguồn nhân lực và đội ngũ doanh nhân. Tăng cường công tác thông tin hỗ trợ doanh nghiệp; thúc đẩy nhanh và hiệu quả quá trình cơ cấu lại doanh nghiệp Nhà nước.

Thứ hai, Tạo điều kiện và môi trường kinh doanh thuận lợi nhất cho doanh nghiệp, trong đó có khu vực kinh tế tư nhân.

Cạnh tranh thị trường công bằng là động lực chính thúc đẩy gia tăng hiệu quả sử dụng nguồn lực, gia tăng năng suất lao động. Vì vậy, tất cả các giải pháp cải cách thể chế, cải thiện môi trường kinh doanh đều hướng đến phát triển các loại thị trường, đảm bảo cạnh tranh công bằng và tăng mức độ cạnh tranh thị trường nhằm tăng hiệu quả kỹ thuật, hiệu quả phân bố và hiệu quả động năng, là động lực chủ yếu của tăng trưởng kinh tế. Đồng thời, làm cho hoạt động kinh doanh tự do hơn, thuận lợi hơn, an toàn hơn, rủi ro giảm và chi phí giảm, v.v.. Tăng lợi nhuận cho nhà đầu tư và doanh nghiệp....

Thực hiện các giải pháp cải cách thể chế, cải thiện môi trường kinh doanh hiện có cả về quy mô và cường độ; Đề cao trách nhiệm cá nhân của các Bộ trưởng, Chủ tịch UBND các tỉnh, thành phố trực thuộc Trung ương; thúc đẩy, giám sát và tạo sức ép hành chính, sức ép công luận gia tăng tốc độ những chuyển động tích cực ở các bộ, địa phương.

Thứ ba, đẩy mạnh cơ cấu lại đầu tư công, khắc phục tình trạng đầu tư dàn trải, tham nhũng, lãng phí, nợ đọng xây dựng cơ bản để nâng cao hiệu quả đầu tư công; đẩy mạnh cổ phần hóa, thoái vốn đầu tư nhà nước, cải cách quản trị đối với doanh nghiệp nhà nước; đẩy mạnh sắp xếp, cơ cấu lại, giao quyền tự chủ đầy đủ đi đôi với giao trách nhiệm rõ ràng cho các tổ chức, đơn vị sự nghiệp công lập (như y tế, giáo dục, viện nghiên cứu, v.v.).

Thứ tư, cần tăng năng suất nội ngành, nâng cấp chuỗi giá trị trong phát triển ngành đối với cả ba ngành, nông nghiệp, công nghiệp và dịch vụ, từ đó thúc đẩy năng suất nội ngành. Các chính sách công nghiệp cần phải được kết hợp, điều phối một cách chặt chẽ và đồng bộ để có hiệu quả cao và đạt được mục tiêu cụ thể trong nâng cấp chuỗi giá trị của các ngành. Trong đó, chú trọng các biện pháp khuyến khích và hỗ trợ ứng dụng tiến bộ khoa học công nghệ, thúc đẩy liên kết ngành và liên kết vùng.

Thứ năm, Chính phủ cần có những biện pháp củng cố nền tảng kinh tế vĩ mô ổn định và thuận lợi cho tăng năng suất. Các giải pháp chính sách thuộc nhóm này bao gồm cơ cấu lại ngân sách nhà nước trong đó tập trung quản lý nợ công theo hướng bảo đảm an toàn, bền vững; siết chặt kỷ luật, kỷ cương tài chính

- ngân sách nhà nước; củng cố và phát triển hệ thống tài chính tín dụng lành mạnh, tập trung xử lý có hiệu quả các tổ chức tín dụng yếu kém, tiếp tục cơ cấu lại các tổ chức tín dụng gắn với xử lý nợ xấu của nền kinh tế một cách căn bản và triệt để, phát triển thị trường tài chính một cách cân bằng hơn; điều hành chủ động, linh hoạt và phối hợp tốt chính sách tiền tệ, chính sách tài khóa và các chính sách khác, nhất là chính sách điều chỉnh các loại giá, phí do nhà nước quản lý.

Theo dự báo của Chính phủ, giai đoạn 2010-2020, lực lượng lao động Việt Nam sẽ chỉ tăng 0,6%/năm, nghĩa là chỉ bằng gần 1/4 mức tăng 2,8%/năm trong những năm 2000 - 2010. Sự gia tăng lực lượng lao động vẫn sẽ tiếp tục đóng góp tích cực vào tăng trưởng kinh tế nhưng mức độ đóng góp sẽ thấp hơn nhiều so với thập niên trước. Vì vậy, muốn kinh tế tăng trưởng bình quân khoảng 7%/năm, tốc độ tăng năng suất lao động của Việt Nam cần đẩy nhanh 1,5 lần để đạt mức khoảng 6,4%/năm so với mức bình quân 4,1%/năm trước đây. Theo giới chuyên gia, đây là một thách thức vô cùng lớn, bởi khả năng nâng cao năng suất nhờ tái phân bổ lao động từ nông nghiệp sang công nghiệp và dịch vụ tất yếu sẽ suy giảm theo thời gian.

Hiện nay, thị trường lao động đang có xu hướng dần thắt chặt. Giá lao động tại Bangladesh và Campuchia sau khi điều chỉnh tỷ giá hiện nay đều thấp hơn Việt Nam. Rõ ràng, một khi chi phí nhân công và giá cả tăng lên thì Việt Nam bắt đầu trở nên kém hấp dẫn đối với các nhà đầu tư FDI (Foreign directed investment). Để giữ nhịp tăng trưởng đạt được trong thời gian qua, Việt Nam cần bù đắp sự suy giảm lợi thế cơ cấu dân số vàng bằng cách tăng năng suất của nền kinh tế. Thời gian tới, Việt Nam cần phải nâng cao năng lực DN trong nước thông qua các dự án phát triển công nghiệp phụ trợ, phát triển nhà cung cấp cho cả DN trong và ngoài nước. Bên cạnh đó, cần khuyến khích tăng cường cơ chế hợp tác, liên kết giữa DN trong nước và DN FDI. Việc thu hút FDI hiện nay thông qua nhiều công cụ ưu đãi nhưng cần phải gắn chặt với việc tạo dựng mạng lưới cung cấp trong nước...

4. KẾT LUẬN

NSLĐ là một chỉ số chính của thị trường lao động, phản ánh tăng trưởng kinh tế bền vững, khả năng cạnh tranh và hiệu quả trong sử dụng lao động của mỗi quốc gia. Tăng NSLĐ đang ngày càng đóng vai trò quyết định đối với tăng trưởng kinh tế của Việt Nam. Nhiệm vụ tăng NSLĐ cần được thực hiện không chỉ bởi các chính sách khuyến khích của nhà nước, doanh nghiệp mà còn phải được xuất phát từ ý thức trách nhiệm với cộng đồng của bản thân mỗi lao động trong nền kinh tế. Tăng NSLĐ sẽ là chìa khóa vàng mở ra thời đại phát triển vượt bậc của nền kinh tế Việt Nam.

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CÔNG BẰNG PHÂN PHỐI THÔNG QUA PHÂN BỐ NGUỒN LỰC TÀI CHÍNH PHÁT TRIỂN CƠ CẤU VÙNG KINH TẾ TẠI VIỆT NAM

Phạm Quỳnh Mai* - Lưu Huyền Trang**

TÓM TẮT: Công bằng trong phân phối phụ thuộc vào trình độ phát triển kinh tế - xã hội, yếu tố văn hóa của từng vùng, từng khu vực. Chính sách phân bổ nguồn lực tài chính có ảnh hưởng rất lớn tới công bằng phân phối trong quá trình phát triển cơ cấu vùng kinh tế. Bài viết nhấn mạnh tới vai trò của Nhà nước trong việc điều tiết các nguồn lực đặc biệt là nguồn lực tài chính giúp điều hòa quan hệ lợi ích về kinh tế và xã hội giữa các vùng miền tại Việt Nam. Thông qua việc phân tích các kết quả đạt được, nhóm tác giả đã chỉ ra những bất cập còn tồn tại cụ thể là sự chênh lệch về trình độ phát triển kinh tế và xã hội giữa các vùng vẫn còn có sự cách biệt. Từ đó, một số quan điểm và giải pháp đã được đề xuất nhằm đảm bảo công bằng phân phối thông qua chính sách phân bổ nguồn lực tài chính phát triển cơ cấu vùng kinh tế tại Việt Nam trong thời gian tới.

Từ khóa: Công bằng phân phối; nguồn lực tài chính; phát triển cơ cấu vùng kinh tế; Việt Nam

ABSTRACT: Equity in distribution is subject to the level of socio-economic development and culture of each region. Financial resource allocation policy has a strong influence on equity in distribution in the development process of economic zones. This paper emphasizes the role of the state in regulation of resources, especially financial resources, that harmonizes the economic and social benefits among regions in Viet Nam. Through analysis of achieved results, the authors have shown the shortcomings, particularly the significant difference in the level of socio-economic development among regions. Therefore, some solutions have been presented to ensure the equity in distribution via policy of financial resource allocation aiming to develop economic zones in Viet Nam in the near future

Key words: Equity in distribution; financial resources; development of economic zone; Viet Nam

1. GIỚI THIỆU

Theo nhóm tác giả công bằng phân phối là biểu hiện cụ thể của công bằng xã hội về mặt kinh tế. Công bằng phân phối thể hiện thông qua sự phân phối một cách hợp lý, phản ánh đúng tương quan giữa cống hiến và hưởng thụ, giữa trách nhiệm và lợi ích. Tuy nhiên công bằng phân phối còn phụ thuộc vào trình độ phát triển kinh tế - xã hội, yếu tố văn hóa của từng khu vực. Công bằng phân phối được đề cập ở nhiều khía cạnh, trong đó có sự công bằng qua phân phối lại, từ vùng giàu đến vùng vùng nghèo, chú ý tới các khu vực yếu thế.

Trong bối cảnh nền kinh tế Việt Nam đang chịu sự tác động mạnh mẽ của quá trình toàn cầu hóa, của các cuộc cách mạng công nghiệp, hiện tượng phân hóa giàu nghèo, phân hóa vùng diễn ra ngày càng phổ biến. Do đó, đảm bảo công bằng phân phối là một yêu cầu khách quan và nhóm tác giả đã quyết định nghiên cứu về công bằng trong phân phối các nguồn lực tài chính nhằm phát triển vùng kinh tế ở Việt Nam hiện nay. Ở cấp độ vĩ mô, Nhà nước có vai trò quan trọng trong việc điều tiết các nguồn lực đặc biệt là nguồn lực tài chính (NLTC) nhằm giảm bớt sự phân hóa giàu nghèo, duy trì khoảng cách hợp lý giữa các vùng, đảm

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bảo mối quan hệ hài hòa giữa tăng trưởng kinh tế và công bằng xã hội. Việc thực hiện chính sách phân bổ nguồn lực tài chính một cách hợp lý theo điều kiện kinh tế - xã hội thực tế của các vùng kinh tế giúp đảm bảo tính công bằng giữa các vùng, khu vực trong quá trình phát triển.

Các công cụ được nhà nước sử dụng để điều tiết đó chính là các nguồn lực tài chính, đặc biệt là nguồn lực tài chính khu vực công, như: thuế, ngân sách nhà nước cho đầu tư phát triển cơ sở hạ tầng, phát triển hệ thống an sinh xã hội, các công cụ tín dụng nhà nước...

Công bằng phân phối trong quá trình tăng trưởng kinh tế các vùng được thể hiện qua việc quy hoạch và xây dựng kế hoạch cụ thể để cân đối hợp lý mức đầu tư cho các vùng lãnh thổ trên cả nước. Chủ trương của nhà nước là đầu tư cao hơn cho các vùng kinh tế động lực, tạo ra đầu tàu kinh tế cho cả khu vực. Bên cạnh đó vẫn đảm bảo chú ý đầu tư thích đáng cho các vùng khác, vùng sâu, vùng xa, vùng khó khăn, giảm dần khoảng cách về trình độ phát triển giữa các vùng. Việc phân bổ NLTC phát triển các vùng kinh tế cũng nhằm khắc phục tình trạng “bất công tự nhiên”, bất công do lịch sử để lại, giữ vững ổn định kinh tế - chính trị, đảm bảo sự phát triển bền vững.

2. CHỦ TRƯỞNG PHÁT TRIỂN CƠ CẤU VÙNG KINH TẾ TẠI VIỆT NAM

Việt Nam có hiện đang có “63 nền kinh tế” tương ứng với con số 63 tỉnh thành trên cả nước. 63 tỉnh thành này lại được chia thành 6 vùng kinh tế xã hội. Mỗi vùng có những đặc điểm, lợi thế và hạn chế riêng về địa hình, khí hậu, văn hóa, con người... Vùng Trung du miền núi phía Bắc chủ yếu địa hình là đồi núi cao, vùng Tây Nguyên hầu hết lãnh thổ thuộc về phía tây dãy Trường Sơn, Vùng Bắc Trung Bộ và ven biển miền Trung là các tỉnh ven biển, trong khi Đồng bằng sông Cửu Long nổi tiếng với hệ thống kênh rạch và hệ sinh thái miệt vườn. Có một thực tế là chỉ riêng lẻ một tỉnh thành không thể giải quyết được toàn diện, triệt để các vấn đề liên quan tới kinh tế xã hội. Do đó, phát triển theo vùng là một xu thế tất yếu khách quan, với mục đích là khai thác lợi thế so sánh của từng vùng trong quá trình phát triển xã hội.

Nói tới phát triển kinh tế theo cơ cấu vùng thời gian qua đã có nhiều ưu đãi, theo khu vực, địa bàn, đối tượng... được đưa ra, trong đó chủ yếu vẫn là các chính sách liên quan tới phát triển kinh tế vùng trọng điểm. Các vùng kinh tế trọng điểm (KTTĐ) tập trung vào khai thác triệt để các thế mạnh, nhất là vị trí địa lý, về điều kiện kinh tế - xã hội của không những trên địa bàn thành lập mà cả những địa bàn lân cận. Khi các khu kinh tế phát triển sẽ đáp ứng được nhu cầu của địa phương, các vùng trong cả nước thông qua sự giao thương hàng hóa giữa các vùng. Bên cạnh đó với một số vùng miền còn phát triển chậm, khu kinh tế còn góp phần đẩy nhanh xu hướng đô thị hóa, hình thành thị trấn, thị tứ, các trung tâm thương mại dịch vụ... từ đó hệ thống các ngành nghề, kinh tế của địa phương và những vùng lân cận có thể hưởng lợi từ quá trình phát triển hệ thống cơ sở hạ tầng phục vụ khu kinh tế. Do phạm vi ảnh hưởng ngày càng lớn, vùng kinh tế trọng điểm phát triển sẽ tác động mạnh mẽ tới chuyển dịch cơ cấu kinh tế, thúc đẩy phân công lao động, khai thông thị trường trong nước, đồng thời cũng khai thác tối đa những tiềm năng và thế mạnh của vùng.

Hiện nay chúng ta có 4 vùng kinh tế trọng điểm (kể từ năm 2009), bao gồm vùng KTTĐ Bắc bộ, Miền trung, Phía Nam và Đồng Bằng Sông Cửu Long. Trong đó, vùng KTTĐ Bắc Bộ gồm 7 tỉnh, thành phố trực thuộc trung ương: thành phố Hà Nội, Hải Phòng, Quảng Ninh, Hải Dương, Hưng Yên, Vĩnh Phúc, Bắc Ninh. Vùng KTTĐ Miền Trung bao gồm 5 tỉnh, thành phố trực thuộc trung ương: Đà Nẵng, Thừa Thiên Huế, Quảng Nam, Quảng Ngãi và Bình Định. Vùng KTTĐ Phía Nam gồm 8 tỉnh, thành phố trực thuộc trung ương: Thành phố Hồ Chí Minh, Đồng Nai, Bà Rịa - Vũng Tàu, Bình Dương, Tây Ninh, Bình Phước, Tiền Giang và Long An. Vùng KTTĐ vùng đồng bằng sông Cửu Long gồm 4 tỉnh, thành phố trực thuộc trung ương: Thành phố Cần Thơ, An Giang, Kiên Giang, Cà Mau. Các tỉnh, thành phố này được xem là trụ cột phát triển kinh tế của 4 khu vực tương ứng, chủ trương của nhà nước là đầu tư vào 4 khu kinh tế này làm động lực tạo hiệu ứng lan tỏa ra các vùng miền xung quanh.

Thực tế các vùng kinh tế đã phát huy tác dụng làm thay đổi diện mạo kinh tế của nhiều tỉnh thành như Quảng Nam, Bắc Ninh, Hải Dương, Vũng Tàu, Bình Dương... Ngoài việc giải quyết vấn đề việc làm cho hàng nghìn lao động, nâng cao chất lượng sống cho người dân, vùng KTTĐ còn góp phần tăng thu NSNN. Nhiều tỉnh thành từ đối tượng được NSNN hỗ trợ thì nay chuyển sang thành địa phương đóng góp vào NSNN, điển hình như Quảng Nam và Vĩnh Phúc.

Tuy nhiên, trên thực tế, bên cạnh những thành công đạt được, không thể phủ nhận những hạn chế vẫn còn tồn tại của các vùng kinh tế này. Nhiều vùng kinh tế chưa thực sự phát huy vai trò trong phát triển kinh tế và đẩy mạnh liên kết vùng trong khu vực. Những kết quả đạt được mới chỉ mang tính cục bộ giới hạn trong phạm vi một tỉnh thành. Tính liên kết vùng chưa cao thậm chí là rất yếu kém. Việc quy hoạch, thành lập các khu kinh tế chưa đáp ứng được yêu cầu của quá trình phát triển, chưa phát huy được điều kiện và tiềm năng phát triển của địa phương.

Thực trạng đầu tư phân tán và chính sách chưa có đột phá trong phát triển kinh tế vùng làm giảm tính hấp dẫn của các vùng kinh tế đối với các nhà đầu tư. Tình trạng thiếu vốn và cơ chế huy động NLTC dẫn tới hệ thống cơ sở hạ tầng chưa đồng bộ, chưa đáp ứng được nhu cầu phát triển của vùng. Vị trí địa lý không thuận lợi của nhiều vùng kinh tế (xa trung tâm, không gần cửa khẩu, giao thông không thuận tiện) cũng là một hạn chế của một số vùng KTTĐ dẫn tới tình trạng chênh lệch về trình độ phát triển giữa các vùng.

Nhiều khu vực phát triển chủ yếu biểu hiện về mặt “lượng”, trong khi mặt “chất” còn rất hạn chế, không đáp ứng được tiêu chí của phát triển bền vững. Các vấn đề về tệ nạn xã hội, phân hóa giàu nghèo, ô nhiễm môi trường ngày càng gia tăng, kìm hãm sự phát triển của vùng.

3. HOẠT ĐỘNG PHÂN BỐ NGUỒN LỰC TÀI CHÍNH PHÁT TRIỂN CƠ CẤU VÙNG KINH TẾ TẠI VIỆT NAM

Để thực hiện phân bổ NLTC, nhà nước đã ban hành nhiều chính sách về tài chính giúp các địa phương có được nguồn vốn phục vụ cho quá trình phát triển. Gắn với các chính sách phát triển kinh tế tại từng địa phương, đã có nhiều cơ chế, chính sách tài chính được ban hành nhằm phát triển các vùng kinh tế thông qua những ưu đãi theo khu vực, địa bàn, đối tượng... mà các tỉnh đạt tiêu chí và được hưởng các chính sách đó.

3.1. Chính sách thuế

Tất cả các địa phương không phân biệt vùng miền, thuộc hay không thuộc vùng kinh tế trọng điểm đều phải áp dụng chung một chính sách thuế, phí, lệ phí. Tuy nhiên, các khu kinh tế, các vùng kinh tế xã hội khó khăn, vị trí địa lý không thuận lợi được áp dụng mức ưu đãi cao hơn so với các khu vực khác. Cụ thể:

Chính sách ưu đãi thuế thu nhập doanh nghiệp: Doanh nghiệp đầu tư vào các địa bàn có điều kiện kinh tế xã hội khó khăn, khu kinh tế, khu công nghệ cao và các địa bàn theo quy định của nhà nước sẽ được ưu đãi thuế suất 10% trong 15 năm (giảm 50% so với các địa bàn khác). Áp dụng thuế suất 20% trong thời gian 15 năm đối với: Thu nhập của doanh nghiệp từ thực hiện dự án đầu tư mới tại địa bàn có điều kiện kinh tế xã hội khó khăn; sản xuất thép cao cấp; sản xuất sản phẩm tiết kiệm năng lượng; sản xuất máy móc thiết bị phục vụ cho sản xuất nông nghiệp, lâm nghiệp, ngư nghiệp, diêm nghiệp, sản xuất thiết bị tưới tiêu; sản xuất, tinh chế thức ăn gia súc, gia cầm, thủy sản; phát triển ngành nghề truyền thống. Áp dụng thuế suất 15% đối với thu nhập của doanh nghiệp trồng trọt, chăn nuôi, chế biến trong lĩnh vực nông nghiệp và thủy sản không thuộc địa bàn có điều kiện kinh tế xã hội khó khăn hoặc địa bàn có điều kiện kinh tế xã hội đặc biệt khó khăn.

Không áp dụng thuế *Giá trị gia tăng (GTGT)* đối với hàng hóa, dịch vụ sản xuất, tiêu thụ trong khu phi thuế quan thuộc khu kinh tế, hàng hóa dịch vụ nhập khẩu từ nước ngoài vào khu phi thuế quan thuộc khu kinh tế; các loại hàng hóa được sản xuất, tiêu thụ trong khu phi thuế quan (trừ ô tô dưới 24 chỗ) thuộc khu kinh tế không phải chịu thuế Tiêu thụ đặc biệt (TTĐB); miễn thuế Xuất nhập khẩu (XNK) cho hàng

hóa từ khu phi thuế quan thuộc khu kinh tế xuất khẩu ra nước ngoài hoặc nhập khẩu từ nước ngoài vào khu phi thuế quan thuộc khu kinh tế và chỉ sử dụng trong khu phi thuế quan, hàng hóa đưa từ khu phi thuế quan này sang khu phi thuế quan khác,...

3.2. Chính sách phân bổ NLTC cho đầu tư phát triển

Chính sách ưu tiên cấp ngân sách cho các địa phương được thể hiện qua các nguyên tắc xây dựng các tiêu chí và định mức phân bổ chi đầu tư phát triển bằng nguồn ngân sách theo các giai đoạn: 2007-2010, giai đoạn 2011-2015 và giai đoạn 2016-2020. Theo đó, các địa phương là đối tượng hưởng hệ số ưu tiên phân bổ ngân sách thể hiện trong “Tiêu chí phân bổ vốn đầu tư trong cân đối cho các địa phương”: dân số, trình độ phát triển, diện tích, đơn vị hành chính. Trong đó, tiêu chí dân số có tính tới yếu tố số dân trung bình và số người dân tộc thiểu số ở các địa phương. Tiêu chí về trình độ phát triển, gồm: tỷ lệ hộ nghèo, số thu nội địa (không bao gồm số thu sử dụng đất) và tỷ lệ điều tiết về ngân sách địa phương. Tiêu chí diện tích, bên cạnh diện tích tự nhiên trong giai đoạn đầu, giai đoạn 2011-2020 đã bổ sung thêm tiêu chí diện tích đất trồng lúa trên tổng diện tích đất tự nhiên. Có bốn tiêu chí về đơn vị hành chính: số đơn vị hành chính cấp huyện; số huyện miền núi; vùng cao, hải đảo và biên giới của từng tỉnh, thành phố. Bên cạnh đó còn có các tiêu chí bổ sung cho các xã ATK và xã biên giới đất liền. Riêng các thành phố đặc biệt, thành phố trực thuộc trung ương có cơ chế chính sách riêng để tập trung đầu tư xây dựng các công trình kết cấu hạ tầng cũng như thực hiện các nhiệm vụ phát triển kinh tế xã hội của địa phương.

3.3. Điều tiết phần Ngân sách địa phương (NSDP) được hưởng

Nước ta với 63 tỉnh thành phố với những đặc điểm địa lý, quy mô dân số khác nhau... Về mặt kinh tế - tài chính, sự khác biệt lớn nhất giữa các địa phương đó là mức độ phát triển kinh tế và tương ứng là khả năng thu Ngân sách Nhà nước (NSNN). Thông thường thì các quốc gia sẽ thành lập các trung tâm kinh tế ở các vùng gặp khó khăn, với trường hợp Việt Nam hiện các địa phương gặp khó khăn còn khá nhiều, số lượng các địa phương nhận trợ cấp từ NSNN tương đối lớn (50/63 tỉnh thành).

Bảng 1: Tỷ lệ điều tiết phần NSDP được hưởng (Đơn vị tính: %)

| Tỉnh, Thành phố | 2007-2010 | 2011-2016 | 2017-2020 |
|-------------------|-----------|-----------|-----------|
| Hà Nội | 31 | 42 | 35 |
| Hải Phòng | 90 | 88 | 78 |
| Vĩnh Phúc | 67 | 60 | 53 |
| Bắc Ninh | 100 | 93 | 83 |
| Hải Dương | 100 | 100 | 98 |
| Hưng Yên | 100 | 100 | 93 |
| Quảng Ninh | 76 | 70 | 65 |
| Đà Nẵng | 90 | 85 | 68 |
| Quảng Nam | 100 | 100 | 90 |
| Quảng Ngãi | 100 | 61 | 88 |
| Khánh Hòa | 53 | 77 | 72 |
| Tp. Hồ Chí Minh | 26 | 23 | 18 |
| Bình Dương | 40 | 40 | 36 |
| Đồng Nai | 45 | 51 | 47 |
| Bà Rịa - Vũng Tàu | 46 | 44 | 64 |
| Cần Thơ | 96 | 91 | 91 |

(Nguồn: Tác giả tổng hợp từ Báo cáo Cân đối NSNN qua các năm của Bộ Tài chính)

Trong số các địa phương có thu điều tiết cho ngân sách nhà nước thì chỉ riêng Hà Nội và TP. Hồ Chí Minh đã chiếm xấp xỉ 50% tổng thu NSNN của cả nước. Tổng thu NSNN của các địa phương có thu điều tiết về NSNN chiếm 80% tổng thu NSNN. Theo báo cáo của Bộ Tài Chính thì 1 ngày thu của TP. Hồ Chí Minh bằng số thu cả năm của tỉnh Bắc Cạn (địa phương có số thu NSNN thấp nhất cả nước). Không chỉ Bắc Cạn mà phần lớn các tỉnh số thu ngân sách không đủ bù chi, do đó cần phải có sự giúp đỡ hỗ trợ từ phía nhà nước. Cụ thể nhà nước đóng vai trò là cơ quan điều tiết các NLTC trong cả nước. Nguồn thu của các địa phương lớn sẽ được chia sẻ cho các địa phương nhỏ còn gặp nhiều khó khăn về kinh tế xã hội. Bộ Tài chính khi tiến hành điều tiết NLTC cho các địa phương đã tính toán để tạo điều kiện cho các địa phương nghèo có thêm nguồn lực để vươn lên, đảm bảo đủ thực hiện chính sách an sinh xã hội; đồng thời chú ý tới trọng điểm thu để các địa phương “giàu” có đủ nguồn lực tiếp tục phát triển. Tỷ lệ điều tiết ngân sách của các địa phương cũng được điều chỉnh theo tình hình phát triển kinh tế xã hội của từng địa phương nhằm đảm bảo tối đa công bằng khi phân phối các nguồn lực đồng thời đảm bảo mục tiêu thu NSNN. Cụ thể như bước sang giai đoạn 2017-2020, nhà nước đã điều chỉnh tỉ lệ điều tiết của một số địa phương, tiêu biểu như TP. Hồ Chí Minh giảm 5% (xuống còn 18%), Đà Nẵng giảm 17%. Phần giảm điều tiết ngân sách của các tỉnh thành phố lớn giúp NSNN được tăng cường do đó có nguồn lực để phân bổ cho các tỉnh thành gặp khó khăn. Tuy nhiên với các tỉnh thành phố bị giảm tỉ lệ điều tiết mạnh lại được nhà nước ưu tiên thu hút các nguồn vốn từ bên ngoài để đầu tư về cơ sở hạ tầng và giải quyết một số vấn đề về kinh tế xã hội còn tồn đọng lại. Với cách điều chỉnh đó, nhà nước vừa phát huy được lợi thế của các vùng có điều kiện thuận lợi, vừa có nguồn lực để hỗ trợ cho các vùng gặp khó khăn. Do đó đã giải quyết được phần nào vấn đề công bằng về phân phối giữa các địa phương, đồng thời đảm bảo được mục tiêu tăng thu cho NSNN.

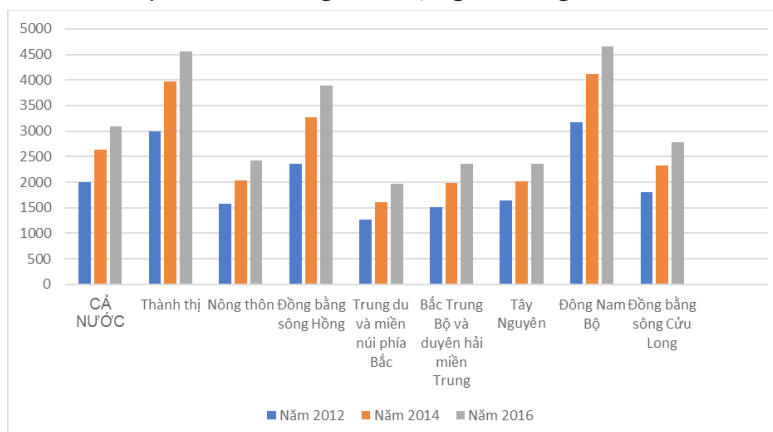
Ngoài ra, nhà nước đã có các chính sách khuyến khích đầu tư phát triển cơ sở hạ tầng cho các địa phương trọng điểm. Cụ thể là các kết cấu quan trọng, các dự án đầu tư xây dựng hạ tầng quy mô lớn, có vai trò then chốt đối với sự phát triển của khu kinh tế. Nguồn vốn hỗ trợ từ hoạt động phát hành trái phiếu, nguồn vốn hỗ trợ phát triển chính thức ODA, vốn tín dụng ưu đãi dành cho các địa phương. Bên cạnh đó, Luật Ngân sách cũng quy định rõ nhà nước hỗ trợ cho vay để bù đắp bội chi ngân sách địa phương với hạn mức trên cơ sở thực tế thu chi của địa phương đó.

4. ĐÁNH GIÁ CHUNG VỀ CHÍNH SÁCH PHÂN BỐ NGUỒN LỰC TÀI CHÍNH CÔNG CHO CÁC VÙNG

4.1. Một số kết quả

Về cơ bản các tiêu chí của nguyên tắc phân bổ nguồn vốn từ khu vực công đã đảm bảo tính công bằng trong phân phối nguồn lực cho các vùng, địa phương trong cả nước. Khi phân bổ NLTC, các yếu tố thuận lợi, khó khăn của từng vùng miền đã được tính tới, đảm bảo tạo điều kiện tối đa để các vùng miền phát triển về mặt kinh tế và xã hội. Nhiều chính sách về phân cấp NSNN, chính sách ưu đãi về thuế chủ yếu cho các địa bàn kinh tế xã hội khó khăn và đặc biệt khó khăn. Giúp các địa phương từng bước khắc phục hạn chế, bất cập, nâng cao đời sống vật chất và tinh thần cho người dân. Hệ thống giao thông vận tải, hạ tầng viễn thông, trường học, y tế và các dịch vụ thương mại khác được nâng cấp thông qua nguồn lực từ trên “rót” xuống. Người dân được tiếp cận với những khoa học công nghệ hiện đại, được giáo dục, chăm sóc về mặt y tế, có cơ hội để tìm việc làm, tạo điều kiện rút dần khoảng cách giữa các địa phương trong cả nước. Thu nhập bình quân đầu người một tháng tính theo giá hiện hành ở các khu vực và các vùng kinh tế đều tăng dần qua các năm, tốc độ tăng ở các vùng tương đối đều, được thể hiện qua số liệu tại Biểu đồ 1.

Biểu đồ 1: Thu nhập bình quân đầu người một tháng theo giá hiện hành phân theo thành thị, nông thôn và phân theo vùng (Đơn vị: nghìn đồng)



(Nguồn: Tổng cục Thống kê)

Về mức độ bất bình đẳng trong phân phối thu nhập được thể hiện qua hệ số GINI, theo số liệu của Tổng Cục Thống Kê, hệ số GINI của các vùng/ khu vực trên cả nước có xu hướng tăng qua các năm, cho thấy mức độ phân hóa giàu nghèo ở từng khu vực có xu hướng tăng lên. Khoảng cách về hệ số GINI giữa các vùng cũng tăng lên, kết quả này cho thấy có sự mất cân đối về mức độ bình đẳng trong phân phối thu nhập giữa các vùng trong cả nước.

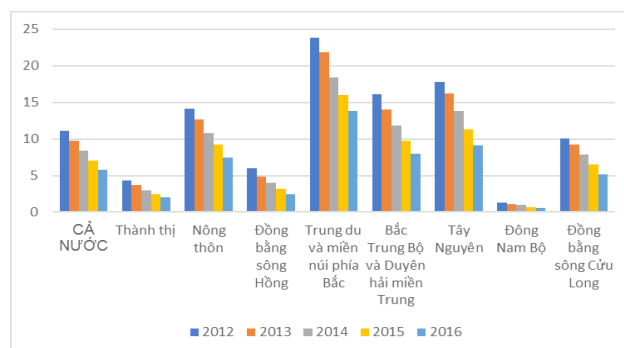
Bảng 2: Hệ số bất bình đẳng trong phân phối thu nhập (Hệ số GINI)

| Khu vực/ Năm | 2012 | 2014 | 2016 |
|--------------------------------------|-------|-------|-------|
| CẢ NƯỚC | 0,424 | 0,430 | 0,431 |
| Thành thị | 0,385 | 0,397 | 0,391 |
| Nông thôn | 0,399 | 0,398 | 0,408 |
| Đồng bằng sông Hồng | 0,393 | 0,407 | 0,401 |
| Trung du và miền núi phía Bắc | 0,411 | 0,416 | 0,433 |
| Bắc Trung Bộ và Duyên hải miền Trung | 0,384 | 0,385 | 0,393 |
| Tây Nguyên | 0,397 | 0,408 | 0,439 |
| Đông Nam Bộ | 0,391 | 0,397 | 0,387 |
| Đồng bằng sông Cửu Long | 0,403 | 0,395 | 0,405 |

(Nguồn: Tổng Cục Thống Kê)

Nhờ có nguồn lực tài chính hỗ trợ từ nhà nước và các nguồn đầu tư nước ngoài, kinh tế của các vùng đã có những bước chuyển biến rõ nét, tỉ lệ hộ nghèo ở các vùng đều giảm qua các năm, mức giảm ở các địa phương khá đồng đều. Tuy nhiên, có sự chênh lệch lớn về tỉ lệ hộ nghèo ở các vùng, Đông Nam Bộ là vùng có tỉ lệ thấp nhất với con số dao động quanh 1%, sau đó là Đồng Bằng Sông Hồng với tỉ lệ hộ nghèo dưới 5%. Trong khi đó Trung Du và miền núi Phía Bắc là vùng có tỉ lệ hộ nghèo cao nhất, đến năm 2016 tỉ lệ hộ nghèo ở khu vực này là 13,8% gấp 23 lần so với con số của Đông Nam Bộ. Như vậy, dù chính sách phân bổ nguồn lực tài chính của nhà nước ưu tiên cho các vùng khó khăn, nhưng thực tế hiệu quả về mặt kinh tế vẫn tập trung chủ yếu ở những vùng có đô thị lớn, điều kiện địa lý thuận lợi hệ quả là khoảng cách phát triển giữa các vùng vẫn còn khá lớn.

Biểu đồ 2: Tỷ lệ hộ nghèo phân theo thành thị, nông thôn và phân theo vùng (Đơn vị: %)



Chú thích: (*) Chuẩn nghèo của Chính phủ giai đoạn 2011-2015 tính theo thu nhập bình quân 1 người 1 tháng của hộ gia đình được cập nhật theo chỉ số giá tiêu dùng như sau: Năm 2010 là 400 nghìn đồng đối với khu vực nông thôn và 500 nghìn đồng đối với khu vực thành thị; tương tự, năm 2013 là 570 nghìn đồng và 710 nghìn đồng; năm 2014 là 605 nghìn đồng và 750 nghìn đồng; năm 2015 là 615 nghìn đồng và 760 nghìn đồng; năm 2016 là 630 nghìn đồng và 780 nghìn đồng.

(Nguồn: Tổng Cục Thống Kê)

4.2. Nguyên nhân của những hạn chế

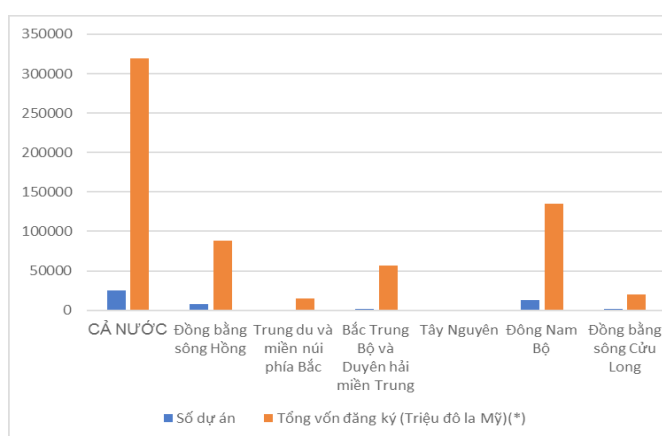
Nguyên nhân của những hạn chế trong kết quả của chính sách phân bổ NLTC nhằm đảm bảo công bằng trong phân phối đó là:

Thứ nhất, do các chính sách phát triển cơ cấu kinh tế theo ngành nghề và thành phần kinh tế vẫn còn nhiều hạn chế, chưa khai thác và phát huy được các lợi thế của đất nước; bên cạnh đó là ảnh hưởng của khủng hoảng kinh tế thế giới và khu vực trong khi nền kinh tế trong nước chưa ổn định khiến cho nền kinh tế phát triển chậm và chưa tạo được bước đột phá lớn. Tình trạng nợ công, thâm hụt NSNN lớn buộc các chính sách phân bổ tạo nguồn vốn đầu tư hiện đang tập trung chủ yếu vào tăng thu NSNN và cơ chế tạo quỹ đất. Do đó NSNN vẫn tập trung chủ yếu về các địa phương là thành phố lớn, các vùng kinh tế chủ lực nhằm tạo ra nguồn thu cho ngân sách. Phần NLTC phân bổ cho các vùng kinh tế xã hội khó khăn gần như chỉ đủ để duy trì bộ máy hoạt động của địa phương đó. Chưa tạo được đà cho quá trình phát triển kinh tế của vùng.

Thứ hai, chính sách ưu tiên cấp ngân sách cho các địa phương là vùng KTTĐ chưa thực sự trở thành nguồn tài chính đủ mạnh để thực hiện các dự án có tính chất liên kết vùng, làm giảm tính chủ động ngân sách của các địa phương trong vùng KTTĐ. Nhiều địa phương có tâm lý ỷ lại ngân sách cấp trên, thiếu động cơ cân đối ngân sách, do đó có xu hướng chi ngân sách tăng nhưng không phải vào nhóm điều tiết. Bên cạnh đó, đây là nguồn thu của địa phương khác, do đó các địa phương không điều tiết thường thiếu trách nhiệm trong quản lý sử dụng gây thất thoát lãng phí trong đầu tư. Số tỉnh thành không cần sự hỗ trợ của Ngân sách Trung ương không tăng lên bao nhiêu so với thời điểm trước khi thực hiện luật NSNN. Từ năm 2007 tới 2017, chỉ thêm 5 địa phương đóng góp cho NSNN, mức tăng tỷ lệ đóng góp của các địa phương không nhiều, chủ yếu tập trung ở Thành phố Hồ Chí Minh (Theo số liệu Bảng 1). Ngoài ra, như đã phân tích hạn chế của chính sách phát triển vùng KTTĐ ở trên, các vùng KTTĐ mới chỉ mang lại lợi ích cho một số tỉnh đơn lẻ, chưa tạo được động lực lan tỏa. Người dân chủ yếu di cư về các vùng trung tâm làm cho dân số ở các tỉnh thành phát triển ngày càng tăng và giảm mạnh ở các vùng có điều kiện kinh tế xã hội khó khăn. Không có nguồn nhân lực, tiềm năng phát triển kinh tế của các vùng khó khăn gần như không có. Do đó, hiện tượng chênh lệch về trình độ phát triển, về mức sống của người dân giữa các địa phương trong cả nước ngày càng gia tăng.

Thứ ba, các chính sách ưu đãi về thuế cho các vùng khó khăn chưa phát huy được hiệu quả đầy đủ. Khả năng phát triển kinh tế của các địa phương này chưa cao, bên cạnh đó dù có sự đầu tư về cơ sở hạ tầng nhưng chưa thực sự đồng bộ, cộng với điều kiện về địa lý tự nhiên còn hạn chế. Dù nhận thấy các điều kiện ưu đãi về thuế nhưng các nhà đầu tư vẫn chưa quan tâm nhiều tới các vùng kinh tế xã hội gặp khó khăn. Phần lớn nguồn vốn đầu tư vào các vùng là nguồn vốn đầu tư trực tiếp nước ngoài FDI, tuy nhiên các doanh nghiệp FDI vẫn tập trung đầu tư vào những nơi có kết cấu hạ tầng thuận lợi như Hà Nội, Thành phố Hồ Chí Minh, Bà Rịa Vũng Tàu, Đồng Nai, Bắc Ninh. Số vốn FDI vào những địa phương này chiếm 85% tổng số dự án và 67% tổng số vốn đăng ký đầu tư trên cả nước. Trong khi các tỉnh miền núi, vùng sâu, vùng xa như Tây Nguyên, Trung Du và miền núi phía Bắc chỉ chiếm 4% số dự án và 5% tổng số vốn đầu tư đăng ký (Xem Biểu đồ 2).

Biểu đồ 3: Đầu tư trực tiếp của nước ngoài được cấp giấy phép phân theo địa phương (Luỹ kế các dự án còn hiệu lực đến ngày 31/12/2017)



Chú thích: (*) Bao gồm vốn cấp mới và vốn tăng thêm của các dự án đã được cấp giấy phép từ các năm trước. Từ năm 2016 bao gồm cả vốn góp, mua cổ phần của nhà đầu tư nước ngoài.

(Nguồn: Tổng Cục Thống Kê)

Thứ tư, do các yếu tố khách quan bên ngoài tác động, như điều kiện tự nhiên và đặc điểm ngành nghề của vùng, vừa gián tiếp vừa trực tiếp ảnh hưởng tới chính sách phân phối tài chính của nhà nước dành cho các địa phương. Trên thực tế, đối với các địa phương “giàu” số thu tăng khoảng 2-3 lần, một số địa phương tăng 1,5-1,6 lần. Trong khi đó, các địa phương “nghèo”, cơ sở thu không nhiều và gặp nhiều bất lợi. Thứ nhất, do nguồn thu từ các sản phẩm chế biến nông nghiệp chịu nhiều yếu tố bất lợi về giá; các sản phẩm nông nghiệp, sản phẩm của cây công nghiệp (cao su) bị rớt giá. Thứ hai, chịu tác động của biến đổi khí hậu, ngập lụt, hạn hán... Thứ ba, chịu tác động từ điều chỉnh chính sách thu NSNN vừa qua do giảm thuế với sản phẩm nông nghiệp, giảm thuế TNDN đối với doanh nghiệp chế biến sản phẩm nông nghiệp, nên số thu của các địa phương này chịu tác động lớn.

5. GIẢI PHÁP THỰC HIỆN CÔNG BẰNG PHÂN PHỐI THÔNG QUA PHÂN BỐ NLTC PHÁT TRIỂN CƠ CẤU VÙNG KINH TẾ TẠI VIỆT NAM TRONG NHỮNG NĂM TỚI

Thứ nhất, xem xét điều chỉnh tiêu chí phân bổ NLTC, đảm bảo công bằng cho các địa phương. Mỗi địa phương có đặc điểm về dân số, khí hậu, địa lý khác nhau, khi xây dựng các tiêu chí phân bổ NLTC, cần có một bộ tiêu chí cụ thể, chi tiết và chính xác. Đảm bảo đánh giá được đầy đủ toàn diện nhất các ưu và nhược điểm của từng vùng, từ đó nguồn lực được phân bổ một cách công bằng và hiệu quả hơn.

Thứ hai, cần có chính sách ưu đãi tài chính cụ thể với từng địa phương, đảm bảo phát huy lợi thế so sánh của địa phương. Tùy vào từng lợi thế của từng địa phương, nhà nước xem xét ban hành các ưu đãi

riêng về mặt tài chính, thu hút vốn từ các nhà đầu tư bên ngoài vào, tạo nguồn lực cho địa phương phát triển kinh tế xã hội.

Thứ ba, phân bổ NLTC có điều kiện, đảm bảo các địa phương nhận được vốn đầu tư có cam kết sẽ mở rộng phạm vi ảnh hưởng tới các địa phương bên cạnh (vùng kinh tế trọng điểm). Tiếp tục khai thác chính sách phát triển vùng kinh tế trọng điểm, tuy nhiên cần có quy hoạch rõ ràng đối với phần vốn được ưu tiên phân bổ, tạo được sức lan tỏa về mặt kinh tế và xã hội ra các vùng lân cận. Như giải quyết vấn đề việc làm cho lao động trong vùng, tạo điều kiện cho người dân được tiếp cận với các dịch vụ tài chính, ngân hàng, y tế, giáo dục, từ đó nâng cao chất lượng sống của người dân.

Thứ tư, xây dựng các thành phố vệ tinh, giảm tải cho các thành phố lớn, đồng thời tạo điều kiện cho các địa phương lân cận, thành phố vệ tinh có điều kiện phát triển. Tham khảo kinh nghiệm về xây dựng thành phố vệ tinh của các nước trên thế giới, đảm bảo NLTC được phân phối không chỉ tới các thành phố lớn mà tới cả các địa phương lân cận, các địa phương điều kiện kém thuận lợi.

Công bằng phân phối là một yêu cầu cấp bách, tuy nhiên việc triển khai trong thời gian qua mới chủ yếu tập trung vào ban hành các chính sách, chưa thực hiện được hết nội dung. Việc đảm bảo công bằng phân phối thông qua phân bổ NLTC phát triển cơ cấu vùng kinh tế trong thời gian tới cần tập trung vào các nguồn lực, xác định các nhiệm vụ kèm theo lộ trình hoàn thành, xác định rõ phương thức phân bổ các nguồn lực. Do đó, các nguồn lực trong xã hội được phân bổ lại (trước hết là vốn đầu tư) nhằm cải thiện và nâng cao hiệu quả sử dụng các nguồn lực nói riêng và của toàn bộ nền kinh tế nói chung. Qua đó, đạt được các mục tiêu công bằng về mặt kinh tế và xã hội giữa các địa phương, các vùng kinh tế trong cả nước.

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ĐIỀU CHỈNH THUẾ ĐỂ PHÁT TRIỂN BỀN VỮNG TRONG XU THẾ HỘI NHẬP

Nguyễn Thị Việt Nga*

TÓM TẮT: Theo quy định hiện hành (Thông tư số 103/2014/TT- BTC), DN kinh doanh thương mại điện tử, trò chơi điện tử trực tuyến, quảng cáo trực tuyến nộp thuế giá trị gia tăng (GTGT) theo phương pháp khấu trừ thuế thì theo chế độ hiện hành; DN phải nộp thuế GTGT cơ bản theo thuế suất 10% và nộp thuế thu nhập DN theo thuế suất là 20%. Đối với cá nhân kinh doanh (không thành lập DN) có hoạt động kinh doanh thương mại, bán hàng qua mạng thì thực hiện nộp thuế GTGT theo phương pháp trực tiếp trên GTGT; nộp thuế thu nhập cá nhân theo tỷ lệ quy định trên doanh thu bán hàng hóa dịch vụ. Trong đó, đối với bán hàng hóa qua mạng xã hội, các hình thức bán hàng trực tuyến... cá nhân phải nộp thuế GTGT theo thuế suất 1% và thuế thu nhập cá nhân theo mức thuế suất 0,5% trên doanh thu bán hàng. Tuy nhiên, việc thu thuế chỉ áp dụng với các cá nhân có mức doanh thu bán hàng trên 100 triệu đồng năm. Bài viết sẽ làm rõ hơn về vấn đề này.

Từ khóa: Từ khóa: Thuế suất, thuế tài sản, ngân sách Nhà nước, thông lệ quốc tế.

1. ĐỐI VỚI THUẾ TÀI SẢN

Ngày 13-4, Bộ Tài chính đã họp báo, công bố để lấy ý kiến cho dự thảo Luật thuế tài sản (viết tắt LTTS).

LTTS được xây dựng nhằm góp phần cải cách thuế theo hướng hệ thống, đồng bộ, bao quát nguồn thu, hoàn thiện chính sách quản lý tài sản, phù hợp với thông lệ quốc tế; khuyến khích sử dụng có hiệu quả, hạn chế đầu cơ tài nguyên đất đai, nhà ở; tăng điều tiết thu nhập của tổ chức, cá nhân có nhiều tài sản nhà, đất, góp phần đảm bảo công bằng xã hội; thúc đẩy tái cơ cấu nguồn thu và tăng cân đối cho ngân sách nhà nước trong bối cảnh hội nhập...Hiệu quả của LTTS không chỉ tùy thuộc vào việc xác định giá tính thuế và thuế suất cần đơn giản, khoa học và thực tế; phù hợp với với thông lệ quốc tế, các quy định của pháp luật, cũng như với điều kiện kinh tế - xã hội của Việt Nam, mà còn tùy thuộc vào quy định pháp lý và năng lực quản lý cho phép tránh kẽ hở cho sự lạm dụng và xác định chính xác các diện tích nhà tính thuế; suất đầu tư nhà mới xây dựng; tỷ lệ khấu hao nhà đã qua sử dụng (giá trị thực còn lại của nhà tại thời điểm tính thuế); tránh dẫn đến vướng mắc trong quan hệ thương mại quốc tế.

Nguyên tắc quan trọng nhất và cũng được người dân quan tâm nhất trong dự thảo LTTS là xác định đối tượng chịu thuế, thuế suất và mức giá tính thuế nhà ở, bởi chúng liên quan trực tiếp đến bản chất nhân văn và công bằng của chế độ xã hội và quyền lợi về nhà ở của người dân có thu nhập thấp.

Trong dự thảo LTTS, Bộ Tài chính nghiêng về chọn phương án đối tượng chịu thuế nhà ở có giá trị tối thiểu từ 700 triệu đồng và mức thuế suất là 0,4%/năm, thay vì phương án từ mức 1 tỷ đồng... Tuy nhiên, nên có phương án thứ ba để lựa chọn là ngưỡng tính thuế tối thiểu cho giá trị nhà ở từ trên 1 tỷ đồng và thuế suất áp dụng cho thời gian đầu thực hiện Luật này (khoảng 5-10 năm) chỉ là 0,2%, trước khi nâng dần về sau. Phương án thứ ba này sẽ an toàn, có tính nhân văn và ổn định hơn, phù hợp thực tế đa số người dân có

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thu nhập thấp và trung bình đang hoặc sẽ sở hữu căn nhà riêng, trong bối cảnh chi phí xây dựng nhà và giá quyền sử dụng đất ngày càng đắt đỏ., dù là nhà đơn sơ, cấp IV, cấp III.

Hơn nữa, sẽ là sai lệch với bản chất và mục tiêu chế độ KTTT định hướng XHCN của nước ta, khi dự thảo LTTS duy trì sự chênh lệch cao giữa ngưỡng chịu thuế của nhà ở (tài sản-điều kiện sống tối thiểu) là 700 triệu đồng, với ngưỡng tới 1,5 tỷ đồng của ô tô, du thuyền, máy bay (tài sản – tiêu dùng xa xỉ).

Đồng thời, sẽ cân bằng lợi ích hơn nếu LTTS bổ sung thêm quy định về linh hoạt điều chỉnh nâng ngưỡng tối thiểu tính thuế (từ 1 tỷ đồng lên các mức cao hơn) nhà ở theo cùng chiều và tốc độ thực tế của mức lạm phát và mức nâng giá đất định kỳ trong bảng giá đất mà các tỉnh, Thành phố trực thuộc TW công bố theo thẩm quyền của mình (tương tự nhà nước nâng lương tối thiểu và ngưỡng miễn thuế thu nhập cá nhân).

Ngoài ra, việc cho phép người nộp thuế được chậm nộp tiền thuế, không tính phạt chậm nộp trong thời gian chậm nộp thuế và có trách nhiệm hoàn thành nghĩa vụ nộp thuế trước khi chuyển giao quyền sở hữu, quyền sử dụng tài sản...là cần thiết; nhưng cũng cần xác định rõ hơn các trường hợp “không có khả năng nộp thuế “ để tránh lạm dụng, trốn thuế, vô hiệu hóa Luật trên thực tế.

Mặt khác, cần điều chỉnh cách tính hệ số thuế đất cho nhà chung cư thấp tầng (chung cư cũ, nhà ở xã hội, nhà ở tái định cư chủ yếu phục vụ cho người có thu nhập thấp và trung bình), so với cách tính hiện hành của Luật thuế sử dụng đất phi nông nghiệp (tổng hệ số bằng 1) cho các chung cư cao tầng, để tránh nghịch cảnh người có thu nhập thấp, ở nhà xã hội, ít tầng, lại phải nộp thuế cao hơn người có thu nhập cao ở chung cư cao cấp, có nhiều tầng hơn...

Cần nhấn mạnh rằng, LTTS là cần thiết và chỉ có hiệu quả thực tế cao, nếu được xây dựng bảo đảm chất lượng, hài hòa lợi ích, có tính nhân văn và tạo đồng thuận xã hội cao; được phối hợp đồng bộ trong tuyên truyền, phổ biến, hướng dẫn, giải thích Luật; nâng cấp cơ sở dữ liệu, hệ thống thông tin về nhà, đất, tài sản và tăng cường kiểm tra, thanh tra, giám sát tình hình thực hiện Luật sau ban hành...

Nhìn tổng quan, có thể nói, trong thời gian gần đây, nhiều nước đang có xu hướng đánh thuế đối với tài sản có giá trị lớn (chủ yếu đối với nhà, đất; ô tô hoặc giá trị tài sản của hộ gia đình), mở rộng đối tượng thu thuế tài sản với mức thu không giống nhau: Dòng thuế này đóng góp tới khoảng 2% tổng thu NSNN tại các quốc gia thuộc Tổ chức Hợp tác và Phát triển kinh tế (OECD); chiếm khoảng 0,6% tại các nước đang phát triển và khoảng 0,68% tại các quốc gia đang chuyển đổi. Ở Mỹ, việc đánh thuế bất động sản (BDS) được giao về cho các tiểu bang và chúng có thuế suất khác nhau do giá trị BDS ở các bang khác nhau và tùy quyền tự quyết của mỗi bang. Ví dụ, thuế suất BDS ở bang California là hơn 1,2%/năm giá trị bất động sản (gồm nhà và đất) và là trên 3% ở bang Texas. Còn tại Canada, thuế suất cho căn nhà thứ 2 có thể lên tới 4%. Người mua BDS ở Singapore phải chịu thuế là 3% và sẽ phải trả thuế thêm là 7% cho ngôi nhà mua thứ hai trở đi, tức người mua có quốc tịch Singapore sẽ phải trả tổng cộng là 10% cho ngôi nhà thứ 2 này. Nếu người mua là người nước ngoài thì họ phải trả thêm là 15% cho ngôi nhà thứ 2. Các BDS không có người ở còn phải chịu chính sách đánh thuế đặc biệt. Người sở hữu nhà ở có trách nhiệm phải tự khai báo đầu là căn nhà chính mà họ đang ở, và đầu là nhà mua để đầu tư. Những chế tài nghiêm khắc về tài chính được đặt ra để ngăn chặn các hiện tượng chậm đóng thuế mới hoặc không khai báo...

Tổng cộng, trên thế giới, 174/193 nước đang thu thuế tài sản (chủ yếu là đất và nhà), với mức thu chiếm trung bình từ 3%-4% tổng số thu thuế (khoảng 2% GDP) hàng năm ở các nước phát triển và thấp hơn ở các nước khác.

Việt Nam hiện đang thu thuế sử dụng đất phi nông nghiệp và thuế sử dụng đất nông nghiệp (một dạng thuế tài sản), với mức thu chiếm khoảng 0,036% GDP và chưa thu thuế nhà và tài sản khác...nhưng chưa có

thuế tài sản hoặc thuế bất động sản như thông lệ quốc tế. Số thuế sử dụng đất của Việt Nam hiện chỉ chiếm khoảng 0,03% tổng sản phẩm nội địa (GDP) và khoảng 0,15% tổng thu ngân sách...

Theo Quyết định 2174 ngày 12-11-2013 của Thủ tướng Chính phủ và Chiến lược cải cách hệ thống thuế giai đoạn 2011-2020 (ban hành kèm theo Quyết định 723 ngày 17-5-2011 của Thủ tướng Chính phủ), Việt Nam đã xác định nhiệm vụ nghiên cứu xây dựng chính sách thuế điều tiết với nhà, tài sản có giá trị lớn vào thời điểm thích hợp. Nghị quyết 07 ngày 18-11-2016 của Bộ Chính trị về chủ trương, giải pháp cơ cấu lại NSNN, quản lý nợ công để bảo đảm nền tài chính quốc gia an toàn, bền vững đã yêu cầu khai thác tốt thuế thu từ tài sản, tài nguyên, bảo vệ môi trường. Nghị quyết 25/2016 của Quốc hội về kế hoạch tài chính 5 năm quốc gia, giai đoạn 2016-2020 cũng xác định nhiệm vụ nghiên cứu bổ sung thuế tài sản phù hợp với điều kiện thực tế của Việt Nam.

Theo thông kê và mục tiêu kế hoạch, thu nhập bình quân đầu người của Việt Nam đang và sẽ tăng nhanh hơn trong các năm gần đây, từ 1.400 USD (năm 2013) lên 2.200 USD (năm 2016) và dự báo sẽ tăng lên 3.400 USD vào năm 2020. Theo đà tăng thu nhập đó, việc nắm giữ, sở hữu, đầu tư bất động sản của người dân có xu hướng tăng lên...

Theo Bộ Tài chính, việc xây dựng Luật Thuế tài sản không chỉ góp phần tăng thu NSNN, điều tiết lại thu nhập cá nhân, tăng công bằng xã hội, mà còn nhằm thể chế hóa chủ trương về chính sách thuế đối với tài sản, xây dựng hệ thống chính sách thuế đồng bộ, phù hợp thông lệ quốc tế, góp phần bình ổn thị trường bất động sản, hạn chế đầu cơ và tăng hiệu quả xã hội trong khai thác và sử dụng bất động sản.

Cả về lý thuyết, pháp lý và thực tiễn, việc xây dựng và triển khai Thuế tài sản cần được chuẩn bị kỹ vì không dễ thu; ngay cả việc đánh thuế người sở hữu căn nhà thứ 2 trở lên cũng không hề đơn giản, muốn là được, bởi mấy lý do sau:

Thứ nhất, hiện ở Việt Nam chưa có định nghĩa khoa học và thực tế về đối tượng thu thuế là “tài sản”, là “căn nhà” và “căn nhà thứ 2, thứ 3...”. Hơn nữa, việc thu thuế tài sản dễ bị vô hiệu hóa vì bị lách luật, nếu không có quy định về tuổi người được sở hữu tài sản hoặc việc đứng tên hộ tài sản sao cho đủ minh bạch và chặt chẽ...

Thứ hai, Việt Nam đang áp dụng “thuế sử dụng đất” và đang coi quyền sử dụng đất cũng là tài sản của cá nhân và doanh nghiệp, nếu định nghĩa không rõ thì sẽ gây mâu thuẫn, mù mờ, khó áp dụng hoặc tình trạng “thuế trùng thuế”... Không thể đánh đồng ngôi nhà vài chục triệu đồng với ngôi nhà biệt thự cả vài chục tỷ đồng; cũng như không thể đánh thuế ngôi nhà thứ hai, thứ ba trị ...mà giá trị tổng các ngôi nhà của người này không bằng một góc nhà của “đại gia” trên cùng địa bàn, mà lại không phải chịu thuế. Điều khó hơn là, giá nhà đất sẽ được tính như thế nào, theo đâu giá hay chỉ căn cứ vào khung định giá chung mà tỉnh địa phương được phép đưa ra hàng năm theo phân cấp quản lý như hiện nay.

Thứ ba, về mặt kỹ thuật, cần khảo sát và luận cứ chặt chẽ, tạo căn cứ khoa học, minh bạch và sự đồng thuận xã hội cao về quyền sở hữu và các loại tài sản chịu thuế; cách xác định giá trị tài sản để tính thuế; mức giá trị tài sản khởi điểm tính thuế và các mức thuế cụ thể cho từng loại tài sản và đối tượng sở hữu tài sản chịu thuế tài sản trên những địa phương và thời điểm cụ thể.

Đặc biệt, với những tài sản “của chìm”, giá trị lớn mà người sở hữu gửi ở nước ngoài hay không khai báo, thì có bị đánh thuế hay không và chế tài cho các vi phạm sẽ ra sao?

Ngoài ra, cũng cần thấy trước rằng việc thu thuế tài sản rất dễ là cơ hội cho tham nhũng trong ngành thuế trước các biến động về cơ cấu, quy mô, tính chất sở hữu và giá trị tài sản cá nhân thuộc diện nộp thuế trên thực tế và cả do các đối tượng thu thuế và người đi thu thuế đồng thuận “ăn chia”, cố tình khai báo giá để trốn thuế.

Hiện nay, tiền sử dụng đất chiếm tỷ trọng lớn trong giá thành nhà ở, khoảng trên dưới 10% đối với nhà chung cư; khoảng trên dưới 30% đối với nhà phố; khoảng trên dưới 50% đối với nhà biệt thự. Việt Nam chưa đánh thuế sở hữu căn nhà thứ 2 trở lên, nên việc đầu tư và sở hữu nhiều căn nhà đang là lựa chọn khá phổ biến với tư cách là kênh đầu tư và tích trữ tài sản rẻ và an toàn của những người có điều kiện tài chính cá nhân thuận lợi. Nếu việc áp dụng thuế nhà thứ hai trở lên được triển khai, chắc chắn người sở hữu căn nhà thứ 2 sẽ cân nhắc, tính toán thiệt hơn giữa việc giữ tài sản của mình dưới dạng là nhà đất, hay gửi tiết kiệm, giữ vàng, ngoại tệ và đầu tư khác... Lợi nhuận kinh doanh nhà đất sẽ giảm đi, thậm chí tài sản cá nhân dưới dạng nhà đất cũng teo tóp đi nếu chi phí hàng năm cho các loại thuế nhà đất tăng thêm. Điều này, đến lượt mình, sẽ kéo theo thu hẹp dòng tiền đầu cơ găm giữ hàng trên thị trường bất động sản và giảm bớt lượng cầu ảo về nhà đất, tức cân đối cung cầu và giá nhà đất sẽ ít nhiều được điều chỉnh, cải thiện có lợi cho sự ổn định và lành mạnh hóa...

Có một kỳ vọng mới là, nếu việc đánh thuế nhà bỏ qua những ngôi nhà giá trị thấp, chỉ tập trung thu thuế những ngôi nhà giá trị cao, thì có thể tạo xung lực mới tích cực cho việc điều chỉnh, gia tăng đầu tư và sở hữu những ngôi nhà giá rẻ đang còn thiếu hụt trên thị trường bất động sản, trong khi thu hẹp hơn dòng tiền đầu tư và sự dư thừa hàng hóa trên các phân khúc căn hộ cao cấp, nhà nghỉ dưỡng đắt tiền...?!

Thuế tài sản, trong đó có thuế cho ngôi nhà thứ hai trở lên, là loại mới và có ý nghĩa cực kỳ quan trọng, nên không thể nóng vội, duy ý chí, mà phải có lộ trình đủ dài, phải tổ chức khảo sát thực tế và kinh nghiệm quốc tế, xây dựng dự thảo kỹ càng, được lấy ý kiến phản biện và tuyên truyền rộng rãi đến người dân, doanh nghiệp để tăng sự đồng thuận và hiệu lực, hiệu quả trong triển khai thực hiện.

Ngoài ra, để tránh quan ngại việc thu thuế tài sản không trở thành gánh nặng của doanh nghiệp và người mua nhà, cần cải cách tương ứng các cơ chế thu tiền sử dụng đất, thuế sử dụng đất nông nghiệp, thuế sử dụng đất phi nông nghiệp theo quy định của Luật Đất đai hiện hành (như có thể thay khoản thu “tiền sử dụng đất” bằng sắc thuế sử dụng đất ở, với thuế suất phù hợp); không thu thuế tài sản này đối với nhà có giá trị trung bình thấp (ví dụ, dưới 1 tỷ đồng); các hộ gia đình nghèo có nhiều nhà, nhưng tổng cộng giá trị của chúng dưới mức ngưỡng sàn về diện tích và giá trị bình quân /người). Hơn nữa, các mức thuế suất nên áp dụng thuế suất bậc thang, tùy theo số lượng và giá trị tài sản và phải phù hợp với sức dân và doanh nghiệp địa phương; Đồng thời, nên có các thuế suất chống đầu cơ, đánh thuế cao đối với trường hợp chuyển nhượng nhà, đất ngay sau khi mua (có thể tính thời gian trong năm đầu tiên) để giúp ổn định nhanh thị trường bất động sản;

Trong mọi trường hợp, việc thiết lập một hệ thống thông tin quốc gia về các giao dịch BĐS, các chủ sở hữu BĐS là cần thiết cho quản lý nhà nước về BĐS nói chung, cho thu thuế BĐS nói riêng theo tinh thần trên...

2. ĐỐI VỚI CÁC THUẾ KHÁC

Theo chỉ đạo của Chính phủ, Bộ Tài chính đang xem xét điều chỉnh sửa đổi, bổ sung 5 Luật thuế hiện hành, gồm có Luật thuế giá trị gia tăng (GTGT), Luật thuế tiêu thụ đặc biệt (TTĐB), Luật thuế thu nhập doanh nghiệp (TNDN), Luật thuế thu nhập cá nhân (TNCN) và Luật thuế tài nguyên (TN) để trình Chính phủ báo cáo Ủy ban Thường vụ Quốc hội (UBTVQH) trong Quý III/2017.

Định hướng và mục tiêu chung về điều chỉnh thuế được Bộ Tài chính xác định là bao quát toàn bộ các nguồn thu, mở rộng cơ sở thu, nhất là các nguồn thu mới, điều chỉnh phạm vi, đối tượng; rà soát, thu hẹp diện miễn, giảm thuế, phù hợp với thông lệ quốc tế; tăng tỷ trọng thu nội địa, bảo đảm tỷ trọng hợp lý giữa thuế gián thu và thuế trực thu, khai thác tốt thuế thu từ tài sản, tài nguyên, bảo vệ môi trường, đảm bảo tính

trung lập của thuế, cơ cấu lại nguồn thu ngân sách nhà nước, xây dựng hệ thống thuế đồng bộ, phù hợp bối cảnh và thực tiễn hội nhập mới, góp phần tạo môi trường đầu tư kinh doanh thuận lợi, công bằng, khuyến khích đầu tư, điều tiết thu nhập hợp lý, bảo đảm nền tài chính quốc gia an toàn, bền vững, góp phần tháo gỡ khó khăn cho doanh nghiệp và ổn định kinh tế vĩ mô...

Hiện đang có hai luồng dư luận xã hội nổi bật sau:

Một mặt, dư luận đồng tình và hoan nghênh định hướng và mục tiêu nêu trên được thể hiện cụ thể trong nội dung điều chỉnh giảm bớt số lượng nhóm hàng hóa dịch vụ không chịu thuế GTGT; giảm bớt nhóm hàng hóa, dịch vụ chịu thuế suất 5%; quy định về ngưỡng doanh thu để áp dụng hình thức kê khai thuế GTGT phù hợp với cơ chế kinh tế thị trường có sự quản lý của Nhà nước và thông lệ quốc tế; bổ sung quy định về giá tính thuế đối với một số trường hợp hợp tác, phân công giữa các nước trong chuỗi sản xuất toàn cầu, bảo đảm điều tiết công bằng giữa hàng hóa, dịch vụ sản xuất trong nước và hàng hóa, dịch vụ nhập khẩu; kết hợp giữa thuế suất theo tỷ lệ và thuế suất tuyệt đối đối với một số hàng hóa, dịch vụ chịu thuế. Đặc biệt, dư luận hoan nghênh việc điều chỉnh giảm thuế TNDN cho doanh nghiệp nhỏ (áp dụng thuế suất 17%) và doanh nghiệp siêu nhỏ (áp dụng thuế suất 15%) để tạo điều kiện cho doanh nghiệp tăng tích lũy, đầu tư, nâng cao năng lực cạnh tranh; tiếp tục ưu đãi thuế đầu tư vào các ngành sản xuất các sản phẩm có giá trị gia tăng lớn, các ngành công nghiệp hỗ trợ, sử dụng công nghệ cao, công nghệ sinh học, dịch vụ chất lượng cao, lĩnh vực xã hội hóa, vùng có điều kiện kinh tế - xã hội khó khăn và đặc biệt khó khăn; bổ sung quy định về các khoản chi phí được trừ và không được trừ khi xác định thu nhập chịu thuế; bổ sung các quy định để bao quát được các hoạt động kinh tế mới phát sinh trong kinh tế thị trường hội nhập và phù hợp với thông lệ quốc tế; mở rộng cơ sở thuế TNCN và xác định rõ thu nhập chịu thuế; sửa đổi, bổ sung phương pháp tính thuế đối với từng khoản thu nhập theo hướng đơn giản, phù hợp với thông lệ quốc tế; điều chỉnh số lượng thuế suất phù hợp với thu nhập chịu thuế và đối tượng nộp thuế; điều chỉnh mức thuế suất hợp lý nhằm động viên, khuyến khích cá nhân làm giàu hợp pháp và điều tiết tăng mức thuế VAT, thuế TTĐB để hạn chế tiêu dùng đối với đồ uống có đường và thuốc lá, ô tô phân khối lớn, phát thải ô nhiễm môi trường cao; tăng thuế TNDN đối với dịch vụ quản lý nhà hàng, khách sạn, casino...

Mặt khác, không ít người dân cũng băn khoăn về sự tương hợp giữa các định hướng và mục tiêu điều chỉnh thuế theo giải trình trên đây với những đề nghị điều chỉnh cụ thể, nổi bật là:

Cần cân nhắc đề nghị tăng thuế suất VAT phổ thông từ 10% lên mức mới 12% vì việc tăng này có thể làm giảm khả năng thanh toán và sức mua thị trường đang còn thấp, kéo theo giảm tiêu dùng và giảm sản xuất, giảm đóng góp NSNN từ các doanh nghiệp sản xuất các hàng hóa và dịch vụ chịu mức tăng thuế VAT.

Ngược lại, cần chú ý cân nhắc việc bỏ quy định tính thuế VAT 5% đối với “sản phẩm xuất khẩu là hàng hóa được chế biến từ tài nguyên, khoáng sản có tổng trị giá tài nguyên, khoáng sản cộng với chi phí năng lượng chiếm từ 51% giá thành sản phẩm trở lên”; vì việc bãi bỏ đó không chỉ mở rộng kẽ hở và động lực sử dụng lãng phí tài nguyên trong nước, mà còn làm tăng tình trạng “bao cấp ngược” của Việt Nam (ví dụ như trong ngành xi măng, thông qua giá điện thấp) cho người tiêu dùng nước ngoài và dung dưỡng các doanh nghiệp dùng công nghệ lạc hậu, tiêu tốn và làm căng thẳng cân đối năng lượng trong nước...

Để tăng đồng thuận xã hội, cần thận trọng và cân nhắc kỹ hơn tính hai mặt của các nội dung sẽ điều chỉnh, loại bỏ những sức ép vận động hành lang không lành mạnh, bảo đảm hài hòa mục tiêu và lợi ích trong điều chỉnh thuế lần này.

3. THU THUẾ KINH DOANH TRÊN MẠNG

Mới đây, sau khi nhận được đơn tố cáo một cá nhân kinh doanh mỹ phẩm trên mạng trốn thuế, Cục Thuế TP.Hồ Chí Minh đã chỉ đạo Chi cục Thuế quận Phú Nhuận thực hiện các hoạt động xác minh cần

thiết thông qua so sánh dữ liệu thu thập được từ ngân hàng, với số liệu mà cá nhân này kê khai với cơ quan thuế, phát hiện chênh lệch doanh thu theo kê khai và doanh thu thực tế (thể hiện qua số tiền được chuyển vào tài khoản cá nhân) lên đến hơn 400 tỷ đồng. Trước bằng chứng xác đáng, cá nhân này “tâm phục khẩu phục” và tự nguyện chịu xử phạt hành vi khai sai, truy thu thuế và tiền chậm nộp với tổng số tiền là 9,1 tỷ đồng, nên cơ quan thuế không chuyển hồ sơ sang cơ quan công an (do hành vi trốn thuế). Đây là trường hợp bị truy thu số tiền lớn nhất và mới nhất, khẳng định quyết tâm và cách làm khá hiệu quả của Cục Thuế Thành phố.

Được biết, từ tháng 6-2017, Cục Thuế Thành phố đã gửi giấy mời cho 13.767 trường hợp lên làm việc và đã lập được biên bản xác định số liệu với 3.776 tổ chức, cá nhân có hoạt động kinh doanh thương mại điện tử; đồng thời, Cục Thuế này cũng đã xử lý truy thu thuế giá trị gia tăng (VAT) và thuế thu nhập doanh nghiệp của một số doanh nghiệp có doanh thu bán hàng qua mạng với số thuế hơn hàng chục tỷ đồng.

Kinh doanh trên mạng là xu hướng mới, đúng hướng và ngày càng lan rộng trong thời gian tới trên phạm vi toàn quốc và cả xuyên quốc gia. Theo ước tính, chỉ trên địa bàn TP.Hồ Chí Minh đang có khoảng 80.000 website, trong đó một phần hai đang hoạt động ổn định và đa phần có hoạt động thương mại. Thu thuế các hoạt động kinh doanh nói chung và trên mạng nói riêng đã được quy định trong luật hiện hành, nhưng không dễ thực hiện, vì sự lúng túng trong nhận thức và năng lực của cơ quan thuế, cũng như ý thức và sự bất hợp tác, cũng sự đang dạng cách thức mà người kinh doanh trên mạng dùng để trốn thuế, nhất là việc đăng ký kinh doanh ở một nơi, nhưng thực hiện thanh toán theo tài khoản cá nhân, và hộ kinh doanh cá thể ở một nơi khác. Năm 2016, Cục Thuế TP HCM đã kiểm tra tại cơ quan thuế gần 150.800 hồ sơ kê khai thuế, số thuế kê khai bổ sung là 71 tỷ đồng; thanh tra, kiểm tra tại 20.233 doanh nghiệp với số thuế truy thu và phạt là 2.863 tỷ đồng, trong đó xử lý giao dịch liên kết (chuyển giá) thu được 116 tỷ đồng. ...

Thực tế đang và tiếp tục ghi nhận những nỗ lực mới và quyết tâm mới, mà TP.HCM là một điển hình, trong triển khai công tác thu thuế trước bối cảnh CN 4.0 và toàn cầu hóa. Tuy nhiên, thực tế cũng cho thấy công tác quản lý nhà nước chưa theo kịp sự phát triển của nền kinh tế.

Để chống thất thu thuế kinh doanh trên mạng, ngoài việc tiếp tục hoàn thiện cơ sở pháp lý với sự bổ sung các quy định cụ thể, đầy đủ và nghiêm khắc hơn, cần có sự tuyên truyền rộng rãi và sự đầu tư thích đáng vào công nghệ và con người, sự phối hợp giữa ngành thuế với các cơ quan khác, nhất là với ngân hàng và công an. Ngành Thuế cần phối hợp với Bộ Công Thương, các sở ngành, cơ quan cấp phép hoạt động cho trang web, hoạt động thương mại điện tử và với Ngân hàng Nhà nước, Bộ Thông tin & Truyền thông cùng các nhà mạng để tiếp tục giảm tỷ lệ tiền mặt trong tổng phương tiện thanh toán (xuống dưới mức 10% so với mức 11,45% vào tháng 8/2017), mở rộng thanh toán điện tử, ứng dụng các công nghệ mới, hiện đại trên thiết bị điện thoại di động, như việc áp dụng xác thực vân tay, nhận diện khuôn mặt, sinh trắc, sử dụng mã QR Code, Tokenization, thanh toán phi tiếp xúc, công nghệ mPOS; tăng cường quản lý, giám sát, đảm bảo an ninh, an toàn và sự tin cậy đối với các hệ thống thanh toán theo các nguyên tắc giám sát quốc tế, trong đó sớm có chính sách giảm thuế hoặc tương tự để khuyến khích các điểm giao dịch thực hiện thanh toán qua thẻ (lắp đặt máy POS), mở rộng diện doanh nghiệp, cơ sở kinh doanh phải sử dụng máy tính tiền có kết nối với thuế, không dùng tiền mặt trong thanh toán và sử dụng hóa đơn điện tử, công khai niêm yết giá bán hàng hóa; chống giảm giá ảo... để xác minh chính xác doanh thu thực tế phát sinh để quản lý thuế.

Đặc biệt, cần bổ sung chức năng điều tra thuế cho ngành thuế và linh hoạt hơn quy định yêu cầu không được thanh tra, kiểm tra doanh nghiệp quá một lần/năm (nhất là với trường hợp nghi phát sinh hành vi trốn thuế sau đợt kiểm tra, thanh tra theo quy định).

Ngoài ra, các cơ quan hữu quan cần phối hợp giám sát chặt chẽ, bịt chặt kẽ hở trốn thuế qua khuyến mãi vượt quy định và xuất hóa đơn đối với hàng khuyến mãi để hoàn thuế giá trị gia tăng trực lợi từ ngân sách; xem xét điều chỉnh mức thuế suất thuế thu nhập doanh nghiệp của Việt Nam không quá chênh lệch với thuế suất của các nước trong khu vực để hạn chế động lực trốn thuế qua chuyển giá; đẩy mạnh hoạt động thanh kiểm tra, đảm bảo tính phòng ngừa, răn đe và xử phạt nghiêm khắc. TP HCM là trung tâm kinh tế, nơi tập trung số lượng doanh nghiệp lớn nhất và hoạt động thương mại điện tử sôi động nhất cả nước.

Chúng ta chủ trương không tận thu với tất cả những người hoạt động trong lĩnh vực thương mại điện tử, nhất là với các hoạt động kinh doanh nhỏ, lẻ của đối tượng chính sách, sinh viên.

Nhưng việc thu thuế đối với loại hình kinh doanh buôn bán trên các trang mạng xã hội là nhiệm vụ phải làm và có thể kiểm soát được nếu quyết tâm thực hiện. Hoạt động chủ động nâng cao nhận thức, quyết tâm, trách nhiệm, năng lực và hiệu lực, hiệu quả cho ngành thuế của địa phương, kể cả cho thu thuế kinh doanh trên mạng là cấp thiết và cần được chia sẻ, mở rộng trên toàn quốc trong thời gian tới, góp phần chống thất thu thuế và cải thiện NSNN, lành mạnh hóa môi trường kinh doanh .../.

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PHÁT TRIỂN DU LỊCH BỀN VỮNG QUẦN THỂ DANH THẮNG TRÀNG AN TỈNH NINH BÌNH

Phạm Văn Nghĩa* - Đồng Thị Hà **

Tóm tắt: Ninh Bình được xác định là một trong 16 khu du lịch trọng điểm toàn quốc, là trung tâm du lịch của vùng duyên hải Bắc Bộ, đặc biệt vào tháng 01 năm 2015 Quần thể danh thắng Tràng An được UNESCO ghi danh là Di sản Văn hóa và Thiên nhiên thế giới. Tuy nhiên, trong thực tế phát triển du lịch ở đây những năm qua còn nhiều hạn chế, chưa tương xứng với thế mạnh, tiềm năng và tài nguyên du lịch. Với những tiềm năng vốn có của quần thể, tác giả xin đề xuất một số giải pháp nhằm góp phần phát triển bền vững Quần thể danh thắng Tràng An nói riêng và quảng bá du lịch ở tỉnh Ninh Bình nói chung góp phần giúp địa phương tăng nguồn thu ngân sách và nâng cao đời sống vật chất, tinh thần cho người dân địa phương.

Từ khóa: Ninh Bình, du lịch, phát triển bền vững, quần thể danh thắng, khai thác,

1.1. ĐẶT VẤN ĐỀ

Ngày nay cùng với xu hướng toàn cầu hoá, du lịch đã trở thành một ngành kinh tế phổ biến không chỉ ở các nước phát triển mà còn ở các nước đang phát triển, trong đó có Việt Nam. Du lịch đóng vai trò quan trọng trong đời sống kinh tế xã hội, góp phần thúc đẩy các ngành kinh tế khác phát triển, tăng thu ngoại tệ, cân bằng cán cân thanh toán, cải thiện kết cấu hạ tầng, tạo việc làm và nâng cao mức sống cho người dân. Nhận thức được tầm quan trọng của du lịch đối với sự phát triển kinh tế - xã hội, Đảng và Nhà nước ta đã nêu rõ quan điểm về phát triển du lịch là: Huy động mọi nguồn lực, khai thác tiềm năng cả nước và của từng địa phương, tăng đầu tư phát triển du lịch để đảm bảo du lịch là ngành kinh tế mũi nhọn.

Ninh Bình là một tỉnh nằm ở cực Nam của vùng Đồng bằng sông Hồng, cách trung tâm thủ đô Hà Nội hơn 90 km về phía Nam. Ninh Bình có tiềm năng du lịch, nhiều danh lam, thắng cảnh và di tích lịch sử văn hoá nổi tiếng như: vườn quốc gia Cúc Phương, khu bảo tồn đất ngập nước Vân Long, cố đô Hoa Lư, Chùa Bái Đính, Nhà thờ đá Phát Diệm, Tam cốc Bích Động... Ninh Bình được xác định là một trong 16 khu du lịch trọng điểm toàn quốc, là trung tâm du lịch của vùng duyên hải Bắc Bộ, đặc biệt vào tháng 01 năm 2015 Quần thể danh thắng Tràng An đã được UNESCO ghi danh là Di sản Văn hóa và Thiên nhiên thế giới.

Tuy nhiên, trong thực tế phát triển du lịch Ninh Bình những năm qua còn nhiều hạn chế, chưa tương xứng với tiềm năng, thế mạnh của tỉnh. Nhận rõ tình hình đó, Nghị quyết Đại hội Đảng bộ tỉnh lần thứ XX và XXII nhấn mạnh trong những năm tới phần đầu Ninh Bình trở thành một trong những trung tâm du lịch trọng điểm của cả nước. Hiện nay, phát triển du lịch bền vững là một xu thế của thời đại, là mục tiêu đặt ra cho phát triển và có ý nghĩa quan trọng không chỉ về mặt kinh tế mà còn có ý nghĩa đặc biệt đối với sự phát triển bền vững của xã hội, cộng đồng dưới quan điểm khai thác tài nguyên và môi trường trên phạm vi toàn cầu. Phát triển du lịch bền vững cũng chính là giải pháp duy nhất khắc phục được tình trạng ô nhiễm môi trường, hạn chế khả năng làm suy thoái tài nguyên, duy trì tính đa dạng sinh học.

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** Đại học Kinh tế quốc dân

1.2. PHƯƠNG PHÁP NGHIÊN CỨU

Bài viết sử dụng phương pháp luận của chủ nghĩa duy vật biện chứng, duy vật lịch sử; Sử dụng các phương pháp nghiên cứu chủ yếu trong kinh tế gồm phương pháp thống kê, phân tích, tổng hợp, chuyên gia, phân tích và xử lý số liệu...

Thu thập các dữ liệu liên quan đến đề tài từ các tài liệu thứ cấp như giáo trình, sách, các báo cáo về phát triển kinh tế-xã hội, phát triển du lịch của tỉnh Ninh Bình nói chung, của Quần thể danh thắng Tràng An nói riêng, v.v..

1.3 THỰC TRẠNG CÁC HOẠT ĐỘNG PHÁT TRIỂN DU LỊCH BỀN VỮNG QUẦN THỂ DANH THẮNG TRÀNG AN NINH BÌNH THEO CÁC TIÊU CHÍ BỀN VỮNG

Trong thời gian qua, công tác quản lý, khai thác tài nguyên du lịch tại Quần thể danh thắng Tràng An của tỉnh Ninh Bình đã và đang được đạt được nhiều kết quả tích cực; các cơ quan quản lý đã phối hợp với các doanh nghiệp thực hiện khá tốt việc khai thác, phát triển du lịch theo hướng bền vững, góp phần chuyển dịch cơ cấu kinh tế, thay đổi phương thức sản xuất và khai thác các nguồn tài nguyên du lịch tạo ra nhiều việc làm cho người dân địa phương. Tuy nhiên, cũng còn nhiều hạn chế nhất định cần tiếp tục nghiên cứu, đánh giá một cách khách quan để làm cơ sở giúp các nhà quản lý, các doanh nghiệp phát triển du lịch bền vững Quần thể danh thắng Tràng An của tỉnh Ninh Bình trong thời gian tới.

1.3.1 Phát triển du lịch gắn với phát triển kinh tế

- Tăng trưởng ổn định của thị trường khách du lịch

Trong thời gian qua lượng khách du lịch đến Ninh Bình tham quan ngày một tăng, bình quân năm sau cao hơn năm trước, theo thống kê của Cục Thống kê tỉnh Ninh Bình đến năm 2017, Ninh Bình đã đón hơn 7 triệu lượt khách du lịch trong và ngoài nước đến tham quan, trong đó du khách đến tham quan, trải nghiệm tại Quần thể danh thắng Tràng An, nơi được biết đến như “Hạ long cạn”, điểm đến hấp dẫn nhất của Ninh Bình chiếm số lượng chủ yếu.

Bảng 1. Thống kê khách du lịch đến Quần thể danh thắng Tràng An

ĐVT: Lượt người

| Chỉ tiêu | Năm | | | | | | Tốc độ tăng trưởng bình quân năm (%) |
|------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------------------------|
| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | |
| Khách trong nước | 3.036.424 | 3.877.219 | 3.799.160 | 5.392.645 | 5.725.868 | 6.197.205 | 16.41 |
| Khách quốc tế | 675.570 | 521.548 | 502.409 | 600.563 | 715.603 | 859.030 | 6.45 |
| Tổng số | 3.711.994 | 4.398.767 | 4.301.569 | 5.993.208 | 6.441.472 | 7.056.235 | 14.53 |

Nguồn: Ban quản lý Quần thể danh thắng Tràng An

Với sự kiện Quần thể danh thắng Tràng An được UNESCO vinh danh thực sự đã mở ra một cơ hội phát triển du lịch lớn chưa từng có đối với nơi đây. Mang đến một kỳ vọng thoát nghèo cho cư dân, từ đó phát triển kinh tế-xã hội cho địa phương.

Tuy nhiên, việc lưu trú, thời gian ở lại lưu trú của khách du lịch để tiêu tiền tại Quần thể danh thắng Tràng An còn ít; có nhiều du khách khi đến thăm quan một vài điểm du lịch nổi tiếng trong ngày rồi quay lại Hà Nội hoặc đi tiếp tới Hạ Long, Hải Phòng. Do vậy, dù lượng khách có đông lên nhiều lần theo từng năm nhưng phần thu giá trị gia tăng từ hoạt động du lịch tại Quần thể danh thắng Tràng An vẫn chưa tương xứng với giá trị và tiềm năng của hiện có.

Hiện nay, có thể nói du lịch cùng với công nghiệp đang là 2 ngành kinh tế mũi nhọn hàng đầu của Ninh Bình, mặc dù du khách đến với các khu, điểm du lịch trong phạm vi Quần thể danh thắng Tràng An đã thực

sự mẫn nhãn về cảnh quan thiên nhiên, giá trị về lịch sử, văn hóa, kiến trúc, tâm linh và cơ bản hài lòng về công tác quản lý du lịch của tỉnh. Tuy nhiên, tại các khu, điểm du lịch này vào mùa cao điểm vẫn còn xảy ra tình trạng lộn xộn, một số hoạt động dịch vụ chưa chuyên nghiệp, chưa đáp ứng nhu cầu của du khách. Việc ứng xử văn hóa, văn minh trong khu du lịch có lúc còn chưa làm hài lòng du khách. Nguyên nhân do ý thức của người dân còn hạn chế, việc đôn đốc, giám sát của các doanh nghiệp chủ quản chưa cao.

- Tăng trưởng về tổng thu từ hoạt động du lịch

Trong lĩnh vực du lịch, Ninh Bình là tỉnh phát triển muộn hơn so với các tỉnh, thành phố trong cả nước, bởi vì vốn là tỉnh thuần nông. Tuy nhiên, sự vào cuộc của các cấp ủy đảng, chính quyền và các đoàn thể trong tỉnh khá nhanh, tạo nên các chuyển biến, giúp xây dựng và phát triển ngành công nghiệp không khói.

Bảng 2. Thống kê doanh thu từ hoạt động du lịch

ĐVT: triệu đồng

| Chỉ tiêu | Năm | | | | | | Tốc độ tăng trưởng bình quân năm (%) |
|------------------|----------------|----------------|----------------|------------------|------------------|------------------|--------------------------------------|
| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | |
| Khách trong nước | 563,195 | 681,514 | 722,399 | 1,154,199 | 1,400,375 | 1,978,527 | 22,13 |
| Khách quốc tế | 215,762 | 215,931 | 220,380 | 266,774 | 364,590 | 549,757 | 29,88 |
| Tổng số | 778,957 | 897,446 | 942,779 | 1,420,973 | 1,764,965 | 2,528,283 | 27,69 |

Nguồn: Ban quản lý Quần thể danh thắng Tràng An

Năm 2012, số lượt khách đến Ninh Bình đạt 3,7 triệu lượt thì năm 2017 đạt hơn 7 triệu lượt. Qua đó ta có thể thấy được tốc độ tăng của doanh thu từ du lịch năm 2012 đạt hơn 778 tỷ đồng, năm 2017 đạt 2.528 tỷ đồng. Riêng đối với năm 2015, với sự kiện vào tháng 01 năm 2015 Quần thể danh thắng Tràng An đã được UNESCO ghi danh là Di sản Văn hóa và Thiên nhiên thế giới, lượng khách đến Ninh Bình đạt 5,9 triệu lượt khách, trong đó khách quốc tế đạt 600.000 lượt, khách nội địa đạt trên 5.392.000 lượt. Năm 2015 doanh thu từ hoạt động du lịch đạt 1.420 tỷ đồng. Như vậy có thể thấy tốc độ tăng trưởng bình quân tăng góp phát triển kinh tế tại địa phương thông qua các hoạt động du lịch

Trong những năm qua, việc đóng góp vào GDP cho tỉnh từ hoạt động du lịch của Quần thể danh thắng Tràng An tăng trưởng đều hàng năm, nếu như năm 2012 đóng góp cho GDP của tỉnh khoảng 2,9% thì đến năm 2017 đạt khoảng trên 18%, (trong đó Quần thể danh thắng Tràng An đóng góp khoảng gần 70% trong tổng số doanh thu từ du lịch trên toàn tỉnh).

- Sự phát triển bền vững về quy mô và tính chất của hệ thống cơ sở vật chất kỹ thuật

Hiện nay, việc Quần thể danh thắng Tràng An có tên trên bản đồ du lịch thế giới vừa là lợi thế, song đồng thời cũng mang lại thách thức cho du lịch Ninh Bình. Đó là sự đòi hỏi phát triển du lịch một cách chuyên nghiệp, bền vững, đòi hỏi hệ thống quản lý điểm đến tốt hơn, hoàn thiện dịch vụ, các khu đón tiếp tại các tuyến điểm du lịch. Bên cạnh những dịch vụ đã có, việc có thương hiệu và muốn thu hút khách du lịch quốc tế đòi hỏi địa phương phải bổ sung thêm nhiều dịch vụ, sản phẩm mới.

Thời gian qua, cơ sở hạ tầng du lịch trong phạm vi Quần thể danh thắng Tràng An luôn được quan tâm đầu tư. Nhiều dự án, công trình văn hóa phục vụ mục đích du lịch được triển khai. Hệ thống giao thông đường thủy và đường bộ kết nối các tuyến điểm du lịch được đảm bảo. Các bãi đỗ xe được mở rộng và nâng cấp, các phương tiện vận chuyển khách đáp ứng đủ về số lượng và chất lượng, tạo điều kiện thuận lợi cho việc đi lại của khách du lịch.

Với đặc thù du lịch khám phá hàng động nước nên loại hình kinh doanh dịch vụ chờ đò là một hình thức kinh doanh chủ yếu, nó vừa là một loại hình vận chuyển phục vụ tham quan vừa là một sản phẩm du lịch đặc thù và phổ biến, loại hình dịch vụ vận chuyển này cơ bản đáp ứng nhu cầu về số lượng để phục vụ du khách. Tuy nhiên chất lượng cần phải quan tâm nâng cấp cả về phương tiện và nhân lực tham gia vận

chuyển. Về phương tiện thì còn rất thô sơ, có nhiều đồ chưa đảm bảo về an toàn và vệ sinh cho du khách, các trang bị đảm bảo an toàn như phao cứu hộ còn mang tính hình thức. Ý thức về an toàn và văn minh du lịch của người chở đồ còn nhiều hạn chế.

Hệ thống các nhà hàng, khách sạn từng bước được quan tâm đầu tư và đang dần đi vào ổn định; các cơ sở vật chất, trang thiết bị các cơ sở lưu trú đang dần được cải tiến, nâng cấp và bổ sung các dịch vụ phụ trợ như: massage, phòng tắm xông hơi, nhà hàng ăn uống, sân tennis, bể bơi, phòng hội nghị, hội thảo...

Những món ăn đặc sản của địa phương đang ngày càng đáp ứng được thị hiếu của du khách. Dịch vụ vui chơi giải trí còn thừa thớt, còn thiếu nhiều các dịch vụ vui chơi bổ trợ có quy mô và chất lượng, vì vậy không kéo dài thêm được thời gian lưu trú của khách cũng như tăng chi tiêu của khách tại nơi đây.

Các cửa hàng lưu niệm tại khu vực này có xu hướng hình thành theo khu du lịch hoặc đặt ngay trong các khách sạn để tiện cho việc mời chào du khách cũng như đáp ứng thị hiếu của du khách. Các sản phẩm từ những làng nghề truyền thống chủ yếu là mặt hàng thủ ren, thủ công mỹ nghệ, thịt dê, cơm cháy và bên cạnh đó là các mặt hàng khác có xuất xứ từ Trung Quốc hoặc Thái Lan... Tuy nhiên, quy mô các điểm bán hàng chưa lớn, mặt hàng còn nghèo nàn về mẫu mã, chưa tạo được những sản phẩm mang dấu ấn của từng khu, từng điểm du lịch, hình thức chào mời và quảng bá còn hạn chế, chưa hình thành được các tụ điểm mua sắm để đưa vào các chương trình du lịch.

Quần thể danh thắng Tràng An được ghi danh là di sản thế giới là bước khởi đầu quan trọng, mở ra thời cơ, thuận lợi mới trong việc phát triển kinh tế du lịch, dịch vụ của tỉnh Ninh Bình nói riêng và cả khu vực đồng bằng Bắc Bộ cũng như cả nước nói chung. Trong tương lai, khu Di sản này không những có vai trò quan trọng trong việc kết nối các điểm đến của Ninh Bình và rộng hơn là khu vực đồng bằng sông Hồng mà còn tạo ra tiềm năng cơ hội để Ninh Bình trở thành điểm trung chuyển khách du lịch của cả vùng duyên hải Bắc Trung Bộ. Bên cạnh đó, cũng có nhiều nhân tố ảnh hưởng tới giá trị nổi bật của Di sản đã được nhận diện, trong đó, những mối đe dọa trực tiếp tới Di sản có thể kể tới như: tình trạng khai thác đá xung quanh khu vực vùng đệm, phát triển giao thông, đô thị và gia tăng dân số, rác thải sinh hoạt, côn trùng, vi sinh vật gây hại, ô nhiễm các dòng sông, suối, lũ lụt, hỏa hoạn, sự gia tăng khách du lịch. Những nhân tố này được nhận diện giúp các nhà quản lý di sản đưa ra các chính sách thích hợp để giảm thiểu và ngăn chặn tuyệt đối các mối đe dọa này.

Hiện nay, du lịch Tràng An nói riêng và Ninh Bình nói chung vẫn chủ yếu dựa vào nguồn tài nguyên đã có sẵn. Việc bố trí các tuyến điểm còn cũ mòn, chưa linh hoạt theo sự lựa chọn phù hợp với nhu cầu của khách. Bên cạnh đó, sự kết nối giữa các tuyến, điểm du lịch trong phạm vi Quần thể danh thắng Tràng An chưa thực sự thuận lợi cho các du khách tham quan du lịch; các hoạt động du lịch tự phát gây khó khăn trong công tác quản lý.

Cho tới thời điểm hiện tại, khá nhiều công trình mới đã được đưa vào hoạt động, phục vụ du khách tại khu danh thắng Tràng An. Điều này không chỉ tạo ra một môi trường dịch vụ chuyên nghiệp, hoàn hảo hơn mà còn đảm bảo việc bảo vệ cảnh quan, môi trường trong chính di sản. Sự chuyên nghiệp trong khai thác du lịch gắn liền với bảo tồn đang tạo ra một bộ mặt tích cực và bền vững cho quần thể di sản - danh thắng Tràng An, nơi vừa được UNESCO công nhận là di sản hỗn hợp thiên nhiên, văn hóa của thế giới và hơn thế còn tạo ra sự đồng thuận trong chính cộng đồng, những người trực tiếp hưởng lợi từ di sản.

- Sản sàng về nguồn nhân lực

Trong những năm qua, nguồn nhân lực du lịch có xu hướng tăng lên cả về số lượng và chất lượng; Ban Quản lý Quần thể danh thắng Tràng An, Sở Văn hóa, Thể thao, Sở Du lịch, cũng như các doanh nghiệp hoạt động du lịch tại nơi đây đã tích cực tổ chức, phối hợp, liên kết với các cơ sở đào tạo như Trường Đại học Hoa Lư, Trường Trung cấp tài chính, Kế toán Ninh Bình và các cơ sở đào tạo có uy tín trong nước về du lịch tổ chức các lớp đào tạo, bồi dưỡng nghiệp vụ hướng dẫn viên, thuyết minh viên, quản lý khách sạn,

nhà hàng, bồi dưỡng kiến thức du lịch cộng đồng... cho gần 500 lượt người mỗi năm; tổ chức các lớp bồi dưỡng nghiệp vụ, kiến thức về du lịch, lịch sử, văn hóa ứng xử cho trên 3000 lượt người dân chờ đò tham gia hướng dẫn khách du lịch tại các khu, điểm du lịch Tam Cốc – Bích Động, Quần thể hang động Tràng An... Do đó, đã góp phần đáng kể cải thiện được chất lượng đội ngũ nhân lực làm du lịch, từng bước nâng cao chất lượng dịch vụ của du lịch Ninh Bình nói chung và của Quần thể danh thắng Tràng An nói riêng.

Tuy nhiên, chất lượng nguồn nhân lực, nhất là các nhân viên điều hành tại các điểm du lịch chưa theo kịp yêu cầu. Công tác phối hợp, quản lý các hoạt động du lịch còn một số bất cập, chưa đồng bộ; trình độ của đội ngũ hướng dẫn viên nhìn chung còn yếu cả về chuyên môn và trình độ ngoại ngữ, nên chưa đáp ứng được nhu cầu phục vụ du khách, đặc biệt là các thị trường khách du lịch quốc tế, khách có khả năng chi trả cao.

1.3.2 Phát triển du lịch gắn với giải quyết các vấn đề xã hội

- Du lịch tạo việc làm và góp phần xóa đói giảm nghèo

Trước đây người dân ở quanh khu vực Quần thể danh thắng Tràng An từ cuộc sống khó khăn do đặc điểm vùng chiêm trũng, 1 năm chỉ có 1 vụ mùa không đủ ăn, những năm gần đây, khi du lịch phát triển người dân đã có cuộc sống dễ chịu hơn nhờ nghề chèo đò, làm du lịch.

Theo thống kê của Ban quản lý Danh thắng Tràng An, hiện tại, du lịch đang mang lại hàng nghìn công ăn việc làm, thu nhập cho người dân địa phương khu vực di sản, chỉ riêng khu danh thắng Tràng An đã có 3.000 lao động là người dân địa phương, tính cả Tràng An, Tam Cốc có 2.534 người chèo đò”. Chỉ riêng tại Tràng An hiện có trên 1.230 đò do Doanh nghiệp xây dựng Xuân Trường là chủ sở hữu và người dân địa phương trực tiếp quản lý, vận hành. Theo ước tính, trước đây, một người nông dân thu nhập trung bình 500.000 đồng/tháng từ làm nông nghiệp thì khi tham gia chèo đò, họ thu nhập khoảng 5.000.000 đồng/tháng, tăng gấp 10 lần.

Bảng 3. Thống kê doanh thu từ hoạt động kinh doanh nhà hàng, khách sạn, vé thăm quan và bán hàng lưu niệm.

ĐVT: triệu đồng

| Chỉ tiêu | Năm | | | | | | Tốc độ tăng trưởng bình quân năm (%) |
|-------------------|---------|---------|---------|---------|---------|---------|--------------------------------------|
| | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | |
| Lưu trú khách sạn | 139,987 | 146,159 | 158,143 | 337,612 | 311,651 | 495,467 | 35.48 |
| Nhà hàng ăn uống | 290,367 | 345,097 | 353,567 | 510,140 | 678,582 | 962,659 | 28.09 |
| Vé thăm quan | 87,324 | 127,506 | 153,502 | 278,639 | 179,601 | 217,918 | 26.74 |
| Bán hàng lưu niệm | 95,493 | 97,930 | 97,393 | 113,576 | 238,106 | 335,533 | 33.84 |

Nguồn: Ban quản lý Quần thể danh thắng Tràng An

Ở khu du lịch Tràng An tổ chức dân cư hoạt động du lịch tương đối tốt. Vì tại đây vẫn khá thuần chất chưa bị thương mại hóa. Những người bán hàng không có hiện tượng chèo kéo khách mua hàng như một số khu, điểm du lịch khác. Điều này đã để lại ấn tượng khá tốt trong lòng khách du lịch. Tuy nhiên vì chưa có chính sách ưu đãi nhiều cho cộng đồng địa phương và chưa có sự chia sẻ lợi ích từ du lịch cho người dân nên thu nhập từ du lịch của họ vẫn chưa cao. Ngoài việc phục vụ du lịch họ còn phải kiếm việc khác làm thêm để có thêm thu nhập đảm bảo cho cuộc sống nên họ vẫn chưa chuyên tâm vào làm du lịch.

- Mức độ hài lòng của cộng đồng địa phương đối với các hoạt động du lịch

Thời gian qua, Quần thể danh thắng Tràng An đã từng bước phát triển du lịch dựa vào cộng đồng tại các khu, điểm du lịch; cộng đồng dân cư nơi đây cũng là chủ thể tạo lập nhiều dịch vụ du lịch mang sắc

thái địa phương và phù hợp với điều kiện tự nhiên, văn hoá đồng thời giảm thiểu những tác động tiêu cực tới môi trường sinh thái- nhân văn trong hiện tại và tương lai. Đặc biệt là người dân ở các khu, điểm du lịch trọng điểm đã nhận thức được tiềm năng, thế mạnh và lợi ích của du lịch trong sự phát triển kinh tế của địa phương. Đại đa số người dân vui mừng khi Quần thể danh thắng Tràng An được UNESCO ghi danh là di sản văn hóa và thiên nhiên thế giới. Hiện nay, tại các tuyến điểm du lịch có trên 2.534 người chèo đò, họ đều là những người nông dân sống trong khu vực di sản, hoặc xung quanh đó, họ chính là những người nông dân, làm dịch vụ du lịch bán chuyên nghiệp, do nhận thức có hạn nên ứng xử của người dân với di sản và khách du lịch vẫn còn nhiều bất cập. Từ thái độ ứng xử đến cung cách phục vụ khách đều nghiệp dư chưa được đào tạo bài bản.

- Tác động đến xã hội từ hoạt động du lịch

Trong những năm qua, với chính sách phát triển du lịch của tỉnh, du lịch tại Quần thể danh thắng Tràng An nói riêng và du lịch của tỉnh Ninh Bình nói chung đã có bước phát triển mạnh mẽ. Du lịch dần trở thành ngành kinh tế quan trọng, góp phần chuyển dịch cơ cấu kinh tế, giải quyết việc làm cho người lao động, cải thiện đời sống nhân dân. Công tác quản lý môi trường, văn hóa, bảo đảm an ninh, an toàn tại các khu, điểm du lịch ngày càng được cải thiện, tạo ra diện mạo mới cho du lịch Ninh Bình. Lượng khách đến tham quan tại Quần thể danh thắng Tràng An ngày càng tăng, năm sau cao hơn năm trước.

1.3.3 Phát triển du lịch gắn với bảo vệ môi trường sinh thái

- Tỷ lệ các khu điểm du lịch được bảo vệ

Tràng An gồm 3 khu vực bảo tồn là: Di tích Quốc gia đặc biệt Cố đô Hoa Lư; Di tích Quốc gia đặc biệt Danh thắng Tràng An - Tam Cốc - Bích Động; khu rừng đặc dụng Hoa Lư – chùa Bái Đính. Tổng diện tích của Quần thể là 4.000 ha, chiếm toàn bộ khối đá vôi Tràng An và được bao quanh bởi vùng đệm rộng 8.000 ha, gồm nhiều di tích lịch sử và thắng cảnh có giá trị nổi bật toàn cầu.

Ngày 23/6/2015, tại thủ đô Doha (Qatar), Ủy ban Di sản Thế giới thuộc Tổ chức Giáo dục, Khoa học và Văn hóa của Liên hợp quốc (UNESCO) đã chính thức ghi danh Quần thể danh thắng Tràng An (Ninh Bình) vào danh mục Di sản Văn hóa và Thiên nhiên thế giới dựa trên 3 tiêu chí: văn hóa, vẻ đẹp thẩm mỹ và địa chất - địa mạo. Môi trường tự nhiên biến động đã tạo ra những cảnh đẹp lạ thường ở nơi đây, một sự pha trộn giữa những đỉnh núi muôn hình vạn trạng, được che phủ bởi thảm thực vật nguyên sinh phong phú. Những vách đá dựng đứng bao quanh thung lũng rộng, sâu, quanh năm yên tĩnh và ngập nước. Hệ sinh thái trên cạn là nơi lưu giữ khoảng 600 loài thực vật, 200 loài động vật, trong đó có nhiều loài được ghi trong Sách đỏ Việt Nam cần được bảo vệ. Hệ sinh thái dưới nước có khoảng 30 loài động vật nổi, 40 loài động vật đáy, đặc biệt là rùa cổ sọc là loài sinh vật lạ, quý hiếm. Trong quần thể danh thắng Tràng An còn có sự hiện diện hàng trăm ngôi đền, chùa, miếu, phủ... các công trình kiến trúc tôn giáo và tín ngưỡng hiện hữu trong các hang động, mái đá hay bên sườn núi, đều đồng điệu cùng với thiên nhiên và có kiến trúc mang tính kỹ thuật cao được xây dựng ở những thời điểm khác nhau. Có thể nói, Tràng An là khu vực có nhiều giá trị văn hóa và thiên nhiên đặc sắc đã và đang được bao thế hệ người dân Ninh Bình gìn giữ, bảo vệ và tôn tạo.

Tuy nhiên, các nhân tố ảnh hưởng tới giá trị nổi bật của khu di sản đã được nhận diện, trong đó những mối đe dọa trực tiếp tới di sản có thể kể tới như tình trạng khai thác tài nguyên xung quanh khu vực vùng đệm; phát triển giao thông, đô thị và gia tăng dân số; ô nhiễm các dòng sông, suối; lũ lụt; hỏa hoạn; sự gia tăng khách du lịch...

Hiện Quy chế Bảo vệ Di sản Quần thể danh thắng Tràng An đang được tỉnh Ninh Bình triển khai xây dựng. Ban Quản lý Quần thể danh thắng Tràng An đã phối hợp chặt chẽ với các sở, ban, ngành và chính quyền địa phương thực hiện các quy chế theo phân cấp quản lý nhằm đảm bảo an ninh trật tự, giữ gìn vệ sinh môi trường và cảnh quan sinh thái trong khu vực di sản. Bên cạnh đó, tăng cường bảo vệ di tích, khai

quạt khảo cổ, bảo vệ rừng, phát triển du lịch và theo dõi chặt chẽ đối với doanh nghiệp hoạt động trong khu vực di sản nhằm bảo vệ tuyệt đối an toàn vùng lõi di sản và vùng đệm xung quanh.

- Mức độ đóng góp của ngành du lịch cho công tác bảo tồn, tôn tạo và bảo vệ môi trường

Hiện nay Quần thể danh thắng Tràng An được UBND tỉnh Ninh Bình giao cho doanh nghiệp xây dựng Xuân Trường, Ban Quản lý di tích lịch sử văn hóa cố đô Hoa Lư trực tiếp đầu tư và khai thác, bước đầu cũng đã xây dựng được một số cơ sở vật chất nhất định, với những nguồn vốn đầu tư, vay từ Nhà nước và nguồn thu được từ bán vé tham quan các đơn vị này đã và đang tiếp tục tái đầu tư vào các khu, điểm du lịch tại đây.

Vì Quần thể danh thắng Tràng An là địa điểm du lịch mới nên hầu như ngoài tài nguyên vốn có thì Tràng An chưa có được những cơ sở vật chất, dịch vụ như những khu du lịch khác. Do đó để Quần thể danh thắng Tràng An phát triển trở thành một khu du lịch xứng tầm với tiềm năng, trở thành điểm nhấn của du lịch Ninh Bình thì tỉnh Ninh Bình cần đưa ra chiến lược kêu gọi vốn trong và ngoài nước, cũng như tích lũy một tỷ lệ nhất định trong doanh thu hàng năm từ du lịch để tiếp tục đầu tư xây dựng cơ sở vật chất – kỹ thuật và cơ sở hạ tầng cho các điểm, khu du lịch tại Quần thể danh thắng Tràng An.

- Số lượng (tỷ lệ) các khu, điểm du lịch được quy hoạch

Từ năm 1995 tỉnh Ninh Bình đã phối hợp với Viện Nghiên cứu Phát triển Du lịch thuộc Tổng cục Du lịch quy hoạch tổng thể phát triển du lịch Ninh Bình đến 2010 Quy hoạch điều chỉnh, bổ sung khu du lịch Tràng An. Theo quy hoạch điều chỉnh, bổ sung thì khu du lịch Tràng An được quy hoạch với 4 khu chức năng: khu bảo tồn đặc biệt Cố đô Hoa Lư, khu trung tâm, khu hang động và khu chùa Bái Đính.

Đến năm 2007, tỉnh Ninh Bình tiếp tục điều chỉnh bổ sung quy hoạch tổng thể phát triển du lịch Ninh Bình đến 2010 và định hướng đến 2015. Trong đó đã quy hoạch không gian du lịch Tràng An - Tam Cốc - Bích Động - Cố Đô Hoa Lư.

Tháng 5 năm 2012, Thủ tướng Chính phủ nước Cộng hòa xã hội chủ nghĩa Việt Nam đã ký Quyết định số 548/QĐ-TTg ngày 10/5/2012 chính thức công nhận 02 di tích quốc gia đặc biệt thuộc khu vực di sản đề cử, đó là: Di tích lịch sử và kiến trúc nghệ thuật Cố đô Hoa Lư (sau đây gọi là Cố đô Hoa Lư); Danh lam thắng cảnh Tràng An - Tam Cốc - Bích Động (sau đây gọi là Tràng An – Tam Cốc – Bích Động), được hợp nhất từ 02 danh lam thắng cảnh đã được xếp hạng cấp quốc gia trước đó là: Khu Quần thể hang động Tràng An và Khu danh thắng Tam Cốc - Bích Động.

Quần thể danh thắng Tràng An bao gồm các di tích lịch sử, danh lam thắng cảnh đã được nhận diện, xếp hạng ở cấp quốc gia là: Khu Quần thể hang động Tràng An, Khu di tích lịch sử - văn hóa Cố đô Hoa Lư, Khu danh thắng Tam Cốc - Bích Động và Khu rừng đặc dụng Hoa Lư tiếp giáp với Khu danh thắng Tam Cốc - Bích Động. Trong đó, Khu di tích lịch sử văn hóa Cố đô Hoa Lư (với tổng diện tích 314 ha) được Chính phủ xếp hạng là di tích cấp quốc gia ngay từ đợt xếp hạng di tích đầu tiên của Việt Nam vào năm 1962; Khu danh thắng Tam Cốc - Bích Động (với tổng diện tích 350,3 ha) được công nhận là di tích cấp quốc gia năm 1994; Khu Quần thể hang động Tràng An (với tổng diện tích 2.133 ha) được công nhận là di tích cấp quốc gia năm 2011.

Trong những năm qua, UBND tỉnh Ninh Bình, Ban Quản lý Tràng An, Sở Văn hóa, Thể thao và Du lịch và các sở, ban ngành, UBND các huyện, thành phố, các nhà đầu tư du lịch đã thực hiện nghiêm túc quy hoạch tổng thể phát triển du lịch trên địa bàn tỉnh nói chung và tại Quần thể danh thắng Tràng An nói riêng. Sở Văn hóa, Thể thao và Du lịch phối hợp với các sở, ban, ngành, chính quyền địa phương theo dõi chặt chẽ việc thực hiện quy hoạch, bảo vệ tài nguyên du lịch, đảm bảo an ninh trật tự, vệ sinh môi trường ở các khu điểm du lịch trên địa bàn tỉnh và Quần thể danh thắng Tràng An, qua đó đã thu hút được nhiều tổ chức, cá nhân đầu tư vào kinh doanh du lịch.

1.4 ĐÁNH GIÁ CHUNG

1.4.1 Những thành công chủ yếu

- Về kinh tế:

Thời gian qua, Ninh Bình sớm nhận thức được tiềm năng, thế mạnh của tỉnh và xu hướng phát triển của kinh tế du lịch, Ninh Bình đã đề ra chủ trương và các chính sách để phát triển du lịch thành ngành kinh tế mũi nhọn của tỉnh, trong đó Quần thể danh thắng Tràng An là điểm trung tâm kết nối các điểm trong tỉnh và khu vực. Đặc biệt, Quần thể danh thắng Tràng An đã được ghi danh là di sản văn hóa và thiên nhiên thế giới, đây là bước khởi đầu quan trọng mở ra thời cơ, thuận lợi mới trong việc phát triển kinh tế du lịch, dịch vụ của tỉnh Ninh Bình nói riêng, cả khu vực và cả nước nói chung.

Trong những năm qua, khách du lịch đến Quần thể danh thắng Tràng An đạt mức tăng trưởng khá nhanh (nếu như năm 2012, số lượt khách đến Ninh Bình đạt 3,7 triệu lượt thì năm 2017 đạt hơn 7 triệu lượt. Qua đó ta có thể thấy được tốc độ tăng của doanh thu từ du lịch năm 2012 đạt hơn 778 tỷ đồng, năm 2017 đạt 2.528 tỷ đồng) Việc đóng góp vào GDP cho tỉnh từ hoạt động du lịch của Quần thể danh thắng Tràng An tăng trưởng đều hàng năm.

Cơ sở hạ tầng du lịch được quan tâm đầu tư lớn, đặc biệt là các khu du lịch trọng điểm. Công tác đầu tư và thu hút đầu tư phát triển du lịch đã có bước phát triển vượt bậc. Nguồn nhân lực du lịch tăng lên cả về số lượng và chất lượng.

Cùng với sự chú ý đầu tư cơ sở vật chất cho Quần thể danh thắng Tràng An, xây dựng một số khu, điểm du lịch, tỉnh cũng đã quan tâm thu hút đầu tư xây dựng cơ sở lưu trú, đầu tư, phát triển kinh tế - xã hội của địa phương, nhất là về cơ sở hạ tầng, trong đó cơ sở hạ tầng giao thông đường bộ, đường thủy kết nối giữa các tuyến du lịch được đảm bảo, các bãi đỗ xe được mở rộng và nâng cấp, các phương tiện vận chuyển khách đáp ứng đủ về số lượng và chất lượng.

Số lượng các cơ sở lưu trú và dịch vụ ăn uống có sự tăng trưởng cả về số lượng và chất lượng. Nhiều nhà hàng, khách sạn được đầu tư nâng cấp và xây dựng mới đưa vào hoạt động đã đáp ứng được nhu cầu thưởng thức ẩm thực và lưu trú của đối tượng khách du lịch có khả năng thanh toán cao. Những món ăn đặc sản của địa phương đang ngày càng đáp ứng được thị hiếu của du khách.

Công tác xúc tiến, quảng bá du lịch đã được quan tâm và đạt được những kết quả nhất định. Lực lượng lao động du lịch tăng đều qua các năm, bước đầu đã đáp ứng được yêu cầu đặt ra cho phát triển du lịch tại Quần thể danh thắng Tràng An. Các điểm, khu du lịch trong Quần thể danh thắng Tràng An đã được quan tâm đầu tư tôn tạo đặc biệt là cơ sở hạ tầng phục vụ du lịch.

- Về xã hội

Hoạt động du lịch tại Quần thể danh thắng Tràng An thời gian qua đã mang lại hàng nghìn công ăn việc làm cho người dân địa phương, góp phần quan trọng chuyển dịch cơ cấu kinh tế, cải thiện đời sống nhân dân.

Công tác quản lý môi trường, văn hóa, đảm bảo an ninh, an toàn tại các khu điểm du lịch ngày càng được cải thiện.

- Về Môi trường sinh thái

Ninh Bình đã sớm quan tâm quy hoạch tổng thể và thực hiện nghiêm túc quy hoạch tổng thể phát triển du lịch Ninh Bình nói chung và một số quy hoạch chi tiết tại một số khu, điểm du lịch của Quần thể danh thắng Tràng An, thu hút được nhiều tổ chức, cá nhân đầu tư vào kinh doanh du lịch.

Môi trường, hệ sinh thái, cảnh quan thiên nhiên, các công trình kiến trúc tôn giáo và tín ngưỡng trong Quần thể danh thắng Tràng An được các đơn vị quản lý bảo vệ tương đối tốt; bước đầu đã quan tâm đầu tư, tôn tạo và xây dựng mới một số hạ mục quan trọng. Tuy nhiên một số doanh nghiệp, người dân và khách du lịch chưa có ý thức trong bảo vệ môi trường. Vẫn còn tình trạng gây ô nhiễm môi trường, ô nhiễm nguồn nước.

1.4.2 Những hạn chế và nguyên nhân.

*** Những hạn chế**

Bên cạnh những kết quả quan trọng nêu trên, xét trên quan điểm phát triển bền vững, du lịch Quần thể danh thắng Tràng An còn nhiều vấn đề cần sớm khắc phục như:

- Về Kinh tế

Hình ảnh du lịch Ninh Bình nói chung và Quần thể danh thắng Tràng An trên thị trường du lịch quốc tế còn khá mờ nhạt. Công tác xúc tiến du lịch, tuyên truyền quảng bá tuy có nhiều cố gắng nhưng còn chưa vươn tới được các thị trường quốc tế trọng điểm. Hiệu quả kinh doanh du lịch của Quần thể danh thắng Tràng An chưa cao.

Cơ sở vui chơi giải trí còn nghèo nàn đơn điệu về số lượng và chất lượng. Chưa có các điểm, trung tâm mua sắm ban đêm và phố đi bộ; hàng lưu niệm còn đơn điệu chưa đáp ứng được nhu cầu mua sắm của du khách, chưa phát huy được các sản phẩm, đặc sản địa phương vào làm du lịch. Quy mô các điểm bán hàng chưa lớn, mặt hàng còn nghèo nàn về mẫu mã, chưa tạo được những sản phẩm mang dấu ấn của từng khu, điểm du lịch. Đầu tư xây dựng cơ sở hạ tầng tuy nhiều nhưng lại đang rất thiếu các sản phẩm du lịch mới, đặc trưng, có sức hấp dẫn khách du lịch.

Số lượng các đơn vị kinh doanh du lịch có tăng lên nhưng năng lực kinh doanh và chất lượng phục vụ chưa có chuyên biến đáng kể. Các doanh nghiệp hoạt động trong lĩnh vực du lịch và lữ hành có quy mô nhỏ, thiếu vốn để đầu tư mở rộng, trình độ tổ chức quản lý và tính năng động còn hạn chế, thiếu chuyên nghiệp.

Tại một số điểm du lịch vẫn còn hiện tượng chèo kéo du khách chụp ảnh, bán hàng rong; công tác vệ sinh, thu gom rác thải đôi khi vẫn chưa kịp thời. Việc ứng xử văn hóa, văn minh trong khu du lịch có lúc còn chưa làm hài lòng du khách.

Phương tiện vận chuyển còn thô sơ, có nhiều đồ chưa đảm bảo về an toàn và vệ sinh cho khách, các trang bị đảm bảo an toàn như phao cứu hộ còn mang tính hình thức. Ý thức về an toàn và văn minh du lịch của người chở đò còn nhiều hạn chế.

- Về xã hội

Nhận thức của doanh nghiệp cũng như người dân về phát triển du lịch, phát triển du lịch bền vững còn hạn chế.

Chính quyền và các doanh nghiệp cũng chưa thật sự chú trọng đến việc chia sẻ lợi ích với cộng đồng địa phương cũng như khuyến khích sự tham gia của cộng đồng địa phương vào các hoạt động phát triển du lịch.

Công tác quản lý các hoạt động dịch vụ du lịch và các tệ nạn xã hội có nơi, có thời điểm còn chưa tốt, ảnh hưởng tiêu cực tới môi trường, văn hóa, khả năng thu hút khách du lịch tại Quần thể danh thắng Tràng An.

- Về môi trường sinh thái

Quần thể danh thắng Tràng An chưa được quy hoạch tổng thể để phục vụ nhiệm vụ định hướng phát triển bền vững.

Việc đánh giá tác động môi trường của các dự án, xác định và xây dựng kế hoạch bảo vệ các khu vực nhạy cảm về môi trường còn nhiều điểm rất sơ sài. Một số doanh nghiệp và người dân chưa có ý thức trong bảo vệ môi trường. Vẫn còn tình trạng gây ô nhiễm môi trường, ô nhiễm nguồn nước trong quá trình triển khai thực hiện các dự án trong khu vực Quần thể.

1.5 Một số giải pháp phát triển du lịch bền vững Quần thể danh thắng Tràng An

Để du lịch Quần thể danh thắng Tràng An phát triển bền vững theo hướng hiện đại, chất lượng và hiệu quả, bên cạnh việc tích cực bảo tồn, quan tâm giải quyết các yếu tố, sức ép ảnh hưởng tới di sản, chúng ta cần thực hiện tốt một số nhóm giải pháp như sau:

Thứ nhất, nhóm giải pháp đảm bảo sự hài hòa giữa phát triển du lịch với phát triển kinh tế

Trước hết, cần tập trung xây dựng, nâng cao thương hiệu du lịch Quần thể danh thắng Tràng An và hình ảnh du lịch Ninh Bình trên thị trường bằng chính chất lượng sản phẩm, thái độ phục vụ, sự thân thiện, hiểu khách của người dân địa phương. Đồng thời, tăng cường, phát triển các sản phẩm du lịch theo hướng củng cố, nâng cao chất lượng các sản phẩm; phát triển các sản phẩm du lịch tiềm năng; Nâng cao sức hấp dẫn của sản phẩm du lịch bằng cách loại bỏ ngay những tour thụ động theo một lộ trình, hoạt động ấn định với các điểm di tích, danh thắng có sẵn kết hợp với các cơ sở lưu trú và nhà hàng thành một chương trình du lịch mà cần phải điều chỉnh, làm mới lại các sản phẩm du lịch truyền thống đã trở nên quá quen thuộc với khách du lịch bằng các tour chủ động cho khách tham gia vào các hoạt động đặc trưng của khu, điểm du lịch khác trên địa bàn tỉnh.

- Khai thác triệt để các lợi thế về địa hình, các đặc sản địa phương như quan tâm đầu tư nâng cao chất lượng, xây dựng và quảng bá thương hiệu những đặc sản của Ninh Bình hay các mặt hàng thủ công truyền thống của địa phương; tổ chức thành lập các khu trung tâm, điểm tập trung hoặc các chợ mua bán các sản phẩm thủ công mỹ nghệ của địa phương với các sản phẩm của các địa phương lân cận trong lộ trình tour du lịch khép kín; đồng thời tổ chức các chương trình du lịch trải nghiệm như loại hình du lịch xe trâu, chèo thuyền, làm đồng... tổ chức các hoạt động, điểm vui chơi, giải trí hấp dẫn, có quy mô, giá cả phù hợp, phù hợp thời gian rỗi của du khách, vừa tăng sức hấp dẫn của sản phẩm du lịch, vừa tăng chi tiêu của khách, tránh tình trạng “khách du lịch phải đi ngủ sớm”... Việc làm mới này phải được tiến hành thường xuyên, liên tục thì mới tạo nên sức hấp dẫn mới cho các sản phẩm cũ và kéo dài vòng đời của chúng.

- Đầu tư hệ thống nhà hàng đạt chuẩn phục vụ khách du lịch. Khuyến khích và hỗ trợ các nhà hàng sáng tạo các món ẩm thực từ thịt dê mang hương vị riêng có của Ninh Bình. Có giải pháp khôi phục và khuyến khích phát triển các món ăn truyền thống của Ninh Bình. Ngoài ra, về lâu dài cũng cần có chính sách khuyến khích thu hút đầu tư phát triển các nhà hàng phục vụ ẩm thực Thái Lan, Trung Quốc, Hàn Quốc và Nhật Bản... để đáp ứng nhu cầu ăn uống của các thực khách quốc tế. Bảo tồn và phát triển nghệ thuật hát Xẩm, hát Chèo đưa các loại hình nghệ thuật này vào biểu diễn tại các điểm du lịch. Tiếp tục đầu tư xây mới, nâng cấp các tuyến đường nội bộ trong các khu, điểm du lịch với hệ thống biển báo, chỉ dẫn cả nội dung, số lượng và hình thức đẹp, ấn tượng. Ngoài ra, tiếp tục nghiên cứu xây dựng các tuyến giao thông kết nối các khu, điểm du lịch tạo ra các chương trình du lịch liên hoàn, khép kín để tránh lặp lại một cách nhàm chán. Trong đó quan tâm có kế hoạch ưu tiên đầu tư phát triển du lịch vùng đệm Quần thể danh thắng Tràng An như Vân Long, Thung Nham, Hồ Đồng Chương, Rừng Quốc gia Cúc phương, đặc biệt là vùng ven biển Kim Sơn, lầy Cồn Nổi làm điểm nhấn chính để phát triển loại hình du lịch thăm quan, nghỉ dưỡng biển.

- Đầu tư xây mới các trung tâm đón tiếp, giới thiệu quảng bá du lịch, đặc biệt là hệ thống nhà vệ sinh đạt chuẩn tại tất cả các khu, điểm du lịch trong Quần thể danh thắng Tràng An, coi đó như là nhiệm vụ trước mắt, cần làm ngay.

- Phát triển hệ thống cơ sở vật chất kỹ thuật phục vụ du lịch đảm bảo chất lượng, hiện đại, tiện nghi, đồng bộ đáp ứng nhu cầu của khách du lịch, bao gồm hệ thống khu, điểm du lịch, cơ sở lưu trú du lịch, nhà hàng, cơ sở dịch vụ thông tin, tư vấn du lịch, cơ sở dịch vụ đặt giữ chỗ, đại lý, hướng dẫn, phương tiện và cơ sở dịch vụ phục vụ vận chuyển khách du lịch; cơ sở dịch vụ phục vụ tham quan, nghỉ dưỡng, vui chơi giải trí, thể thao, hội nghị và các mục đích khác.

- Khuyến khích các doanh nghiệp kinh doanh du lịch trong tỉnh đặc biệt là các khách sạn, nhà hàng và các khu nghỉ dưỡng tạo dựng thương hiệu doanh nghiệp riêng.

- Đổi mới phương thức và phong cách phục vụ, nâng cao trình độ công nghệ phục vụ. Liên tục đào tạo nghiệp vụ kỹ năng theo chuẩn nghề du lịch, nâng cao khả năng ngoại ngữ cho lao động trong các cơ sở lưu trú, nhà hàng du lịch. Áp dụng tiến bộ khoa học kỹ thuật, hiện đại hóa, tin học hóa vào kinh doanh và phục vụ du lịch, đẩy mạnh việc tham gia vào hệ thống đặt buồng và thanh toán quốc tế của các cơ sở lưu trú.

- Quy hoạch xây dựng các trung tâm thương mại, siêu thị, các điểm mua sắm, chợ đêm, phố đi bộ. Thu hút, khuyến khích đầu tư xây dựng hệ thống nhà hàng đạt chuẩn, khu ẩm thực cao cấp, các siêu thị, các trung tâm hội nghị, triển lãm, trung tâm biểu diễn nghệ thuật truyền thống như múa rối nước, hát Xẩm, hát Chèo... Đầu tư nâng cấp hệ thống các bảo tàng đủ điều kiện, tiện nghi để có thể tham gia phục vụ khách du lịch. Đặc biệt là bảo tàng tỉnh và bảo tàng tại khu di tích lịch sử cố đô Hoa Lư cần đa dạng hóa và nâng cao chất lượng bảo tàng với tư cách như là một “điểm du lịch” trong hành trình du lịch tìm hiểu văn hóa, lịch sử của Ninh Bình.

- Thu hút mạnh đầu tư nước ngoài vào các lĩnh vực khách sạn, tổ hợp khách sạn, nhà hàng, khu vui chơi giải trí, khuyến khích các thương hiệu khách sạn nổi tiếng đến đầu tư và tham gia quản lý khách sạn. Đồng thời, tăng cường quản lý chặt chẽ các nhà hàng du lịch, quản lý tốt về an toàn vệ sinh thực phẩm, đảm bảo trình độ nghiệp vụ phục vụ.

- Chuẩn hóa phương tiện vận chuyển phục vụ du lịch, đảm bảo chất lượng, có sự quản lý theo hệ thống. Đặc biệt, là dịch vụ vận chuyển bằng đò, là một trong những loại hình vận chuyển chủ yếu và đặc trưng tại các điểm du lịch ở Quần thể danh thắng Tràng An. Do đó, cần có sự nghiên cứu và thiết kế các mẫu thuyền đẹp, an toàn, phù hợp với từng địa danh, tránh sự trùng lặp như hiện nay.

- Xây dựng thương hiệu điểm đến; đổi mới các nội dung thông tin quảng bá về điểm đến, nghiên cứu xây dựng các ấn phẩm, tài liệu thông tin phù hợp với nhu cầu tìm kiếm thông tin của từng thị trường hay đối tượng xúc tiến. Tránh việc sử dụng chung các ấn phẩm, tài liệu quảng bá này cho tất cả các thị trường như hiện nay. Trước khi xây dựng, thiết kế ấn phẩm cần nghiên cứu các yếu tố tâm lý, điều kiện, đặc điểm thị trường đưa ra những hình ảnh, thông điệp quảng cáo phù hợp. Sử dụng các ấn phẩm và tài liệu đa dạng cùng với cách thức cung cấp, phân phối ấn phẩm theo nhiều cấp độ và địa điểm khác nhau. Tăng cường quảng cáo hình ảnh du lịch Quần thể danh thắng Tràng An, các sản phẩm và tour du lịch mới lồng ghép với du lịch Ninh Bình trên các phương tiện quảng cáo của Trung ương và các kênh truyền hình có uy tín trên thế giới. Trong đó cần tận dụng kết hợp các hình thức quảng cáo đa phương tiện, như truyền hình, phim ảnh và tiếp thị trên mạng internet. Đẩy mạnh tuyên truyền nâng cao nhận thức của cộng đồng địa phương về quảng bá du lịch Quần thể danh thắng Tràng An bằng chính chất lượng dịch vụ và sự hiếu khách của người dân, nhất là sự tận tình, có kỹ năng chuyên nghiệp và biết ngoại ngữ của những người dân vừa lái đò vừa tham gia trực tiếp làm du lịch. Vì việc xúc tiến quảng bá du lịch tốt phải từ nhận thức của người dân.

Thứ hai, nhóm giải pháp đảm bảo sự hài hòa giữa phát triển du lịch với giải quyết các vấn đề xã hội

- Tập trung xây dựng lực lượng lao động ngành du lịch đáp ứng yêu cầu về chất lượng, hợp lý về cơ cấu ngành nghề và trình độ đào tạo để đảm bảo tính chuyên nghiệp đủ sức cạnh tranh và hội nhập khu vực, góp phần nâng cao chất lượng dịch vụ du lịch, đáp ứng yêu cầu xã hội.

Cần rà soát lại các cơ sở đào tạo về du lịch trên địa bàn tỉnh. Tập trung đầu tư nâng cấp cơ sở vật chất kỹ thuật, thiết bị giảng dạy đồng bộ, chuẩn hóa đội ngũ giáo viên, giảng viên tại các cơ sở đào tạo nhằm đảm bảo yêu cầu cho phát triển nguồn nhân lực du lịch của tỉnh. Nâng cao năng lực các cơ sở đào tạo về du lịch nhằm đảm bảo yêu cầu chung về nội dung đào tạo, trình độ đào tạo.

Chuẩn hóa và nâng cao chất lượng nguồn nhân lực du lịch, thông qua việc cần tiến hành điều tra, thống kê, phân tích lao động trong Quần thể danh thắng Tràng An nói riêng và ngành du lịch Ninh Bình nói chung để xác định nhu cầu đào tạo. Căn cứ vào tiêu chuẩn, định mức lao động cần thiết để đáp ứng nhu cầu tại Quần thể danh thắng Tràng An và của ngành du lịch Ninh Bình xây dựng kế hoạch và lộ trình đào tạo nguồn nhân lực cho ngành du lịch theo từng giai đoạn 2015 -2020 và 2020 - 2030.

Trước hết tỉnh cần có chính sách hỗ trợ kinh phí đào tạo cho các lĩnh vực còn đặc biệt yếu kém như ngoại ngữ, lễ tân, buồng, bàn, bar, kỹ thuật chế biến món ăn, thuyết minh viên, hướng dẫn viên, chụp ảnh, vận chuyển khách. Đẩy mạnh xã hội hóa công tác đào tạo, bồi dưỡng nguồn nhân lực du lịch, khuyến khích các doanh nghiệp kinh doanh du lịch mở các lớp đào tạo cho cán bộ nhân viên.

- Đẩy mạnh tuyên truyền và giáo dục ý thức cộng đồng cho nhân dân, đặc biệt là cư dân trực tiếp tham gia các hoạt động liên quan đến du lịch trong các khu du lịch trọng điểm tại Quần thể danh thắng Tràng An và các vùng đệm của quần thể về văn hóa giao tiếp, văn minh du lịch, có thái độ ân cần niềm nở, tạo ấn tượng tốt đẹp đối với du khách, gìn giữ môi trường du lịch. Cần giúp người dân hiểu rằng, phát triển du lịch là làm lợi cho nhiều ngành dịch vụ có liên quan, cho khu du lịch và cho từng người dân trong khu vực.

Đồng thời, Đảm bảo sự tham gia của cộng đồng vào quá trình xây dựng quy hoạch phát triển du lịch. Chia sẻ lợi ích từ nguồn thu du lịch để hỗ trợ phát triển cộng đồng. Đảm bảo sự tham gia giám sát của cộng đồng trong quá trình thực hiện quy hoạch phát triển du lịch.

Bên cạnh đó, cần nâng cao hiệu quả, vai trò quản lý của các cơ quan nhà nước trong phát triển du lịch; tiếp tục xây dựng các quy định và có các chế tài đủ mạnh để răn đe, xử lý những hành vi vi phạm văn hóa du lịch, các tai tệ nạn xã hội trong khu du lịch để đảm bảo môi trường du lịch phát triển bền vững.

Thứ ba, nhóm giải pháp đảm bảo sự hài hòa giữa phát triển du lịch với bảo vệ môi trường sinh thái

- Cần khẩn trương đẩy nhanh xây dựng quy hoạch tổng thể du lịch và thực hiện nghiêm túc quy hoạch tổng thể du lịch Quần thể danh thắng Tràng An.

- Bảo tồn và phát triển tài nguyên du lịch, tổ chức kiểm kê đa dạng sinh học. Thiết lập mạng lưới quản lý thông tin, xây dựng ngân hàng dữ liệu về đa dạng sinh học một cách khoa học. Tổ chức đào tạo, tập huấn đa dạng sinh học. Xây dựng hệ thống văn bản pháp quy có các chế tài nghiêm minh để xử lý các đơn vị kinh doanh du lịch, lữ hành có hành vi vi phạm tại các khu bảo tồn. Khuyến khích, hỗ trợ, đồng thời kêu gọi các cá nhân, tổ chức, chuyên gia trong nước và quốc tế tham gia nghiên cứu khoa học cơ bản.

Khuyến khích các dự án đầu tư phát triển du lịch có những cam kết cụ thể về bảo vệ, bảo tồn, tôn tạo và phát triển tài nguyên du lịch. Phát triển các chính sách tiêu thụ xanh có ý nghĩa với môi trường, quản lý tốt nguồn năng lượng, tiết kiệm nước và quản lý chất thải. Xây dựng một chương trình về nâng cao ý thức của cộng đồng địa phương trong việc gìn giữ, tôn tạo các nguồn tài nguyên du lịch tự nhiên và nhân văn

- Đẩy mạnh tuyên truyền, giáo dục, vận động, kết hợp áp dụng các biện pháp hành chính, kinh tế và các biện pháp khác để xây dựng ý thức tự giác, kỷ cương trong hoạt động bảo vệ môi trường. Nâng cao nhận thức về việc bảo vệ tài nguyên, môi trường du lịch cho khách du lịch và cộng đồng dân cư thông qua các phương tiện thông tin đại chúng, banner, áp phích. Tổ chức các lớp tập huấn về du lịch sinh thái, hình thành đội ngũ hướng dẫn viên du lịch sinh thái thông thạo địa hình, có kiến thức về sự đa dạng của các loại động thực vật trong khu vực bảo tồn, hiểu biết về các phương pháp, các nguyên tắc bảo vệ môi trường, tài nguyên. Phối hợp, lồng ghép đào tạo và giáo dục về bảo vệ tài nguyên, môi trường du lịch trong chương trình giảng dạy của hệ thống đào tạo các cấp về du lịch. Trang bị kiến thức về bảo vệ môi trường, các biện pháp ứng cứu trong trường hợp xảy ra sự cố môi trường.

Cần có chế tài xử lý đối với các công trình xây dựng tại các khu, điểm du lịch; Yêu cầu các doanh nghiệp xây dựng các báo cáo đánh giá tác động môi trường; Áp dụng tiêu chuẩn xanh để đánh giá việc bảo vệ môi trường sinh thái đối với các khách sạn, đơn vị du lịch; Xây dựng nội quy bảo vệ môi trường phù hợp đặc thù của khu bảo tồn, điểm du lịch; Xây dựng các nguyên tắc tham quan, bảo vệ tài nguyên phù hợp với từng điểm du lịch sinh thái; Tăng cường hợp tác trong và ngoài nước về nghiên cứu khoa học và chuyển giao công nghệ nhằm bảo vệ môi trường du lịch.

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MỘT SỐ GIẢI PHÁP CHỦ YẾU PHÁT TRIỂN BỀN VỮNG THỊ TRƯỜNG LAO ĐỘNG Ở KHU VỰC NÔNG THÔN VIỆT NAM

Lê Thị Hồng Nhung* - Nguyễn Quốc Việt**

TÓM TẮT: Trong giai đoạn hiện nay, người lao động với tư cách là nguồn lực quan trọng nhất của sự phát triển kinh tế - xã hội đã được tạo điều kiện hơn để phát huy năng lực của mình và chủ động tìm kiếm việc làm. Thực hiện chủ trương đường lối của Đảng, chính sách pháp luật của Nhà nước, cả xã hội đã và đang nỗ lực tạo nhiều việc làm cho người lao động. Tuy vậy, tốc độ gia tăng nguồn nhân lực quá cao và do những bất cập về thể chế, chính sách, vẫn còn một bộ phận đáng kể người lao động thiếu hoặc không có việc làm - nhất là lực lượng lao động ở khu vực nông thôn. Tỷ lệ sử dụng lao động ở nông thôn mới đạt trên 70%. Tình trạng dư thừa lao động, thiếu việc làm ở nông thôn đang là một trong những lực cản chính đối với công cuộc xóa đói, giảm nghèo, phát triển giáo dục, nâng cao dân trí, và là nguyên nhân sâu xa làm phát sinh các vấn đề tiêu cực và tệ nạn xã hội. Trong khi đó, địa bàn nông thôn là nơi cư trú, sinh sống, làm ăn của một bộ phận lớn lao động và dân cư cả nước. Nông thôn Việt Nam hiện nay chiếm tới hơn 69,83% dân số và 72% lực lượng lao động của cả nước. Do đó, việc nghiên cứu thực trạng thị trường lao động và tìm ra các giải pháp để giải quyết vấn đề việc làm ở khu vực nông thôn Việt Nam là một vấn đề có ý nghĩa đặc biệt quan trọng...

Từ khóa: Thị trường lao động nông thôn, lực lượng lao động nông thôn, khu vực nông thôn, nông nghiệp nông thôn.

ABSTRACT: In the present period, workers as the most important resource of socio-economic development have been given more favorable conditions to promote their capabilities and actively seek employment. Implementing the guidelines of the Party, the law of the State, the whole society has been trying to create more jobs for workers. However, the rate of increase of human resources is too high and due to the inadequacies of institutions and policies, there is still a significant part of the laborers lacking or unemployed - especially the labor force in the area countryside. The rate of employment in rural areas is just over 70%. Excess of labor, lack of jobs in rural areas is one of the main obstacles to poverty alleviation, education development, people's intellectual development, and causes Negative issues and social evils. Meanwhile, the rural area is the residence, living and working of a large part of the labor force and population in the whole country. Rural Vietnam now accounts for over 69.83% of the population and 72% of the country's labor force. Therefore, studying the current situation of the labor market and finding solutions to solve the problem of employment in rural areas of Vietnam is a particularly important issue.

Keywords: Rural labor market, rural labor force, rural areas, rural agriculture.

1. THỰC TRẠNG VẤN ĐỀ LAO ĐỘNG VIỆC LÀM Ở KHU VỰC NÔNG THÔN

1.1. Cung về lao động

1.1.1. Về số lượng dân số và nguồn lao động

Tính đến nay, dân số nông thôn Việt Nam có 63.703.300 người chiếm 72,34% dân số cả nước. Dân số tăng nhanh dẫn đến tổng lực lượng lao động của cả nước tăng cao. Theo số liệu điều tra thực trạng lao động

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** Đại học Công đoàn

và việc làm của Bộ Lao động thương binh và xã hội, tính đến năm 2016 lực lượng lao động cả nước là 55,8 triệu người, chiếm 63,4% tổng dân số. Điều này gây ra rất nhiều khó khăn cho vấn đề giải quyết việc làm cho người lao động. Lao động ở nông thôn Việt Nam vẫn còn chiếm tuyệt đại đa số về mặt số lượng trong nguồn lực lao động do tốc độ gia tăng dân số tự nhiên ở nông thôn cao hơn so với khu vực ở thành thị. Trong quá trình đô thị hóa và công nghiệp hóa đất nước, xu hướng chung có tính quy luật là tỷ trọng dân số nông nghiệp nông thôn giảm dần... Dự tính đến năm 2020, tỷ trọng lao động đang làm việc trong nông nghiệp ở nông thôn có thể còn trên dưới 56%, trong khi mục tiêu đặt ra cho quá trình phấn đấu trở thành một nước công nghiệp là 50% lực lượng lao động trong nông nghiệp.

Do mức tăng dân số trong thời gian trước cao nên trong những năm gần đây, số người trong độ tuổi lao động ngày càng trẻ hóa. Theo số liệu điều tra thực trạng lao động việc làm của Bộ Lao động thương binh và xã hội năm 2016, trong tổng số 65,7 triệu người từ 15 tuổi trở lên có hơn ba phần tư (77,4%) tham gia lực lượng lao động. Tỷ lệ tham gia lực lượng lao động chênh lệch đáng kể giữa nam và nữ (82% so với 73%) và không đồng đều giữa các vùng.

Tỷ lệ tham gia lực lượng lao động năm 2016 của dân số khu vực nông thôn cao hơn khu vực thành thị tới 11,5 điểm phần trăm (81,0% so với 69,5%). Cả nam giới và nữ giới đều có sự chênh lệch này, song mức độ chênh lệch của nữ giới lớn hơn nam giới.

Bảng 1: Tỷ lệ tham gia lực lượng lao động theo giới tính, thành thị/nông thôn năm 2015 (Đơn vị tính: %)

| Nơi cư trú/các vùng KT - XH | Tổng số | Nam | Nữ | Chênh lệch nam - nữ |
|-----------------------------|---------|------|------|---------------------|
| Toàn quốc | 77,4 | 82,0 | 73,0 | 9,0 |
| Thành thị | 69,5 | 75,5 | 63,8 | 11,7 |
| Nông thôn | 81,0 | 84,9 | 77,2 | 7,7 |

Nguồn: Bộ Lao động thương binh và xã hội, số liệu thống kê việc làm năm 2016

Để theo dõi những biến động trong tỷ lệ tham gia vào lực lượng lao động phải có các số liệu đầy đủ tạo thành chuỗi số liệu về lực lượng lao động. Tức là cần phải có những số liệu được thu thập đầy đủ, có hệ thống, theo những tiêu chí nhất quán về lực lượng lao động. Ở Việt Nam hiện nay, hệ thống số liệu này còn chưa đầy đủ. Hơn nữa sự khác biệt trong định nghĩa về lực lượng lao động giữa các cơ quan hữu quan, sự không thống nhất trong phương pháp điều tra, kỹ năng còn thấp của đội ngũ cán bộ làm công tác thu thập, xử lý số liệu điều tra, là những yếu tố gây cản trở không nhỏ cho việc tính toán chính xác số lượng lao động tham gia vào hoạt động kinh tế, cũng như xu hướng tăng hay giảm của chỉ số này hàng năm.

1.1.2. Về chất lượng dân số và nguồn lao động

Nhìn chung, chất lượng của lực lượng lao động nông thôn đang được cải thiện dần, tỷ lệ người lao động chưa qua đào tạo ngày càng giảm. Trình độ học vấn của lực lượng lao động nông thôn ngày càng cao hơn mặc dù mức xuất phát điểm thấp hơn so với thành thị. Tuy nhiên, nhìn chung trình độ học vấn của người lao động nông thôn vẫn còn thấp chưa đáp ứng được yêu cầu của việc phát triển kinh tế.

Bảng 2: Cơ cấu lao động nông thôn theo trình độ học vấn từ 1996 đến 2016 (Đơn vị tính: %)

| | Nông thôn | |
|--------------------------------|-----------|--------|
| | 1996 | 2016 |
| Chưa biết chữ | 6,57 | 5,70 |
| Chưa tốt nghiệp tiểu học | 22,36 | 15,9 |
| Tốt nghiệp tiểu học | 28,87 | 29,9 |
| Tốt nghiệp trung học cơ sở | 32,74 | 30,7 |
| Tốt nghiệp trung học phổ thông | 9,19 | 17,8 |
| Chung | 100,00 | 100,00 |

Nguồn: Bộ Lao động thương binh và xã hội, số liệu thống kê việc làm

– thất nghiệp ở Việt Nam giai đoạn 1996 - 2016.

Trên địa bàn nông thôn cả nước còn tồn tại một bộ phận không nhỏ lực lượng lao động chưa biết chữ (5,70%), tỷ lệ lao động chưa tốt nghiệp tiểu học còn rất cao (15,9%), tỷ lệ đã tốt nghiệp THPT còn rất thấp (17,8%). Cho đến nay, trình độ văn hóa của lao động nông thôn có tiến triển theo chiều hướng tăng dần ở các bậc học cao nhưng phổ biến vẫn là tốt nghiệp trung học cơ sở và tốt nghiệp tiểu học (chiếm trên 60,6% tổng lực lượng lao động nông thôn). Nhìn chung, trình độ văn hóa của lực lượng lao động nông thôn thấp hơn nhiều so với các chỉ số tương ứng của lực lượng lao động cả nước và đặc biệt so với các chỉ số tương ứng của lực lượng lao động ở thành thị.

Về trình độ chuyên môn, do trình độ văn hóa chưa cao nên trình độ chuyên môn kỹ thuật của người lao động cũng vì thế mà có nhiều hạn chế.

Bảng 3: Tỷ trọng lực lượng lao động đã qua đào tạo chia theo trình độ chuyên môn kỹ thuật, thành thị/nông thôn và các vùng kinh tế xã hội năm 2016 (ĐV: %)

| Nơi cư trú/các vùng KT – XH | Tổng số | Không có CMKT | Dạy nghề | Trung cấp | Cao đẳng | Đại học |
|--------------------------------------|---------|---------------|----------|-----------|----------|---------|
| Toàn quốc | 100 | 85,3 | 3,8 | 3,5 | 1,7 | 5,7 |
| Thành thị | 100 | 69,6 | 6,4 | 5,7 | 2,9 | 15,4 |
| Nông thôn | 100 | 91,4 | 2,9 | 2,6 | 1,2 | 1,9 |
| Các vùng KT-XH | | | | | | |
| Trung du và miền núi phía Bắc | 100 | 86,5 | 3,6 | 4,6 | 2,0 | 3,3 |
| ĐB Sông Hồng | 100 | 79,1 | 6,6 | 4,2 | 2,0 | 8,1 |
| Bắc Trung bộ và Duyên hải Miền Trung | 100 | 87,1 | 3,0 | 3,8 | 1,8 | 4,3 |
| Tây Nguyên | 100 | 89,5 | 1,9 | 3,3 | 1,7 | 3,6 |
| Đông Nam Bộ | 100 | 80,6 | 4,4 | 2,8 | 1,8 | 10,4 |
| Đồng bằng sông Cửu Long | 100 | 92,2 | 1,8 | 2,1 | 1,1 | 2,9 |

Nguồn: Tổng cục thống kê (2016), Báo cáo điều tra lao động và việc làm năm 2016.

Trên địa bàn nông thôn cả nước, số lao động chưa qua đào tạo chiếm tỷ lệ rất cao (91,4%). Sự hạn chế về trình độ văn hóa, về điều kiện kinh tế mà đại đa số người lao động nông thôn đạt trình độ chuyên môn kỹ thuật trở lên chiếm tỷ lệ rất nhỏ trong tổng lực lượng lao động (cao đẳng: 1,2%, đại học trở lên 1,9%).

Trong tất cả các vùng, lực lượng lao động chủ yếu là không có trình độ chuyên môn kỹ thuật. Vùng Đồng bằng sông Cửu Long là vùng có tỷ lệ lao động chưa qua đào tạo cao nhất cả nước (92,2%), thấp nhất là vùng Đồng bằng sông Hồng cũng tới 79,1%. Nhìn chung, lực lượng lao động có trình độ cao từ công nhân, kỹ thuật có bằng cấp trở lên tập trung chủ yếu ở các vùng đồng bằng nơi có nhiều điều kiện thuận lợi. Hai vùng Đồng bằng sông Hồng và Đông Nam Bộ thu hút phần lớn lao động có trình độ chuyên môn kỹ thuật của cả nước. Vùng Tây Nguyên và đồng bằng sông Cửu Long là hai vùng có tỷ lệ lao động đã qua đào tạo thấp nhất trong cả nước.

Trình độ chuyên môn kỹ thuật của lao động giữa khu vực thành thị và nông thôn có sự chênh lệch rất lớn. Theo điều tra của thực trạng lao động việc làm của Bộ Lao động thương binh và xã hội đến năm 2016, tỷ lệ lao động có trình độ chuyên môn kỹ thuật ở nông thôn là 8,6%, trong khi đó tỷ lệ này ở thành thị là 30,4%. Đặc biệt ở miền núi, các nông trường, lâm trường, trình độ chuyên môn kỹ thuật của người lao động thấp hơn nhiều so với các nơi khác.

Đối với tình trạng kỷ luật lao động, mặc dù hơn 30 năm đổi mới, nền kinh tế - xã hội Việt Nam vận động và phát triển trong một môi trường thể chế khác hẳn so với thời kỳ kế hoạch hóa tập trung. Tuy vậy, khoảng thời gian đó vẫn là quá ngắn so với lịch sử hàng trăm năm của nền kinh tế thị trường

trên thế giới, mặt khác tác động thực tế của các quan hệ và của cơ chế thị trường vào địa bàn nông thôn Việt Nam cũng có thể đạt tới mức làm thay đổi căn bản cấu trúc kinh tế và những phong tục tập quán, thói quen truyền thống. Vì thế, hầu hết những người lao động ở nông thôn Việt Nam đến nay vẫn mang nặng tác phong của một nền tiểu nông, tùy tiện về giờ giấc và hành vi. Họ chưa được trang bị các kiến thức và kỹ năng làm việc theo nhóm, không có khả năng hợp tác và gánh chịu rủi ro, ngại phát huy sáng kiến và chia sẻ kinh nghiệm làm việc. Điều này có thể thấy rất rõ qua hiện tượng các xí nghiệp có vốn đầu tư nước ngoài phải mất hàng tháng chỉ để đào tạo tác phong cho công nhân mới được chuyển từ nông thôn đến làm việc tại xí nghiệp. Nhiều vụ việc đình công, hoặc mâu thuẫn chủ - thợ tại các xí nghiệp liên doanh, xí nghiệp có vốn đầu tư nước ngoài có nguồn gốc ban đầu từ những vụ vi phạm lao động công nghiệp, từ ý thức kỷ luật lao động kém của bản thân người lao động, chủ yếu là của người lao động có xuất thân từ nông dân.

1.2. Về cầu lao động

Trên phạm vi cả nước, theo báo cáo của Bộ Lao động thương binh và xã hội thì số lượng chỗ làm việc mới được tạo ra có xu hướng tăng đều hàng năm. Giai đoạn 1996 - 2006, số chỗ làm việc tăng thêm bình quân hàng năm khoảng 863.000 chỗ. Giai đoạn 2006 - 2016, bình quân mỗi năm có khoảng 1,2 triệu chỗ làm việc mới được tạo ra và con số này tính bình quân mỗi năm cho giai đoạn 2010 - 2020 là khoảng 1,6 triệu.

Nhưng do lao động nông thôn chủ yếu là lao động phổ thông, có tay nghề đơn giản, lao động nhàn rỗi trong nông nghiệp, trong khi đó nhu cầu về lao động ngày càng đòi hỏi lao động lành nghề, có chuyên môn kỹ thuật, nên số người lao động ở nông thôn bị thất nghiệp hoặc thiếu việc làm vẫn còn cao. Khả năng tạo thêm việc làm ở khu vực nông thôn hàng năm còn nhiều hạn hẹp.

Trong quá trình công nghiệp hóa, hiện đại hóa lao động khu vực nông nghiệp tất yếu sẽ dẫn đến số lượng lao động nông nghiệp ngày càng giảm, trong khi đó những đòi hỏi về chất lượng lao động nông nghiệp ngày càng tăng. Từ năm 2000 đến năm 2010, tỷ trọng lao động trong ngành nông nghiệp từ 71% xuống 58,8%, dự kiến đến năm 2020, lao động trong ngành nông nghiệp giảm xuống còn 32,2% tương đương trên 12 triệu người. Cùng với việc áp dụng tiến bộ khoa học kỹ thuật vào sản xuất nông nghiệp, năng suất lao động ngày càng tăng, xu hướng bão hòa của một số sản phẩm nông nghiệp sẽ dẫn tới cầu về lao động nông nghiệp suy giảm với tốc độ nhanh hơn. Tuy vậy, nhu cầu lao động trong khu vực này vẫn còn khá lớn, có thể chỉ ra một số lĩnh vực, ngành nghề sẽ thu hút mạnh lao động nông thôn trong những năm tới bao gồm: Nghề nông mỗi năm cần 50-60 vạn người, chế biến nông lâm sản mỗi năm cần 20 vạn người, tiểu thủ công nghiệp mỗi năm cần khoảng 5-6 vạn người...

Nông thôn Việt Nam có đặc trưng phát triển các làng nghề truyền thống. Tính đến năm 2010, trên cả nước có trên 1.000 làng nghề, trong đó nhiều làng nghề có lịch sử hoạt động và phát triển từ rất lâu đời. Tiềm năng để phát triển làng nghề ở nông thôn là lớn, với số lượng các đơn vị, các cơ sở ngành nghề phi nông nghiệp, các làng nghề truyền thống hiện hành. Ở các vùng có nhiều làng nghề phát triển, hệ thống cơ sở hạ tầng được xây dựng ngày càng hiệu quả.

Như vậy, về cầu lao động ở nông thôn vẫn chưa đáp ứng đủ cung, người lao động nông thôn vẫn không có đủ việc làm, một bộ phận không nhỏ người lao động nông thôn phải di chuyển đến các thành phố để kiếm việc làm. Điều này lại càng làm cho vấn đề việc làm trở nên gay gắt ở cả nông thôn và thành thị.

1.3. Tình trạng thiếu việc làm ở khu vực nông thôn

Bảng 4: Tỷ lệ thiếu việc làm chia theo thành thị/nông thôn, giới tính và các vùng kinh tế - xã hội năm 2016 (ĐV: %)

| Vùng KT-XH | Chung | Khu vực cư trú | | Giới tính ở khu vực nông thôn | |
|--------------------------------------|-------|----------------|-----------|-------------------------------|------|
| | | Thành thị | Nông thôn | Nam | Nữ |
| Toàn quốc | 3,57 | 1,82 | 4,26 | 4,17 | 4,36 |
| Trung du và MN phía Bắc | 2,15 | 1,97 | 2,18 | 2,40 | 1,94 |
| ĐB sông Hồng | 3,50 | 1,58 | 4,23 | 4,06 | 4,40 |
| Bắc Trung Bộ và Duyên hải miền Trung | 4,47 | 2,88 | 4,95 | 4,82 | 5,09 |
| Tây Nguyên | 3,70 | 3,37 | 3,83 | 4,00 | 3,64 |
| Đông Nam Bộ | 1,22 | 0,60 | 1,99 | 2,15 | 1,80 |
| Đồng bằng sông Cửu Long | 5,57 | 2,84 | 6,35 | 5,83 | 7,02 |

Nguồn: Tổng cục thống kê năm (2016), Báo cáo điều tra lao động và việc làm năm 2016.

Tình trạng thiếu việc làm hay còn gọi là thất nghiệp bộ phận là đặc trưng phổ biến của lao động nông thôn. Theo số liệu báo cáo điều tra lao động và việc làm Việt Nam năm 2016, tổng số lao động nông thôn là 36.606,2 triệu người chiếm 72% lực lượng lao động cả nước, trong đó thường xuyên tồn tại một lực lượng lao động thiếu việc làm, phổ biến là thiếu việc làm mang tính thời vụ. Năm 2016, tỷ lệ thiếu việc làm trong độ tuổi lao động của khu vực nông thôn ở mức 4,26%. Tỷ lệ thiếu việc làm của lao động nông thôn cao gấp hơn 2,3 lần khu vực thành thị, trong khi có sự chênh lệch không đáng kể về mức độ thiếu việc làm giữa nam và nữ ở khu vực nông thôn của các vùng kinh tế - xã hội. Trên địa bàn nông thôn cả nước hiện có 6 đến 7 triệu lao động dư thừa không có việc làm thường xuyên, trong đó có trên 50% chỉ có việc làm từ 3-4 tháng/năm. Tỷ lệ thời gian làm việc được sử dụng của lao động nông thôn khá thấp chỉ khoảng trên dưới 75%. Vào thời kỳ nông nhàn, một bộ phận lao động nông thôn thường di chuyển đến các địa phương khác nhất là các thành phố lớn để tìm kiếm thêm việc làm nhằm mục đích tăng thu nhập. Những năm gần đây, tình hình lao động nông nhàn trở thành vấn đề xã hội nổi cộm vì đó là một trong những nguyên nhân chính dẫn đến tình trạng di chuyển lao động nông thôn mang tính thời vụ để kiếm việc làm và tăng thêm thu nhập. Đặc biệt, trong điều kiện gia tăng tình trạng thiếu việc làm trong toàn bộ nền kinh tế thì vấn đề lao động nông nhàn ở nông thôn ngày càng trở nên bức bách. Đó là nguồn bổ sung đáng lo ngại vào lực lượng lao động thiếu việc làm nói chung và làm tăng thêm dòng người di dân, di chuyển lao động từ vùng này đến vùng khác, từ nông thôn ra thành thị.

1.4. Những vấn đề đặt ra

Qua phân tích thực trạng của thị trường lao động ở nông thôn chúng ta nhận thấy những vấn đề cần quan tâm giải quyết để tạo điều kiện phát triển thị trường lao động ở nông thôn như:

-Tốc độ tăng nguồn lao động ở mức còn cao, dự báo đến năm 2020 tăng khoảng 2,75%. Trong khi các điều kiện về kinh tế còn yếu kém thì tốc độ tăng nguồn lao động như vậy sẽ tạo ra sức ép về việc làm.

-Trình độ văn hóa của người lao động nông thôn còn thấp so với yêu cầu của thời kỳ đẩy mạnh công nghiệp hóa, hiện đại hóa nông nghiệp nông thôn.

-Tỷ lệ thời gian nhàn rỗi của lao động nông thôn còn quá cao nhưng nhiều nơi vẫn không tuyển đủ lao động có chuyên môn kỹ thuật.

-Lao động ở nông thôn vẫn còn chiếm đại đa số về mặt số lượng trong nguồn lực lao động, tốc độ gia tăng dân số tự nhiên ở nông thôn lại nhanh hơn so với khu vực công nghiệp và thành thị.

-Phần lớn người lao động ở khu vực nông thôn còn mang nặng tác phong của người sản xuất nhỏ nên tính tổ chức, tinh thần kỷ luật yếu kém, chưa có tác phong công nghiệp, do đó năng suất lao động chưa cao và khả năng cạnh tranh trên thị trường lao động kém.

-Kết cấu hạ tầng ở nông thôn như hệ thống giao thông, hệ thống thủy lợi, hệ thống đê biển, hệ thống cung cấp nước sạch... còn thiếu đồng bộ, chưa quan tâm đầu tư thích đáng.

-Trong chiến lược phát triển kinh tế - xã hội chưa tạo ra được sự phát triển hài hòa giữa các vùng đô thị và nông thôn. Khoảng cách về phát triển kinh tế - xã hội giữa đô thị và nông thôn còn lớn và có chiều hướng ngày càng gia tăng.

-Các hoạt động dịch vụ, công nghiệp chế biến phục vụ cho phát triển nông nghiệp ở nông thôn còn chưa phát triển gây không ít khó khăn cho sản xuất và lưu thông nông sản hàng hóa.

2. CÁC GIẢI PHÁP CHUNG

2.1. Hoàn thiện hệ thống pháp luật về thị trường lao động

Hoàn thiện hệ thống pháp luật thông qua việc ban hành đồng bộ, kịp thời các văn bản quy phạm pháp luật tạo điều kiện cho sự phát triển thị trường lao động trong điều kiện phát triển kinh tế thị trường, mở rộng hội nhập là việc làm cần thiết và cấp bách. Trước hết, việc hoàn thiện này cần được bắt đầu từ việc nghiên cứu thực hiện các luật có liên quan đã được ban hành, nhất là Bộ luật Lao động sửa đổi và bổ sung (2017) và các văn bản dưới luật tương ứng theo hướng:

Thứ nhất, đảm bảo quyền lựa chọn chỗ làm việc và nơi cư trú của người lao động: Quyền của người lao động trong việc tự do tìm việc làm và di chuyển chỗ làm việc phải được đảm bảo thông qua việc gỡ bỏ các rào cản về hộ khẩu và quy định hành chính khác về nơi cư trú. Xây dựng các quy chế về cư trú, nhà ở đối với người lao động, nhất là loại lao động thu nhập thấp nhằm tạo điều kiện cho người lao động tự do di chuyển để tìm kiếm việc làm.

Thứ hai, thực hiện rộng rãi chế độ hợp đồng lao động: Các doanh nghiệp phải tuân thủ nghiêm túc các quy định về ký kết hợp đồng lao động. Người lao động phải được trả lương theo đúng điều khoản ghi trong hợp đồng lao động đã được ký kết giữa người lao động và người sử dụng lao động.

Thứ ba, tăng cường giáo dục pháp luật lao động: Bên cạnh việc phổ biến, quán triệt các văn bản pháp quy có liên quan đến lao động và thị trường lao động để nâng cao trình độ hiểu biết cho người lao động và người sử dụng lao động, cần chú trọng việc xem xét, kiểm tra và đưa vào áp dụng rộng rãi các công cụ chính sách cho phép nâng cao tính hiệu lực của các văn bản pháp luật này. Trước mắt, cần ban hành các văn bản hướng dẫn thi hành Bộ luật Lao động sửa đổi và bổ sung (2017). Những vấn đề chủ yếu cần sớm được hướng dẫn bằng các văn bản dưới luật là:

- + Hợp đồng lao động
- + Tiền lương
- + Xuất khẩu lao động chuyên gia
- + Thanh tra Nhà nước về lao động
- + Tuổi nghỉ hưu và mức hưởng lương hưu của lao động nữ
- + Thời gian lao động làm thêm

2.2. Hoàn thiện bộ máy quản lý và vận hành có hiệu quả thị trường lao động

Hiện nay hệ thống các cơ quan quản lý Nhà nước về thị trường lao động còn yếu và chưa đồng bộ. Bộ Lao động - Thương binh và Xã hội là cơ quan được Chính phủ giao trách nhiệm thi hành một số nhiệm vụ và chức năng quản lý thị trường lao động.

Trên thực tế việc thực thi chức năng, nhiệm vụ này vẫn còn nhiều vướng mắc. Vì vậy, đòi hỏi cấp bách trong thời gian tới phải củng cố hệ thống các cơ quan quản lý thị trường lao động từ Trung ương đến địa phương. Trước hết là hoàn thiện hoạt động của các bộ phận các cơ quan trong Bộ Lao động - Thương binh và Xã hội và các Bộ, ngành khác theo hướng gọn nhẹ, hiệu quả. Xác định rõ chức năng, nhiệm vụ của từng bộ phận trong hệ thống quản lý, tránh chồng chéo và trùng lặp.

Đẩy mạnh phát triển thị trường lao động, tiền lương, tiền công phải được coi là giá cả sức lao động, được hình thành theo cơ chế thị trường có sự quản lý của Nhà nước. Chế độ hợp đồng lao động được mở rộng, áp dụng phổ biến cho các đối tượng lao động. Đổi mới tổ chức và hoạt động của các trung tâm dịch vụ việc làm của Nhà nước, khuyến khích tổ chức các hội chợ việc làm, phát triển các tổ chức dịch vụ tư vấn, sàn giao dịch, giới thiệu việc làm, đi đôi với tăng cường quản lý của Nhà nước. Tăng cường trang thiết bị kỹ thuật hiện đại cho các cơ quan quản lý thị trường lao động. Đảm bảo đủ số lượng đội ngũ cán bộ quản lý ở tất cả các cấp. Bồi dưỡng thường xuyên cán bộ quản lý Nhà nước dưới các hình thức đào tạo, nâng cao kiến thức và trình độ chuyên môn đến từng người.

Khuyến khích sự tham gia của các tổ chức phi chính phủ vào quản lý thị trường lao động. Cần xem xét việc chuyển giao một số hoạt động quản lý cho các tổ chức phi chính phủ đảm nhận theo phương thức ủy thác. Các hoạt động như bồi dưỡng, nâng cao trình độ, bồi dưỡng tay nghề, thực hiện các chương trình xúc tiến việc làm, chương trình hỗ trợ khởi nghiệp có thể chuyển giao cho các tổ chức phi chính phủ đảm nhận.

2.3. Xây dựng chiến lược lâu dài về tạo việc làm cho lao động nông thôn gắn với chiến lược con người thời kỳ đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước

Mục tiêu của chiến lược đó là giải phóng mạnh mẽ các hình thức lao động giản đơn, tạo thêm việc làm phi nông nghiệp, ít đòi hỏi lao động có kỹ năng cao ngay tại địa bàn nông thôn, điều tiết việc di chuyển lao động ở ạt từ nông thôn ra thành phố.

Trên cơ sở chiến lược lâu dài cần cụ thể hóa cho từng thời kỳ với quy hoạch và kế hoạch đầu tư vốn, khoa học công nghệ, đào tạo lại cán bộ khoa học quản lý và công nhân lành nghề phục vụ nông nghiệp nông thôn, phân bổ và sử dụng nguồn lao động nông thôn trên các vùng sinh thái phù hợp với yêu cầu chuyển dịch cơ cấu kinh tế theo hướng công nghiệp hóa, hiện đại hóa.

Hoàn thiện, bổ sung và xây mới cơ chế chính sách thu hút mạnh các nguồn vốn đầu tư trong và ngoài nước vào các chương trình, dự án, tạo thêm việc làm, thu hút lao động ở nông thôn, ưu tiên các dự án phát triển cơ sở hạ tầng công nghiệp nông thôn, chuyển giao công nghệ, đào tạo cán bộ và công nhân lành nghề, cơ giới hóa và hiện đại hóa nông nghiệp nông thôn, phát triển kinh tế xã hội miền núi, vùng sâu, vùng xa, vùng đồng bào các dân tộc ít người.

Tăng cường đầu tư cho nông nghiệp, nông thôn đi đôi với đổi mới cơ cấu đầu tư tập trung nguồn vốn chi cho đầu tư xây dựng cơ bản tạo cơ sở vật chất kỹ thuật phục vụ phát triển nông nghiệp và kinh tế nông thôn theo hướng công nghiệp hóa, hiện đại hóa, tạo thêm việc làm và tăng năng suất lao động nông thôn nói chung. Trong những năm tới cần thiết phải tăng cường đầu tư cơ bản trong nông nghiệp, nông thôn nhất là đầu tư nâng cấp, hoàn thiện hệ thống thủy lợi, điện, đường, trạm, trại nghiên cứu và chuyển giao khoa học, kỹ thuật cho người nông dân.

3. CÁC GIẢI PHÁP VỀ CUNG LAO ĐỘNG

3.1. Hạ thấp tỷ lệ gia tăng tự nhiên dân số làm giảm dần tốc độ tăng nguồn lao động và góp phần nâng cao chất lượng dân số, nguồn lao động

Nhà nước cần thường xuyên chỉ đạo thực hiện chính sách dân số kế hoạch hóa gia đình nhằm hạn chế gia tăng dân số đạt quy mô dân số và cấu trúc dân số hợp lý, áp dụng các biện pháp để thực hiện mục tiêu đã đề ra tại Đại hội Đảng XII. Cụ thể: Giải quyết toàn diện, đồng bộ các vấn đề về quy mô, cơ cấu, phân bố, chất lượng dân số và đặt trong mối quan hệ tác động qua lại với phát triển kinh tế - xã hội.

Khi thực hiện thành công chiến lược dân số kế hoạch hóa gia đình sẽ làm giảm tỷ lệ gia tăng dân số, giảm tốc độ gia tăng nguồn lao động, nhờ đó làm giảm sức ép về cung lao động trong tương lai.

3.2. Phát triển giáo dục đào tạo nhằm nâng cao chất lượng nguồn lao động

Một vấn đề nổi cộm của thị trường lao động ở nước ta hiện nay là tình trạng chất lượng lao động thấp, người lao động phần lớn chưa qua đào tạo, lao động thủ công là chính. Một trong những nguyên nhân chính gây ra tình trạng này là hệ thống giáo dục đào tạo còn nhiều yếu kém, cơ cấu đào tạo chưa hợp lý. Vì vậy, phát triển giáo dục đào tạo, nâng cao trình độ dân trí nói chung và trình độ của người lao động nói riêng phải được coi là giải pháp cơ bản và lâu dài. Các biện pháp cải cách hệ thống giáo dục đào tạo phải tạo được sự chuyển biến căn bản, toàn diện từ chương trình, nội dung, phương pháp dạy và học, phương pháp thi, kiểm tra theo hướng hiện đại, trong đó giáo dục ở bậc phổ thông phải được chú trọng hơn nữa các kiến thức thực tiễn, tăng cường giáo dục hướng nghiệp trong nhà trường. Đặc biệt coi trọng giáo dục lý tưởng, giáo dục truyền thống lịch sử cách mạng, đạo đức, lối sống, năng lực sáng tạo, kỹ năng thực hành, tác phong công nghiệp, ý thức trách nhiệm xã hội.

Đẩy mạnh công tác dạy nghề bằng cách mở rộng quy mô, nâng cao chất lượng đào tạo của các trường trung học chuyên nghiệp và dạy nghề, đa dạng hóa các loại hình đào tạo. Coi dạy nghề nông dân là một bộ phận của chiến lược con người vì hiện nay cả nước có hơn 16 triệu hộ nông thôn với hơn 40 triệu hộ lao động, chiếm 70% số lao động của cả nước. Mục tiêu của chúng ta đến năm 2025 giảm xuống còn 30% số lao động làm nông nghiệp còn lại phải chuyển sang ngành nghề khác phi nông nghiệp.

Đáp ứng yêu cầu đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước, vì sự phát triển của nông thôn, chúng ta nhất định phải tiến hành đào tạo nghề cho lao động nông thôn và đào tạo nâng cao trình độ cho nông dân còn tiếp tục làm nông nghiệp. Tuy nhiên, để các hoạt động đào tạo nghề cho lao động nông thôn thật sự đi vào cuộc sống, tạo được hiệu quả thực sự, cần quan tâm tới một số vấn đề sau:

Thứ nhất, đào tạo nghề cho lao động nông thôn phải xuất phát từ nhu cầu sử dụng lao động thật sự của các doanh nghiệp trên địa bàn, đồng thời dựa trên nhu cầu thực tế về nghề nghiệp của người dân, chứ không phải các hoạt động phong trào, nhất thời. Vì vậy, cần nắm chắc được các nhu cầu (từng nghề, nhóm nghề, vị trí công việc...) của người dân ở mỗi địa phương và của doanh nghiệp thông qua điều tra khảo sát nhu cầu.

Thứ hai, cần phải có sự vào cuộc của cả hệ thống chính trị ở địa phương. Thực tế thời gian vừa qua cho thấy, địa phương nào có sự quan tâm của cấp ủy Đảng, sự chỉ đạo quyết liệt của chính quyền và sự tham gia tích cực của các tổ chức chính trị - xã hội thì ở địa phương đó công tác dạy nghề cho lao động ở nông thôn đạt được nhiều kết quả tích cực.

Thứ ba, do tính đa dạng của vùng miền và tính đặc thù của người nông dân và lao động nông thôn (trình độ học vấn không đều, lao động theo mùa vụ...) nên việc tổ chức các khóa học phải rất linh hoạt về chương trình đào tạo, hình thức đào tạo, phương thức đào tạo, phương pháp truyền đạt...

Thứ tư, đào tạo nghề cho lao động ở nông thôn phải gắn với giải quyết việc làm, chuyển dịch cơ cấu lao động, gắn với xóa đói, giảm nghèo, góp phần đảm bảo an sinh xã hội ở nông thôn, gắn với xây dựng nông thôn mới.

Vấn đề dạy nghề cho lao động nông thôn cần được xem xét và giải quyết đồng bộ với các giải pháp về kỹ thuật, vốn, thị trường. Gắn vấn đề dạy nghề cho lao động nông thôn với chương trình đào tạo nghề nghiệp nói chung và cần có sự đầu tư thích đáng của Nhà nước, các tổ chức xã hội, ưu tiên các dự án quốc gia, quốc tế cho vấn đề giải quyết việc làm, dạy nghề và nâng cao trình độ dân trí ở nông thôn.

3.3. Tăng cường sức khỏe, sức làm việc của lao động nông thôn

Cần tổ chức triển khai tại cộng đồng dân cư nông thôn những buổi thông tin giới thiệu kiến thức phổ thông về dinh dưỡng, về giá trị dinh dưỡng và cách sử dụng hợp lý các loại lương thực, thực phẩm, kiến

thức về cách phòng chống và chữa bệnh bằng các loại dược phẩm đơn giản cho người lao động trẻ tại nông thôn. Thông qua những biện pháp đó từng bước tăng cường và nâng cao khả năng lao động cho người lao động tại nông thôn.

3.4. Tăng cường các biện pháp hành chính, kinh tế và giáo dục, động viên để nâng cao đạo đức, thái độ lao động mới

Một trong những điểm yếu của người lao động ở các nước nông nghiệp là thiếu tác phong công nghiệp, tính kỷ luật trong lao động không cao và còn mang nặng những thói quen lạc hậu trong sản xuất nông nghiệp. Vì vậy, để tạo lập tác phong, tinh thần, thái độ lao động mới cho người lao động nông thôn thì cần kết hợp giữa các biện pháp tuyên truyền, giáo dục với các biện pháp hành chính và kinh tế. Có tiến hành đồng bộ các biện pháp trên thì chúng ta mới nhanh chóng khắc phục được những lề thói lao động lạc hậu, tùy tiện của người lao động nông thôn, giúp họ xây dựng được một tác phong, tinh thần, thái độ lao động mới, đáp ứng được những yêu cầu, đòi hỏi ngày càng cao của thời kỳ đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước.

4. CÁC GIẢI PHÁP VỀ CẤU LAO ĐỘNG

4.1. Phát triển nông nghiệp toàn diện theo hướng hiện đại, hiệu quả, bền vững, phát triển mạnh kinh tế hộ gia đình và kinh tế trang trại ở nông thôn

Khai thác lợi thế của nền nông nghiệp nhiệt đới để phát triển sản xuất hàng hóa lớn với năng suất, chất lượng, hiệu quả và khả năng cạnh tranh cao. Tăng nhanh sản lượng và kim ngạch xuất khẩu nông sản, nâng cao thu nhập và đời sống nông dân. Xây dựng mô hình sản xuất kinh doanh phù hợp với từng loại cây, con. Khuyến khích tập trung ruộng đất, phát triển kinh tế trang trại, doanh nghiệp nông nghiệp phù hợp về quy mô và điều kiện của từng vùng. Kiểm soát chặt chẽ việc chuyển đất nông nghiệp, nhất là đất trồng lúa sang sử dụng vào mục đích khác đi đôi với việc đảm bảo lợi ích của người nông dân.

Đẩy mạnh phát triển kinh tế hộ ở nông thôn trong tất cả các lĩnh vực, ngành hoạt động mà kinh tế hộ gia đình có thể tham gia. Kinh tế hộ gia đình nông dân đã được xác định là những đơn vị kinh tế tự chủ trong sản xuất và đã chứng tỏ được khả năng phát triển làm cho các hoạt động kinh tế nông thôn trở nên sôi động và bộ mặt nông thôn thay đổi nhiều. Mặc dù quy mô còn nhỏ và tính ổn định chưa cao, song kinh tế hộ đã góp phần quan trọng vào chính sách khuyến khích tự tạo việc làm của Đảng và Nhà nước.

4.2. Phát triển các doanh nghiệp nhỏ và vừa ở nông thôn

Phát triển các doanh nghiệp nhỏ và vừa ở nông thôn là một giải pháp lâu dài và hữu hiệu để thực hiện chủ trương tạo việc làm cho lao động ở nông thôn. Hiện nay, số lượng các doanh nghiệp nhỏ và vừa có đăng ký hoạt động ở nông thôn vẫn còn rất ít, chủ yếu vẫn là loại hình kinh tế hộ gia đình không có đăng ký hoạt động. Điều này dẫn đến sự phát triển của kinh tế hộ gia đình vẫn chưa được pháp lý bảo hộ, nên chưa đủ điều kiện phát huy hết tiềm năng thế mạnh của nó trong việc tạo việc làm cho lao động ở nông thôn. Để phát triển số lượng các doanh nghiệp nhỏ và vừa ở nông thôn cần thực hiện các biện pháp sau:

Thứ nhất, tạo điều kiện tối đa về mặt thủ tục thành lập doanh nghiệp cho các cơ sở sản xuất ở nông thôn.

Thứ hai, cần có chính sách hỗ trợ để khuyến khích các doanh nghiệp kinh doanh chế biến nông sản về đặt cơ sở sản xuất tại các địa bàn có nguồn nguyên liệu dồi dào.

Thứ ba, nhà nước cần hỗ trợ xây dựng cơ sở hạ tầng cho nông thôn, tổ chức đào tạo bồi dưỡng kiến thức quản lý kinh tế doanh nghiệp, cho các chủ doanh nghiệp, hộ kinh doanh hiện tại và những người muốn mở doanh nghiệp.

4.3. Khôi phục và phát triển các ngành nghề truyền thống và các ngành nghề mới ở nông thôn

Tạo điều kiện thuận lợi cho các cơ sở sản xuất, các làng nghề truyền thống bằng các chính sách hỗ trợ như: cho vay vốn với lãi suất ưu đãi, miễn giảm thuế, hỗ trợ tìm kiếm thị trường tiêu thụ sản phẩm, tạo điều kiện cho thuê mặt bằng để hình thành các khu làng nghề tập trung.

Tổ chức lại các cơ sở làm nghề truyền thống trên cơ sở lấy hộ gia đình làm đơn vị kinh tế tự chủ, đồng thời phát triển mạnh mẽ hình thức hiệp hội, liên kết giữa các gia đình tiến tới thành lập các doanh nghiệp nhỏ và vừa.

Ban hành một số chính sách khuyến khích về vốn, tín dụng, thuế và giải phóng mặt bằng đối với các làng nghề ở giai đoạn khôi phục và phát triển mới. Mở rộng cung cấp tín dụng thương mại đối với các làng nghề để mở mang sản xuất, cải tiến phương thức hoạt động kinh doanh.

Có chính sách ưu đãi đối với các nghề nhân, thợ giỏi, hỗ trợ công tác đào tạo, truyền nghề để những nghề truyền thống không bị mai một.

Tăng cường hình thành và phát triển các ngành nghề và sản phẩm mới mang tính truyền thống và bản sắc Việt Nam. Khuyến khích sự sáng tạo của mỗi cộng đồng cư dân nông thôn tự tìm cho mình một nghề, làm một loại sản phẩm độc đáo nhằm nêu danh tên tuổi của cộng đồng trên thị trường trong và ngoài nước.

4.4. Đẩy mạnh hoạt động xuất khẩu lao động

Nhà nước cần có các hoạt động hỗ trợ người lao động nông thôn tiếp cận được với các cơ hội việc làm ở nước ngoài trên cơ sở xây dựng một chiến lược xuất khẩu lao động nông thôn đi làm các công việc giản đơn, đòi hỏi trình độ tay nghề không cao hoặc thời gian đào tạo ngắn. Tìm biện pháp, cơ chế thích hợp để người lao động nghèo có thể đi xuất khẩu lao động như Nhà nước cho vay vốn ưu đãi để người lao động học nghề và những chi phí ban đầu. Bên cạnh đó, hoàn thiện hệ thống pháp luật, tăng cường công tác quản lý hoạt động xuất khẩu lao động để tránh những thiệt hại cho người lao động khi tham gia xuất khẩu lao động. Mặc dù khả năng xuất khẩu lao động hiện nay chưa lớn, song trong điều kiện hội nhập khu vực và thế giới đang diễn ra hết sức mạnh mẽ thì trong thời gian tới vấn đề xuất khẩu lao động sẽ được mở rộng. Vì vậy, cần có sự chuẩn bị trước cho lao động nông thôn các điều kiện cần thiết. Đây là hướng giải quyết việc làm mang lại nguồn thu nhập cao cho lao động nông thôn.

4.5. Phát triển hệ thống thông tin, thống kê thị trường lao động

Điều tra, khảo sát, tập hợp xử lý và lưu trữ các thông tin về thị trường lao động. Tổ chức việc liên thông các nguồn thông tin về cung và cầu lao động giữa hệ thống thông tin, thống kê thị trường lao động với các tổ chức cung và cầu lao động nhằm cung cấp đầy đủ, nhanh chóng và thuận tiện các thông tin về người cần việc làm, việc cần người, về các yêu cầu nghề nghiệp, kỹ năng.

Tuyên truyền phổ biến rộng rãi chủ trương, đường lối của Đảng, chính sách pháp luật của Nhà nước có liên quan đến thị trường lao động như pháp luật lao động, chính sách cho vay vốn phát triển sản xuất, hỗ trợ giải quyết việc làm.

Đẩy mạnh công tác nghiên cứu thị trường lao động ngoài nước, xây dựng các kênh thông tin, cung cấp thông tin về nhu cầu lao động trên thị trường quốc tế, yêu cầu về chất lượng lao động cho nước ngoài để phục vụ cho việc đào tạo tuyển chọn lao động xuất khẩu.

4.6. Tạo việc làm cho nông dân bị thu hồi đất

Hiện tại việc làm cho nông dân bị thu hồi đất dành cho phát triển các khu công nghiệp và đô thị trên địa bàn nông thôn cả nước đang là vấn đề rất bức xúc. Trong giai đoạn hiện nay, cùng với quá trình đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước, quỹ đất nông nghiệp tiếp tục giảm cho phát triển công nghiệp và đô thị. Do vậy, giải quyết việc làm cho những người bị thu hồi đất vẫn là vấn đề thời sự, cấp bách. Cần có các giải pháp cụ thể cho vấn đề này. Trước hết, việc quy hoạch chuyển đổi mục đích sử dụng đất phải gắn chặt với kế hoạch đào tạo và sử dụng lao động ở những vùng bị thu hồi đất, khi thu hồi đất nhà nước cần xác định giá đền bù cho người nông dân hợp lý, tạo cho nông dân một nguồn lực cho sự phát triển bền vững

của họ, cần tổ chức điều tra, thống kê, phân loại lao động về cả số lượng và chất lượng, trình độ, kỹ năng... tại các vùng mất đất để có các chính sách và biện pháp tạo việc làm cụ thể đối với lao động, cung cấp các dịch vụ việc làm miễn phí, lập quỹ đào tạo nghề, chuyển giao kỹ thuật, trợ cấp thất nghiệp cho người lao động sau khi giao đất...

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ĐỔI MỚI TƯ DUY VỀ CÁC THÀNH PHẦN KINH TẾ ĐỂ PHÁT TRIỂN BỀN VỮNG TRONG THỜI KỲ HỘI NHẬP

Nguyễn Minh Phong*

TÓM TẮT: Theo tinh thần Nghị quyết 11 - NQ/TW hội nghị TW 5 khóa XII, Việt Nam kiên trì định hướng XHCN trong mô hình phát triển kinh tế, nhưng bảo đảm thực hiện nhất quán một chế độ pháp lý kinh doanh cho các doanh nghiệp, không phân biệt hình thức sở hữu, thành phần kinh tế... Lịch sử kinh tế thế giới đã và đang ghi nhận hai sự kiện tầm cỡ quốc tế lớn lao: Thứ nhất, sự sụp đổ Liên Xô trong thập kỷ cuối cùng của thế kỷ XX như là minh chứng cho sự thất bại của mô hình kinh tế kế hoạch hóa tập trung cao độ theo mô hình Xô viết; Thứ hai, cuộc khủng hoảng kinh tế - tài chính khởi đầu năm 2008 ở Mỹ và lan tỏa toàn cầu trong thập kỷ đầu tiên của thế kỷ XXI như là minh chứng cho sự thất bại của mô hình kinh tế thị trường tự do tối đa kiểu Mỹ. Nhân loại đứng trước sự lựa chọn và yêu cầu mới về sự kết hợp hài hòa bàn tay thị trường với bàn tay nhà nước trong mô hình kinh tế mới phù hợp với điều kiện cụ thể và và đặt mục tiêu lợi ích quốc gia lên hàng đầu theo yêu cầu phát triển bền vững của mỗi nước... Bài viết sẽ làm rõ hơn về vấn đề này

Từ khóa: Phát triển kinh tế, Khủng hoảng Kinh tế, các thành phần kinh tế

1. BỐI CẢNH

Trong bối cảnh đó, sự phát triển nhận thức của Đảng qua các kỳ từ Đại hội VI đến Đại hội XII về mô hình KTTT định hướng XHCN, về các thành phần kinh tế, cũng như mối quan hệ và sự kết hợp giữa nhà nước với thị trường là cả một quá trình tìm tòi, trải nghiệm, phát triển từ thấp lên cao, ngày càng đầy đủ, sâu sắc và hoàn thiện hơn.

Đại hội Đảng lần thứ VI (năm 1986) đánh dấu sự khởi đầu công cuộc đổi mới toàn diện đất nước, nhấn mạnh yêu cầu đổi mới tư duy, trước hết là tư duy kinh tế, nắm vững quy luật khách quan và xác định lại mối quan hệ giữa Nhà nước - Thị trường, với cốt lõi cơ chế quản lý kinh tế là “Xoá bỏ tập trung quan liêu, bao cấp, xây dựng cơ chế mới phù hợp với quy luật khách quan và với trình độ phát triển của nền kinh tế.... Nền kinh tế phải được quản lý bằng các phương pháp kinh tế là chủ yếu...”.

Đại hội Đảng VII lần đầu tiên đưa ra khái niệm “định hướng XHCN” trong phát triển kinh tế hàng hóa nhiều thành phần, vận động theo cơ chế thị trường có sự quản lý của Nhà nước, trong đó xác định “Vai trò của Nhà nước rất quan trọng trong việc tạo lập cân đối vĩ mô, điều tiết thị trường, ngăn ngừa và xử lý những đột biến xấu, tạo môi trường và điều kiện bình thường cho sản xuất kinh doanh, bảo đảm sự thống nhất giữa tăng trưởng kinh tế với công bằng và tiến bộ xã hội”.

- Đại hội Đảng VIII ghi nhận bước đột phá trong lý luận về cơ chế kinh tế: “Xây dựng nền kinh tế hàng hóa nhiều thành phần, vận hành theo cơ chế thị trường, đi đôi với tăng cường vai trò quản lý của Nhà

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nước theo định hướng XHCN. Tăng trưởng kinh tế gắn liền với tiến bộ và công bằng xã hội, giữ gìn và phát huy bản sắc văn hóa dân tộc, bảo vệ môi trường sinh thái”¹; “Thực hiện đúng chức năng quản lý nhà nước về kinh tế và chức năng chủ sở hữu tài sản công của Nhà nước. Tôn trọng và phát huy đầy đủ quyền tự chủ kinh doanh của doanh nghiệp trong cơ chế thị trường. Các cơ quan chính quyền không can thiệp vào những việc thuộc chức năng quản trị kinh doanh của doanh nghiệp”; “Bảo đảm sự bình đẳng về quyền và nghĩa vụ trước pháp luật của mọi doanh nghiệp và cá nhân không phân biệt thành phần kinh tế”²; Đồng thời, tiếp tục chỉ rõ các chức năng của Nhà nước trong nền KTTT định hướng XHCN, bao gồm: Nhà nước thực hiện tốt các chức năng: định hướng sự phát triển; trực tiếp đầu tư vào một số lĩnh vực để dẫn dắt nỗ lực phát triển theo định hướng XHCN; thiết lập khuôn khổ luật pháp, có hệ thống chính sách nhất quán để tạo môi trường ổn định và thuận lợi cho giới kinh doanh làm ăn phát đạt; khắc phục, hạn chế mặt tiêu cực của cơ chế thị trường; phân phối và phân phối lại thu nhập quốc dân; quản lý tài sản công và kiểm kê, kiểm soát toàn bộ hoạt động kinh tế - xã hội...

Đại hội IX, lần đầu tiên Đảng ta chính thức khẳng định nền KTTT định hướng XHCN là mô hình kinh tế tổng quát của nước ta trong thời kỳ quá độ đi lên CNXH, với các đặc trưng có nhiều hình thức sở hữu, nhiều thành phần kinh tế, trong đó kinh tế nhà nước giữ vai trò chủ đạo; kinh tế nhà nước cùng với kinh tế tập thể ngày càng trở thành nền tảng vững chắc; Thực hiện phân phối chủ yếu theo kết quả lao động và hiệu quả kinh tế, đồng thời theo mức đóng góp vốn và các nguồn lực khác vào sản xuất, kinh doanh và thông qua phúc lợi xã hội; tăng trưởng kinh tế đi đôi với phát triển văn hóa và giáo dục, xây dựng nền văn hóa Việt Nam tiên tiến, đậm đà bản sắc dân tộc và gắn liền với bảo đảm tiến bộ và công bằng xã hội ngay trong từng bước phát triển... Nhà nước: “Tạo môi trường pháp lý thuận lợi, bình đẳng cho các doanh nghiệp cạnh tranh và hợp tác để phát triển”. Đặc biệt, Đảng đã tiến thêm một bước trong nhận thức thể hiện ở sự khẳng định: “Thực hiện chế độ tự chủ và tự chịu trách nhiệm về tài chính của doanh nghiệp; tách biệt tài chính nhà nước và tài chính doanh nghiệp. Thực hiện công khai hóa tài chính doanh nghiệp và tài chính công. Nhà nước giám sát, điều tiết tài chính doanh nghiệp thông qua chế độ kế toán, kiểm toán và hệ thống thuế, bảo hộ các nguồn thu nhập hợp pháp, khuyến khích tất cả các tầng lớp dân cư, các thành phần kinh tế cần kiệm đầu tư kinh doanh, làm giàu chính đáng”³. Nhà nước tôn trọng và bảo đảm quyền tự do kinh doanh theo pháp luật, bảo hộ quyền sở hữu tài sản hợp pháp của công dân; khuyến khích, hỗ trợ, tạo điều kiện thuận lợi và định hướng, quản lý sự phát triển của kinh tế tư nhân theo pháp luật, bình đẳng giữa các thành phần kinh tế”⁴; chủ trương “Bảo đảm cho mọi công dân quyền tự do đầu tư, kinh doanh trong những lĩnh vực, ngành nghề, địa bàn mà pháp luật không cấm, quyền bất khả xâm phạm về quyền sở hữu tài sản hợp pháp, quyền bình đẳng trong đầu tư, kinh doanh, tiếp cận các cơ hội và các nguồn lực phát triển, trong cung cấp và tiếp nhận thông tin.”⁵ xây dựng và thực hiện Chiến lược quốc gia về phát triển doanh nghiệp, xây dựng một hệ thống doanh nghiệp Việt Nam có sức cạnh tranh cao, chủ lực là một số tập đoàn kinh tế và công ty lớn dựa trên hình thức cổ phần; tiếp tục đổi mới, phát triển và nâng cao hiệu quả DNN, trọng tâm là cổ phần hóa; đổi mới và phát triển các loại hình kinh tế tập thể; phát triển mạnh các hộ kinh doanh cá thể và các loại hình doanh nghiệp của tư nhân; thu hút mạnh nguồn lực của các nhà đầu tư nước ngoài. Mục tiêu của mô hình kinh tế là nhằm phát triển lực lượng sản xuất, phát triển kinh tế, xây dựng cơ sở vật chất của CNXH, nâng cao đời sống nhân dân. Phát triển lực lượng sản xuất hiện đại gắn với quan hệ sản xuất mới phù hợp trên cả ba mặt sở hữu, quản lý và phân phối.

¹ Đảng Cộng sản Việt Nam, Văn kiện Đại hội Đảng thời kỳ đổi mới, Nxb. CTQG, HN, 2005, tr.459-460.

² Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ VIII, Nxb CTQG, HN, 1996, tr. 93.

³ Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ IX, Nxb CTQG, HN, tr. 102 và 196.

⁴ Đảng Cộng sản Việt Nam, Các nghị quyết Trung ương Đảng 2001-2004, Nxb CTQG, HN, 2004, tr. 49.

⁵ Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ X, Nxb CTQG, HN, 2006, tr. 230.

2. MỤC TIÊU

Đại hội X tiếp tục khẳng định: “Để đi lên CNXH, chúng ta phải phát triển nền KTTT định hướng XHCN; đẩy mạnh công nghiệp hóa, hiện đại hóa; xây dựng nền văn hóa tiên tiến, đậm đà bản sắc dân tộc làm nền tảng tinh thần của xã hội; xây dựng nền dân chủ XHCN, thực hiện đại đoàn kết toàn dân tộc; xây dựng Nhà nước pháp quyền XHCN của Nhân dân, do Nhân dân, vì Nhân dân; xây dựng Đảng trong sạch, vững mạnh; bảo đảm vững chắc quốc phòng và an ninh quốc gia; chủ động và tích cực hội nhập kinh tế quốc tế”¹. Đồng thời, chỉ rõ hơn định hướng XHCN trong nền KTTT ở nước ta: (1) Thực hiện mục tiêu “dân giàu, nước mạnh, xã hội công bằng, dân chủ, văn minh”; giải phóng mạnh mẽ và không ngừng phát triển sức sản xuất, nâng cao đời sống nhân dân. (2) Phát triển nền kinh tế nhiều hình thức sở hữu, nhiều thành phần kinh tế, trong đó kinh tế nhà nước giữ vai trò chủ đạo. (3) Thực hiện tiến bộ và công bằng xã hội ngay trong từng bước và từng chính sách phát triển; tăng trưởng kinh tế đi đôi với phát triển văn hóa, y tế, giáo dục, ... giải quyết tốt các vấn đề xã hội vì mục tiêu phát triển con người. Thực hiện chế độ phân phối chủ yếu theo kết quả lao động. (4) Phát huy quyền làm chủ xã hội của Nhân dân, bảo đảm vai trò quản lý, điều tiết nền kinh tế của Nhà nước pháp quyền XHCN dưới sự lãnh đạo của Đảng². Nhà nước thực hiện các chức năng của mình trên cơ sở tôn trọng các nguyên tắc thị trường, xây dựng Nhà nước pháp quyền; định hướng sự phát triển bằng các chiến lược, quy hoạch, kế hoạch và cơ chế, chính sách trên cơ sở tôn trọng các nguyên tắc của thị trường. Tạo môi trường pháp lý và cơ chế, chính sách thuận lợi để phát huy các nguồn lực của xã hội cho phát triển, các chủ thể hoạt động kinh doanh bình đẳng, cạnh tranh lành mạnh, công khai, minh bạch, có trật tự, kỷ cương. Hỗ trợ phát triển, xây dựng hệ thống kết cấu hạ tầng kinh tế - xã hội quan trọng, hệ thống ASXH. Bảo đảm tính bền vững và tích cực của các cân đối kinh tế vĩ mô, hạn chế các rủi ro và tác động tiêu cực của cơ chế thị trường.

Đồng thời, Nghị quyết Hội nghị Trung ương 6 khóa X về tiếp tục hoàn thiện thể chế KTTT định hướng XHCN đã xác định: “KTTT định hướng XHCN phù hợp với những nguyên tắc cơ bản của KTTT nhằm thúc đẩy kinh tế phát triển nhanh, hiệu quả, bền vững, hội nhập kinh tế quốc tế thành công...”³.

Đại hội XI không chỉ nhấn mạnh yêu cầu giữ vững định hướng XHCN của nền KTTT, mà còn bổ sung điểm mới, theo đó: “Nền KTTT định hướng XHCN ở nước ta là nền kinh tế hàng hóa nhiều thành phần vận hành theo cơ chế thị trường có sự quản lý của Nhà nước dưới sự lãnh đạo của Đảng Cộng sản. Trong nền KTTT định hướng XHCN, cơ chế thị trường phải được vận dụng đầy đủ, linh hoạt để phát huy mạnh mẽ và có hiệu quả mọi nguồn lực nhằm phát triển nhanh và bền vững nền kinh tế, nâng cao đời sống của Nhân dân, khuyến khích làm giàu hợp pháp đi đôi với xóa đói, giảm nghèo, tăng cường đồng thuận xã hội để thực hiện mục tiêu dân giàu, nước mạnh, dân chủ, công bằng, văn minh”⁴. Đại hội còn nhấn mạnh: “Phân định rõ quyền sở hữu của Nhà nước và quyền kinh doanh của doanh nghiệp, hoàn thiện cơ chế quản lý vốn nhà nước trong các doanh nghiệp”⁵. Nhà nước thực hiện chức năng quản lý kinh tế trên cơ sở tôn trọng các nguyên tắc thị trường, xây dựng Nhà nước pháp quyền và hình thành chế độ dân chủ; nâng cao vai trò của các cơ quan dân cử, tổ chức chính trị - xã hội, các tổ chức xã hội - nghề nghiệp và của Nhân dân trong phát triển KTTT định hướng XHCN

1 Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ X, Nxb. CTQG, HN, 2006, tr.69.

2 Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ X, Nxb. CTQG, HN, 2006, tr.77-78.

3 Đảng Cộng sản Việt Nam, Văn kiện Hội nghị lần thứ sáu Ban Chấp hành Trung ương khóa X, Nxb. CTQG, HN, 2008, tr.136.

4 Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ XI, Nxb. CTQG, HN, 2011, tr.204-215.

5 Đảng Cộng sản Việt Nam, Văn kiện Đại hội đại biểu toàn quốc lần thứ XI, Nxb. CTQG, HN, 2011, tr. 110.

Đặc biệt, đến Đại hội XII, mô hình KTTT định hướng XHCN ở nước ta đã được khắc họa rõ nét và đầy đủ hơn. Báo cáo do Tổng Bí thư Nguyễn Phú Trọng trình bày tại phiên khai mạc Đại hội XII của Đảng sáng 21/1/2016 đã nhấn mạnh: “*Thống nhất nhận thức nền KTTT định hướng XHCN Việt Nam là nền kinh tế vận hành đầy đủ, đồng bộ theo các quy luật của kinh tế thị trường; Đồng thời, bảo đảm định hướng XHCN phù hợp với từng giai đoạn phát triển của đất nước. Đó là nền kinh tế thị trường hiện đại và hội nhập quốc tế; có sự quản lý của Nhà nước pháp quyền XHCN, do Đảng Cộng sản Việt Nam lãnh đạo, nhằm mục tiêu “dân giàu, nước mạnh, dân chủ, công bằng, văn minh”*”; có quan hệ sản xuất tiên bộ phù hợp với trình độ phát triển của lực lượng sản xuất; có nhiều hình thức sở hữu, nhiều thành phần kinh tế, trong đó kinh tế nhà nước giữ vai trò chủ đạo, kinh tế tư nhân là một động lực quan trọng của nền kinh tế; các chủ thể thuộc các thành phần kinh tế bình đẳng, hợp tác và cạnh tranh theo pháp luật; thị trường đóng vai trò chủ yếu trong huy động và phân bổ có hiệu quả các nguồn lực phát triển, là động lực chủ yếu để giải phóng sức sản xuất; các nguồn lực nhà nước được phân bổ theo chiến lược, quy hoạch, kế hoạch phù hợp với cơ chế thị trường. Nhà nước đóng vai trò định hướng, xây dựng và hoàn thiện thể chế kinh tế, tạo môi trường cạnh tranh bình đẳng, minh bạch và lành mạnh; sử dụng các công cụ, chính sách và các nguồn lực của Nhà nước để định hướng và điều tiết nền kinh tế, thúc đẩy sản xuất kinh doanh và bảo vệ môi trường; thực hiện tiến bộ, công bằng xã hội trong từng bước, từng chính sách phát triển. Phát huy vai trò làm chủ của nhân dân trong phát triển kinh tế - xã hội...

KTTT có tính đa dạng và gắn liền với sự phát triển của sản xuất hàng hoá tại những quốc gia có những chế độ chính trị - xã hội khác nhau. Nhà nước và thị trường có chức năng, nhiệm vụ, các điểm mạnh, yếu khác nhau, nhưng tất yếu có quan hệ với nhau và đây là mối quan hệ chủ đạo, nền tảng, chi phối tới hầu hết các quan hệ đa dạng và phức tạp khác trong đời sống xã hội quốc gia và quốc tế của mỗi nước trong bối cảnh hội nhập hiện đại.

Quan hệ nhà nước với thị trường trong nền KTTT định hướng XHCN ở Việt Nam không phải là quan hệ xung khắc, loại trừ và kiềm chế nhau, mà là mối quan hệ tương hỗ, chế định, cùng vận động và bổ sung cho nhau trong một chỉnh thể và cùng hướng tới mục tiêu chung là xây dựng một Việt Nam dân giàu, nước mạnh, dân chủ, công bằng và văn minh. Theo đó, *một mặt*, cần tôn trọng các nguyên tắc và quy luật KTTT và các cam kết hội nhập quốc tế nhằm tạo môi trường và động lực cạnh tranh đầy đủ, minh bạch, khai thác các nguồn lực và không ngừng nâng cao hiệu quả đầu tư xã hội; *Mặt khác*, không tuyệt đối hóa vai trò của thị trường, xem nhẹ vai trò kiến tạo và điều chỉnh theo tín hiệu thị trường, kiểm soát an toàn vĩ mô của Nhà nước. Một thị trường hoàn hảo, đồng bộ không chỉ giúp phát huy tính năng động, sáng tạo, trách nhiệm cá nhân và sự phân bổ các nguồn lực công bằng, hiệu quả, mà còn góp phần tạo áp lực hoàn thiện nâng cao năng lực, hiệu lực, hiệu quả, sự minh bạch của các thể chế nhà nước. Hơn nữa, hệ thống thị trường hoàn hảo không thể hình thành đồng bộ và vận hành đầy đủ, lành mạnh trong điều kiện một Nhà nước yếu kém, tham nhũng. Đến lượt mình, một nhà nước vững mạnh là điều kiện và luôn có tác động tích cực cho sự phát triển đồng bộ, làm lành mạnh hóa các yếu tố thị trường và các loại thị trường, giúp khắc phục các thất bại, khuyết tật của thị trường và đảm bảo công bằng xã hội; giảm thiểu tác động mặt trái của tính tự phát, sớm nhận diện, ngăn chặn và kiểm soát khủng hoảng, bảo đảm tăng trưởng bao trùm và hài hòa lợi ích theo yêu cầu phát triển bền vững quốc gia và quốc tế...

Từ năm 2008 đến nay, Việt Nam đã ban hành 191 bộ luật, luật, pháp lệnh; trong đó có khoảng 120 (chiếm hơn 60%) liên quan trực tiếp tới hoàn thiện thể chế KTTT định hướng XHCN. Nước ta đã có quan hệ ngoại giao với 185 nước (so với 11 nước năm 1954) và quan hệ kinh tế với 224 nước và vùng lãnh thổ; tham gia hơn 500 hiệp định song phương và đa phương trên nhiều lĩnh vực. 48 nước đã miễn visa du lịch

cho Việt Nam và Việt Nam miễn visa cho 22 nước; có 18/21 nước thành viên APEC đã trao đổi quy chế với Việt Nam về cấp visa doanh nhân từ 60-90 ngày cho các doanh nhân tư nhân, DNNN và quan chức.

Theo tinh thần Nghị quyết 11 - NQ/TW khóa XII, Việt Nam tiếp tục coi hoàn thiện thể chế KTTT định hướng XHCN là một nhiệm vụ chiến lược, là khâu đột phá quan trọng, là quá trình phát triển liên tục, vừa cấp bách vừa lâu dài, trên cơ sở nhận thức đầy đủ, tôn trọng và vận dụng đúng đắn các quy luật khách quan (và quy trình) của KTTT, thông lệ quốc tế, cam kết hội nhập; kế thừa có chọn lọc thành tựu phát triển kinh tế thị trường của nhân loại và kinh nghiệm tổng kết từ thực tiễn đổi mới; Bảo đảm định hướng XHCN phù hợp với điều kiện phát triển của đất nước trong từng giai đoạn. Bảo đảm tính đồng bộ giữa các bộ phận cấu thành của thể chế kinh tế. Gắn kết hài hoà giữa tăng trưởng kinh tế với thực hiện tiến bộ và công bằng xã hội, phát triển văn hoá, bảo vệ môi trường, bảo đảm quốc phòng, an ninh. Hoàn thiện thể chế ở nước ta; Chủ động và tích cực hội nhập kinh tế quốc tế, đồng thời bảo đảm giữ vững độc lập, chủ quyền quốc gia, an ninh chính trị, trật tự, an toàn xã hội. Hoàn thiện thể chế kinh tế đi đôi với hoàn thiện thể chế chính trị, mà trọng tâm là đổi mới, nâng cao hiệu lực, hiệu quả hoạt động của tổ chức bộ máy và cán bộ.

Tính hiện đại và hội nhập quốc tế của các thể chế kinh tế được nhấn mạnh là việc kế thừa có chọn lọc những thành tựu phát triển kinh tế thị trường của nhân loại, kinh nghiệm tổng kết từ thực tiễn hơn 30 năm đổi mới; có hệ thống pháp luật, cơ chế, chính sách và các yếu tố thị trường, các loại thị trường đầy đủ, đồng bộ, vận hành thông suốt, gắn kết chặt chẽ với các nền kinh tế trên thế giới; vai trò, chức năng của Nhà nước và thị trường được xác định và thực hiện phù hợp với thông lệ, nguyên tắc, chuẩn mực quốc tế phổ biến

Tính định hướng xã hội chủ nghĩa của các thể chế kinh tế được thể hiện tập trung ở sự lãnh đạo của Đảng và sự quản lý của Nhà nước, lấy con người làm trung tâm, vì mọi người và do con người; phát huy đầy đủ vai trò làm chủ của nhân dân, thực hiện tiến bộ và công bằng xã hội ngay trong từng bước và từng chính sách phát triển; có nhiều hình thức sở hữu, nhiều thành phần kinh tế, trong đó kinh tế nhà nước giữ vai trò chủ đạo, KTTN là một động lực quan trọng của nền kinh tế. DNNN giữ vị trí then chốt và là một lực lượng vật chất quan trọng của kinh tế nhà nước. Kinh tế nhà nước, kinh tế tập thể cùng với KTTN là nòng cốt để phát triển một nền kinh tế độc lập, tự chủ. Các chủ thể thuộc các thành phần kinh tế bình đẳng, hợp tác, cạnh tranh cùng phát triển theo pháp luật. Khuyến khích làm giàu hợp pháp. Thực hiện phân phối chủ yếu theo kết quả lao động, hiệu quả kinh tế, đồng thời theo mức đóng góp vốn cùng các nguồn lực khác và qua hệ thống an sinh, phúc lợi xã hội.

Nhà nước đóng vai trò định hướng, xây dựng và hoàn thiện thể chế kinh tế; tạo môi trường cạnh tranh bình đẳng, minh bạch và lành mạnh; sử dụng các công cụ, chính sách và các nguồn lực của Nhà nước để định hướng và điều tiết nền kinh tế, thúc đẩy sản xuất, kinh doanh và bảo vệ tài nguyên, môi trường; phát triển các lĩnh vực văn hoá, xã hội. Thị trường đóng vai trò chủ yếu trong huy động và phân bổ có hiệu quả các nguồn lực, là động lực chủ yếu để giải phóng sức sản xuất; các nguồn lực nhà nước được phân bổ theo chiến lược, quy hoạch, kế hoạch phù hợp với cơ chế thị trường. Thực hiện nhất quán một chế độ pháp lý kinh doanh cho các DN, không phân biệt hình thức sở hữu, thành phần kinh tế.

Đặc biệt, tư duy mới về thể chế nhằm tạo động lực mới cho phát triển sẽ ngày càng hội tụ và cộng hưởng từ nhận thức và cách làm mới về xây dựng nền sản xuất kiểu mới, gia tăng các chuỗi liên kết và kiến tạo lại nền tảng thị trường hàng hóa phù hợp với nhu cầu, tiêu chuẩn tiêu dùng tiên tiến của thế giới. Xây dựng, triển khai các công cụ quản lý và hỗ trợ mới từ mục đích “ quản chặt “ sang “hỗ trợ” DN bằng định hướng chính sách, thông tin thị trường và những khuyến khích tài chính, cũng như tinh thần theo ngành, sản phẩm, địa bàn..., chứ không theo từng DN, dự án cụ thể hoặc tính chất sở hữu. Tăng cường năng lực và hiệu lực của các định chế và chế tài, kinh tế, hành chính, cũng như bộ máy tư pháp quốc gia và địa phương

nhằm bảo vệ có hiệu quả lợi ích Nhà nước, lợi ích DN, doanh nhân và người lao động, phát triển hệ thống an sinh xã hội, hệ thống phòng ngừa rủi ro, cảnh báo sớm các nguy cơ và giải quyết kịp thời các chấn động kinh tế - xã hội do quá trình thúc đẩy phát triển KTTN và hội nhập KTQT gây ra. Đồng thời, đổi mới công tác cán bộ theo hướng đề cao quy chuẩn hóa, chuyên nghiệp hóa và trách nhiệm cá nhân, người đứng đầu; khắc phục tình trạng bổ nhiệm đúng quy trình hình thức, nhưng không bảo đảm chất lượng cán bộ; coi trọng phát hiện, đào tạo, sử dụng và tôn vinh người tài, người đứng đầu đủ tâm và đủ tầm gánh vác trọng trách; kiên quyết chống những biểu hiện tham nhũng trong công tác cán bộ cũng như thường xuyên phát hiện, xử lý, loại bỏ kịp thời những cán bộ tham nhũng, suy thoái đạo đức, vô trách nhiệm, mất uy tín và trở thành lực cản phát triển; khuyến khích tinh thần khởi nghiệp, đổi mới sáng tạo, phát triển bao trùm và bền vững; nâng cao vai trò, tính chuyên nghiệp, năng lực và trách nhiệm, hiệu quả hoạt động của các hiệp hội DN trong hỗ trợ DN đầu tư cả trong nước và ra nước ngoài; Coi trọng giáo dục lòng yêu nước tự hào dân tộc và bản lĩnh kinh doanh cho các doanh nhân và người lao động; Phát huy vai trò của các tổ chức chính trị - xã hội và các hiệp hội, nghề nghiệp đối với khu vực KTTN, cũng như đối với từng DN. Ngoài ra, cần coi trọng phát triển các dịch vụ tư vấn, thông tin và dự báo thị trường, hỗ trợ kinh doanh; giảm thiểu cho khu vực DN các gánh nặng thể chế, tài chính và tín dụng trong đầu tư mở rộng thị trường trong nước và hỗ trợ các doanh nghiệp Việt đầu tư ra nước ngoài; xây dựng văn hóa DN, văn hóa kinh doanh và văn hóa quản lý, thúc đẩy tinh thần tự trọng, tự tôn và tự hào dân tộc, gắn kết và hợp tác công đồng; đảm bảo cạnh tranh lành mạnh, kiểm soát độc quyền và hạn chế các hiện tượng tiêu cực trốn lậu thuế, làm hàng giả trong sản xuất, kinh doanh.

Theo tinh thần Nghị quyết số 10-NQ/TW, phát triển KTTN lành mạnh theo cơ chế thị trường là một yêu cầu khách quan, vừa cấp thiết, vừa lâu dài, là một phương sách quan trọng để giải phóng sức sản xuất, huy động, phân bổ và sử dụng có hiệu quả các nguồn lực phát triển. Đặc biệt, KTTN ngày càng trở thành động lực quan trọng, “đầu kéo chính” cho quá trình tăng tốc và tái cơ cấu kinh tế. Việt Nam đã, đang và sẽ tiếp tục tạo mọi điều kiện, bảo đảm thực hiện nghiêm minh quyền tự do kinh doanh, quyền sở hữu tài sản, các quyền, nghĩa vụ dân sự của các tổ chức, cá nhân theo quy định của pháp luật để KTTN phát triển ở tất cả các ngành, lĩnh vực mà pháp luật không cấm, đa dạng về hình thức, tăng nhanh về lượng và đổi mới về chất, phấn đấu cộng đồng KTTN có trên 1 triệu DN vào năm 2020, đạt 1,5 triệu DN vào năm 2025 và 2 triệu DN vào năm 2030, đồng thời nâng tỷ trọng đóng góp của khu vực KTTN lên tới 60-65% GDP. Tốc độ tăng trưởng của kinh tế tư nhân cao hơn tốc độ tăng trưởng chung của nền kinh tế. Bình quân giai đoạn 2016 - 2025, năng suất lao động tăng khoảng 4 - 5%/năm. Thu hẹp khoảng cách về trình độ công nghệ, chất lượng nhân lực và năng lực cạnh tranh của doanh nghiệp tư nhân so với nhóm dẫn đầu ASEAN-4; Hình thành các tập đoàn kinh tế tư nhân đa sở hữu và tư nhân góp vốn vào các tập đoàn kinh tế nhà nước, có đủ khả năng tham gia mạng sản xuất và chuỗi giá trị khu vực, toàn cầu.

Theo tinh thần Nghị quyết số 12-NQ/TW khóa XII, DNNN tiếp tục được coi là một lực lượng vật chất quan trọng của kinh tế nhà nước, góp phần thúc đẩy phát triển kinh tế và thực hiện tiến bộ, công bằng xã hội; nhưng sẽ đẩy mạnh cơ cấu lại DNNN theo hướng kiên quyết CPH, bán vốn tại những DN mà Nhà nước không cần nắm hoặc không cần giữ cổ phần, vốn góp chi phối, kể cả những DN đang kinh doanh có hiệu quả; xử lý triệt để, bao gồm cả việc cho phá sản các DNN yếu kém; hoạt động của DNNN sẽ tập trung vào những lĩnh vực then chốt, thiết yếu, địa bàn quan trọng và quốc phòng, an ninh, những lĩnh vực mà DN thuộc các thành phần kinh tế khác không đầu tư; đồng thời, hoạt động theo cơ chế thị trường, lấy hiệu quả kinh tế làm tiêu chí đánh giá chủ yếu, tự chủ, tự chịu trách nhiệm, cạnh tranh bình đẳng với DN thuộc các thành phần kinh tế khác theo quy định của pháp luật; bảo đảm công khai, minh bạch và trách nhiệm giải trình trên cơ sở tách bạch nhiệm vụ hai nhiệm vụ, hai cơ chế của DNNN trong kinh doanh vị lợi nhuận và

trong cung cấp hàng hóa, dịch vụ công ích. Nhà nước thu hẹp số DN nắm giữ 100% vốn điều lệ chỉ còn trong trong 11 lĩnh vực (xổ số, ngân hàng, truyền tải, điều độ hệ thống điện, sản xuất, kinh doanh vật liệu nổ, quản lý hệ thống kết cấu hạ tầng đường sắt quốc gia, đường sắt đô thị, quản lý không lưu, in tiền...) và linh hoạt các tỷ lệ nắm giữ vốn điều lệ trong các DN thuộc lĩnh vực khác. Cách thức CPH cũng sẽ đổi mới: bãi bỏ các hạn chế đối với lựa chọn nhà đầu tư chiến lược và không yêu cầu bán hết ngay theo kế hoạch, mà sau khi CPH vẫn còn vốn nhà nước thì DN tiếp tục niêm yết trên sàn để tự bán. DNNN thực hiện CPH phải đăng ký giao dịch, niêm yết trên sàn giao dịch chứng khoán khi đủ điều kiện trong thời hạn một năm kể từ ngày phát hành cổ phiếu lần đầu...Phấn đấu đến năm 2030, hầu hết các DNNN có cơ cấu sở hữu hỗn hợp, chủ yếu là doanh nghiệp cổ phần; tập trung phát triển một số tập đoàn kinh tế nhà nước đa sở hữu, quy mô lớn, hoạt động có hiệu quả, có khả năng cạnh tranh khu vực và quốc tế ở một số ngành, lĩnh vực then chốt của nền kinh tế; trình độ công nghệ, kỹ thuật sản xuất hiện đại tương đương với các nước trong khu vực; đáp ứng đầy đủ chuẩn mực quốc tế về quản trị doanh nghiệp; hình thành đội ngũ quản lý chuyên nghiệp, có trình độ cao, phẩm chất đạo đức tốt; kiểm soát và xử lý các hành vi vi phạm pháp luật, xung đột lợi ích, nhất là các “nhóm lợi ích”, “sân sau”, lạm dụng chức vụ, quyền hạn trục lợi cá nhân, tham nhũng, lãng phí, gây tổn hại cho Nhà nước và DN. Tổng giám đốc và các thành viên ban điều hành DNNN sẽ do hội đồng thành viên, hội đồng quản trị bổ nhiệm, thuê và thực hiện nhiệm vụ, quyền hạn theo quy định của pháp luật và hợp đồng lao động. Xây dựng và phát triển hệ thống cơ sở dữ liệu quốc gia thống nhất, đồng bộ về DNNN và vốn, tài sản của Nhà nước tại DN. Chậm nhất đến năm 2018, thành lập một cơ quan chuyên trách làm đại diện chủ sở hữu đối với DNNN và cổ phần, vốn góp của Nhà nước tại DN.

Bên cạnh đó, Việt Nam cũng khuyến khích đổi mới nội dung và phương thức hoạt động của kinh tế tập thể. Nhà nước có cơ chế, chính sách hỗ trợ hỗ trợ cho các hợp tác xã tiếp cận nguồn vốn, đào tạo nguồn nhân lực, chuyển giao công nghệ, hỗ trợ phát triển thị trường; Tăng cường các hình thức hợp tác, liên kết, hỗ trợ cho nông dân trong sản xuất, bảo quản, chế biến, tiêu thụ nông sản; nhân rộng các mô hình tổ chức sản xuất mới, hiệu quả; phát triển các hình thức hợp tác, liên kết sản xuất, chế biến, tiêu thụ nông sản theo chuỗi giá trị, kết nối với hệ thống tiêu thụ ở cả trong và ngoài nước; chuyển mạnh từ sản xuất theo hộ gia đình riêng lẻ sang mô hình sản xuất hợp tác, liên kết, tập trung, quy mô lớn.

Đồng thời, Việt Nam nhất quán với chủ trương coi trọng và ngày càng nâng cao hiệu quả thu hút đầu tư trực tiếp của nước ngoài; chủ động lựa chọn các dự án đầu tư nước ngoài có chuyển giao công nghệ tiên tiến và quản trị hiện đại, có cơ sở nghiên cứu và phát triển công nghệ tại Việt Nam, có cam kết liên kết, hỗ trợ doanh nghiệp trong nước tham gia chuỗi giá trị toàn cầu, phù hợp với định hướng cơ cấu lại nền kinh tế và các chiến lược, quy hoạch phát triển kinh tế. Hiện khu vực DN FDI đóng góp gần 20% GDP, 22% tổng vốn đầu tư, 2/3 kim ngạch xuất khẩu và tạo ra 1/4 việc làm cho khu vực doanh nghiệp chính thức.

Về tổng thể, tư duy về các thành phần kinh tế ở Việt Nam ngày càng hoàn thiện và sâu sắc hơn, cho phép và đòi hỏi các DN cần có chiến lược kinh doanh lâu dài, đúng cam kết, đúng tiến độ, thực tâm hình thành mối quan hệ bình đẳng, “cùng thắng” với các bên trong chuỗi liên kết khép kín; có trách nhiệm bảo vệ môi trường, trách nhiệm với xã hội và cộng đồng, xây dựng môi trường lao động an toàn, thân thiện, hài hòa, vượt qua mọi rào cản kỹ thuật quốc gia và quốc tế, đáp ứng các yêu cầu phát triển bền vững...

Công cuộc đổi mới toàn diện và chủ động hội nhập quốc tế đang đòi hỏi chúng ta phải đổi mới tư duy một lần nữa, tạo động lực mới cho phát triển trên tinh thần kiến tạo, giải phóng sức sáng tạo và phát huy toàn diện vai trò của DN, khu vực tư nhân trong mọi công đoạn của chuỗi giá trị sản xuất; tạo cơ hội cho DN, nhà đầu tư có sự lựa chọn và phản ứng nhanh nhạy, đáp ứng hiệu quả hơn với các tín hiệu thị trường, chủ động đổi mới, thích ứng và tập trung vào sản xuất cái mà xã hội, kể cả trong nước và nước ngoài đang

cần; tổ chức lại sản xuất theo chuỗi giá trị sản phẩm, chế biến sâu, trên cơ sở phát huy lợi thế tự nhiên sẵn có gắn với cuộc cách mạng công nghiệp 4.0; tạo ra những sản phẩm hàng hóa và dịch vụ có giá trị gia tăng lớn, có thương hiệu quốc gia đại diện tiêu biểu, góp phần hình thành nên một diện mạo mới cả về kinh tế và vị thế trên thị trường quốc tế của Việt Nam trong những thập niên tới...

Quá trình xóa bỏ những thể chế kim hãm DN, điều chỉnh những thể chế làm lệch lạc, lãng phí các nguồn lực DN, lấp đầy những “khoảng trống thể chế” cần thiết để hỗ trợ DN phát triển lành mạnh, hiệu quả đã, đang và sẽ cho phép từng bước định hình một tầm nhìn mới, một thực tiễn mới và mở ra triển vọng phát triển mới với nhiều thay đổi về chất đối với vai trò, vị thế và cách thức tổ chức mới của các thành phần kinh tế nói chung, khu vực KTTN nói riêng trong toàn bộ đời sống kinh tế-xã hội Việt Nam thời kỳ chuyển mình hội nhập cùng thế giới, vì mục tiêu “dân giàu, nước mạnh, dân chủ, công bằng, văn minh”./.

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ĐIỂM NHẤN ĐỊNH HƯỚNG & CHÍNH SÁCH PHÁT TRIỂN BỀN VỮNG Ở VIỆT NAM

Nguyễn Minh Phong* - Nguyễn Thị Ngát**

TÓM TẮT: Thế giới bước vào thế kỷ XXI với tinh thần tăng cường hòa bình, đối thoại và hợp tác trong sự cạnh tranh toàn diện ngày càng gay gắt và ưu tiên cho mục tiêu kinh tế, vì sự tồn tại, phát triển và tiến bộ chung của mỗi quốc gia, mỗi cộng đồng, mỗi cá nhân, cũng như của toàn nhân loại. Đặc biệt, trong những thập kỷ tới, sẽ tiếp tục có sự gia tăng mạnh các xu hướng tự do hóa, khu vực hóa và toàn cầu hóa, trong sự phát triển đan xen của xu hướng đa dạng hóa và đa cực hóa về kinh tế trên cơ sở sự phát triển nhanh chóng của khoa học - kỹ thuật (với tư cách là lực lượng sản xuất trực tiếp) và sự thừa nhận chung các nguyên tắc cơ bản cũng như sự phát triển ngày càng hoàn thiện của cơ chế kinh tế thị trường mở trên cả cấp độ vĩ mô lẫn vi mô, trong mỗi quốc gia cũng như trên phạm vi toàn cầu; Sẽ có sự đẩy nhanh hơn quá trình tái cơ cấu các sản phẩm, các công ty, các nền kinh tế trên cơ sở những công nghệ mới về chất theo hướng đa ngành, tự động hóa, tin học hóa, tiêu thụ ít nguyên liệu, tạo ra ít phế thải và ít gây ô nhiễm môi trường hơn, Thế giới ngày càng có sự phụ thuộc chặt chẽ và toàn diện hơn giữa các quan hệ, các vấn đề và sự kiện trong nước và ngoài nước; nhiều vấn đề toàn cầu (dân số, thất nghiệp, phân hóa giàu nghèo, bảo vệ môi trường, chiến tranh sắc tộc và biên giới, tệ nạn ma túy, HIV, và khủng bố quốc tế, ...) sẽ tiếp tục gia tăng về quy mô, một số trở nên gay gắt hơn. Các nước lớn vẫn tiếp tục khống chế thị trường và định hướng sự phát triển của toàn thế giới; song các nước đang phát triển ngày càng có vai trò tích cực hơn, có nhiều cơ hội cải thiện chất lượng phát triển và vị thế quốc tế của mình hơn.

Đặc biệt, về tổng thể và cơ bản, các định hướng và yêu cầu về phát triển bền vững ngày càng đậm nét và trở thành trung tâm của sự phát triển trong mọi lĩnh vực khi xã hội loài người bước vào thế kỉ 21;

Từ khóa: Phát triển bền vững, cơ chế thị trường, kinh tế vĩ mô, kinh tế vi mô

1. PHÁT TRIỂN BỀN VỮNG VÀ YÊU CẦU THỜI ĐẠI

Phát triển nói chung là khái niệm chỉ tất cả mọi hoạt động của con người nhằm thúc đẩy xã hội tiến lên phục vụ nhu cầu ngày càng tăng về đời sống vật chất và đời sống tinh thần. Phát triển kinh tế nhằm tạo ra của cải vật chất ngày càng dồi dào đáp ứng đời sống của con người. Phát triển nông nghiệp, công nghiệp, dịch vụ, kết cấu hạ tầng kỹ thuật, cải tiến quản lý kinh tế... là những bộ phận quan trọng của phát triển kinh tế. Phát triển xã hội nhằm tạo lập, củng cố những giá trị chân - thiện - mỹ, những giá trị văn hóa cho toàn xã hội; sáng tạo và bồi đắp những phẩm chất tốt đẹp cho mỗi con người. Phát triển giáo dục, khoa học, y tế, văn hóa, đạo đức, thể dục thể thao, cải tiến quản lý hành chính, đổi mới chính trị, tăng cường phúc lợi xã hội... là những bộ phận quan trọng của phát triển xã hội. Quá trình phát triển của nhân loại diễn ra không

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đồng đều ở các quốc gia, các dân tộc khác nhau. Hiện nay, trong lúc một số quốc gia đã qua thời kỳ phát triển công nghiệp hoá, tiến đến phát triển kinh tế tri thức (kinh tế dựa chủ yếu vào tri thức, các hoạt động kinh tế được thực hiện dựa trên nền tảng tri thức. Tri thức chiếm tỉ trọng lớn trong giá trị sản phẩm xã hội), thì nhiều quốc gia vẫn đang ở trình độ xã hội nông nghiệp, và trên thế giới vẫn còn khoảng 200 triệu người vẫn sống theo phương thức săn bắn, hái lượm trong các vùng rừng núi, các hải đảo. Quá trình phát triển kinh tế - xã hội của con người, nhất là thời kỳ công nghiệp hoá, với sự phát hiện những dạng năng lượng mới, vật liệu mới và công nghiệp sản xuất tiên bộ, con người đã tác động mạnh mẽ vào tài nguyên thiên nhiên và môi trường, can thiệp một cách trực tiếp, nhiều khi thô bạo vào giới tự nhiên, tạo nên những mâu thuẫn sâu sắc giữa mục tiêu phát triển của xã hội loài người với các quá trình diễn biến của tự nhiên. Có thể nói mọi vấn đề trong môi trường đều bắt nguồn từ bài toán giải quyết về phát triển. Con người cũng như mọi sinh vật khác đều tuân theo quy luật tiến hoá và đều là máu thịt của tự nhiên. Con người đứng trước tự nhiên, xã hội không phải đứng trước tất yếu phải cam chịu như định mệnh mà đang đứng trước tất yếu có thể nhận thức và cải tạo theo nhu cầu thực tiễn của con người. Con người sáng tạo ra lịch sử nhưng không tùy tiện mà sáng tạo tuân theo quy luật khách quan. Nhận thức đúng quy luật, tác động đúng quy luật con người sẽ để lại nền văn minh. Ngược lại, nhận thức sai, tác động tùy tiện, con người sẽ để lại đống sau bãi hoang mạc.

Khái niệm phát triển bền vững đã xuất hiện trong phong trào bảo vệ môi trường từ những năm đầu của thập niên 70 của thế kỷ XX. Năm 1987, trong báo cáo “Tương lai của chúng ta” của Hội đồng thế giới về môi trường và phát triển (WCED) của Liên Hợp Quốc, Phát triển bền vững là sự phát triển đáp ứng nhu cầu hiện tại mà không làm tổn hại khả năng của các thế hệ tương lai trong đáp ứng các nhu cầu của họ”. Nói một cách cụ thể hơn: Phát triển bền vững là sự phát triển sử dụng tài nguyên thiên nhiên, điều kiện môi trường hiện có để thể hiện nhu cầu của các thế hệ con người đang sống, nhưng phải đảm bảo cho các thế hệ tương lai những điều kiện tài nguyên và môi trường cần thiết để họ có thể sống tốt hơn ngày nay.

Hội nghị Thượng đỉnh Trái đất về Môi trường và phát triển tổ chức ở Rio de Janeiro (Braxin) năm 1992 đã đưa ra Chương trình nghị sự 21 về các giải pháp phát triển bền vững chung cho toàn thế giới trong thế kỷ XXI và Hội nghị Thượng đỉnh thế giới về phát triển bền vững tổ chức ở Johannesburg (Cộng hoà Nam Phi) năm 2002 đã xác định phát triển bền vững là quá trình phát triển có sự kết hợp chặt chẽ, hợp lý, hài hoà giữa ba mặt: phát triển kinh tế (nhất là tăng trưởng kinh tế), phát triển xã hội (nhất là thực hiện tiến bộ, công bằng xã hội, xoá đói giảm nghèo, giải quyết việc làm) và bảo vệ môi trường (nhất là xử lý, khắc phục tình trạng ô nhiễm, phục hồi và cải thiện chất lượng môi trường; phòng chống cháy và phá hoại rừng; khai thác hợp lý và sử dụng tiết kiệm tài nguyên thiên nhiên).

Đánh giá sự phát triển bền vững sẽ có nhiều tiêu chí, nhưng trước hết là căn cứ vào sự tăng trưởng kinh tế ổn định, thực hiện tốt tiến bộ và công bằng xã hội; khai thác hợp lý, sử dụng tiết kiệm tài nguyên thiên nhiên, bảo vệ và nâng cao chất lượng môi trường sống.

a/. Phát triển bền vững về kinh tế: là đạt được sự tăng trưởng nhanh, ổn định, có chất lượng, có hiệu quả với cơ cấu kinh tế hợp lý, đáp ứng được yêu cầu nâng cao đời sống nhân dân, tránh được sự suy thoái hoặc trì trệ trong tương lai, tránh để lại hậu quả, gánh nặng nợ nần cho các thế hệ mai sau.

Tính bền vững trong phát triển kinh tế được thể hiện qua các chỉ tiêu: Tổng sản phẩm trong nước, GDP (Gross Domestic Product); Tổng sản phẩm Quốc gia, GNP (Gross National Product); Tổng sản phẩm bình quân đầu người, GDP/Cap; Tăng trưởng của GDP (GDP growth); Cơ cấu GDP.

GDP và GNP khái quát hoá toàn bộ khả năng sản xuất và dịch vụ của một quốc gia vào một chỉ tiêu định lượng. Chỉ tiêu này cho phép so sánh mức độ phát triển kinh tế của các quốc gia với nhau, cũng như để so sánh phát triển của một quốc gia trong những thời kỳ khác nhau.

GDP/người biểu thị trung bình về sản xuất, dịch vụ mà một người dân trong quốc gia đó có thể làm ra, nói lên quan hệ giữa tăng trưởng kinh tế và gia tăng dân số. Căn cứ vào GDP/người, các tổ chức quốc tế thường phân các quốc gia thành các nhóm: thu nhập thấp, thu nhập trung bình thấp, thu nhập trung bình cao và thu nhập cao.

Cơ cấu GDP nêu tỷ lệ đóng góp vào GDP của 3 lĩnh vực lớn của nền kinh tế của một quốc gia: nông nghiệp, công nghiệp và dịch vụ.

Theo kinh nghiệm quốc tế, một quốc gia có sự phát triển bền vững về kinh tế hiện nay phải đạt những yêu cầu sau:

+ Có tăng trưởng của GDP và GDP/người cao. Nước càng nghèo, thu nhập trong thời gian trước càng thấp thì tăng trưởng càng phải cao. Trong điều kiện hiện nay, nước thu nhập thấp phải có tăng trưởng GDP trên 5%.

+ Có GDP, GDP/người bằng hoặc cao hơn mức trung bình hiện nay của các nước đang phát triển thu nhập trung bình.

+ Có cơ cấu GDP lành mạnh nhằm bảo đảm cho tăng trưởng GDP ổn định lâu dài.

b/. Phát triển bền vững về xã hội: là đạt được kết quả cao trong việc thực hiện tiến bộ và công bằng xã hội, chế độ dinh dưỡng và chất lượng chăm sóc sức khỏe nhân dân; mọi người đều có cơ hội được học hành và có việc làm, giảm tình trạng đói nghèo và hạn chế khoảng cách giàu nghèo giữa các tầng lớp và các nhóm xã hội; giảm các tệ nạn xã hội, nâng cao mức độ công bằng về quyền lợi và nghĩa vụ giữa các thành viên và giữa các thế hệ trong một xã hội; duy trì, bảo tồn và phát huy được tính đa dạng về bản sắc văn hoá dân tộc, không ngừng nâng cao trình độ văn minh về đời sống vật chất và đời sống tinh thần của nhân dân.

Tính bền vững phát triển xã hội thường được đánh giá qua một số độ đo như: chỉ số phát triển con người; hệ số bình đẳng thu nhập; các chỉ tiêu về giáo dục, dịch vụ y tế, hoạt động văn hoá...

+ Chỉ số phát triển con người (HDI): Năm 1990, chương trình phát triển của Liên hợp quốc đưa ra: chỉ số phát triển con người (HDI). Chỉ số này nói lên mong muốn cơ bản của con người là có sức khỏe, được sống lâu (I); có kiến thức (e); có nguồn lực tài chính để có thể có một mức sống vật chất thích hợp (PPP). Phát triển con người, một mặt là sự tạo nên khả năng của con người như tăng sức khỏe, kiến thức, kỹ năng; mặt khác là việc sử dụng khả năng này vào hoạt động sản xuất, công tác, hưởng thụ các giá trị của thiên nhiên, xã hội và cuộc sống.

+ Chỉ số bất bình đẳng thu nhập (hệ số GINI): Muốn phát triển bền vững phải tránh được những bất ổn về mặt xã hội. Nguyên nhân cơ bản của bất ổn xã hội là sự phân hoá quá mức giàu nghèo. Phân hoá giàu nghèo hợp lý trong tình hình hiện nay thì tạo được động lực phát triển. Nhưng phân hoá giàu nghèo vô lý lại tạo ra bất công xã hội, tạo ra sự bất ổn xã hội và đe dọa sự phát triển bền vững.

+ Chỉ số giáo dục, đào tạo, thường được cụ thể hoá thành những số liệu cụ thể. Chỉ số này được thể hiện ở tỷ lệ người biết chữ trong nhân dân ở một độ tuổi nhất định; tỷ lệ người được đi học ở các bậc tiểu, trung, đại học những lứa tuổi nhất định; số sinh viên trên 10.000 dân, trong đó tỷ lệ % sinh viên các ngành công nghệ; số học sinh/giáo viên; ngân sách nhà nước chi cho giáo dục bằng tỷ lệ % ngân sách; hoặc % GDP.

+ Chỉ tiêu dịch vụ xã hội về y tế thường được cụ thể: số trẻ sơ sinh chết/1000 trẻ; tuổi thọ trung bình; số bác sĩ/1000 dân, số giường bệnh/1000 dân; tỷ lệ % dân được hưởng dịch vụ y tế xã hội; tỷ lệ % dân có nước sạch để dùng; tỷ lệ trẻ em dưới 12 tháng được tiêm chủng phòng dịch bệnh; ngân sách nhà nước chi cho dịch vụ xã hội về y tế bằng % tổng ngân sách, hoặc % tổng GDP.

+ Chỉ số về hoạt động văn hoá thường được cụ thể bằng số tờ báo, ấn phẩm thông tin được phát hành cho 1000 dân; số người ứng với máy thu thanh, thu hình; số thư viện/10.000 dân; số đầu sách trên/1000 dân...

c/. Phát triển bền vững về môi trường: là khai thác hợp lý, sử dụng tiết kiệm và có hiệu quả tài nguyên thiên nhiên; phòng ngừa, ngăn chặn, xử lý và kiểm soát có hiệu quả ô nhiễm môi trường, bảo vệ tốt môi trường sống; bảo vệ được các vườn quốc gia, khu bảo tồn thiên nhiên, khu dự trữ sinh quyển và bảo tồn sự đa dạng sinh học, khắc phục suy thoái và cải thiện chất lượng môi trường. Môi trường trước hết là không gian sống của con người. Môi trường luôn luôn biến động dưới tác động tiến hoá của tự nhiên và hoạt động của các sinh vật, trong đó tác động của con người là mạnh mẽ nhất.

+ Bền vững về môi trường là bền vững về không gian sống của con người tại một khu vực lãnh thổ nhất định thể hiện ở mật độ dân số, mật độ hoạt động của con người không vượt quá khả năng chịu tải của khu vực đó. Môi trường bền vững biểu hiện ở sự trong sạch của không khí, nước, đất, tiếng ồn, cảnh quan, quá trình sử dụng không được làm giảm chất lượng các yếu tố môi trường xuống dưới giới hạn cho phép theo các quy định của nhà nước hoặc của xã hội. Chất lượng các yếu tố môi trường sau sử dụng, lớn hơn hoặc bằng tiêu chuẩn quy định.

+ Bền vững môi trường còn ở sự bền vững về tài nguyên thiên nhiên biểu hiện ở tài nguyên tái tạo được (nước, một số dạng năng lượng, tài nguyên sinh vật) được sử dụng trong phạm vi khôi phục lại được về số lượng và chất lượng bằng các phương pháp tự nhiên hoặc nhân tạo.

Lượng sử dụng < hoặc = lượng thay thế.

+ Bền vững về môi trường còn biểu hiện ở lượng phế thải tạo nên phải nhỏ hơn khả năng tái sử dụng, tái chế, phân huỷ và chôn lấp.

Ba mặt của tiêu chí phát triển bền vững quan hệ biện chứng với nhau thiếu một hoặc thực hiện không tốt 1 trong 3 mặt thì sẽ phá vỡ phát triển bền vững. Một quốc gia, một cộng đồng, một địa phương chỉ có thể phát triển bền vững khi đáp ứng đồng thời cả phát triển bền vững về kinh tế, bền vững về xã hội và bền vững về môi trường.

Tóm lại, quan niệm *phát triển bền vững* xuất hiện từ những năm đầu thập kỷ 80 thế kỷ XX, được phổ biến rộng rãi vào năm 1987, với hàm ý tổng quát là *sự phát triển đáp ứng được những yêu cầu của hiện tại nhưng không gây trở ngại cho việc đáp ứng nhu cầu của các thế hệ mai sau*. Đây là quá trình phải bảo đảm có sự kết hợp chặt chẽ, hợp lý, hài hòa giữa ba mặt của sự phát triển: phát triển kinh tế, phát triển xã hội và bảo vệ môi trường.

Trong hai thập kỷ qua, trên bình diện quốc tế, vấn đề phát triển bền vững ngày càng được đặc biệt quan tâm, trở thành yêu cầu phát triển của toàn cầu. Đã có không ít hội nghị thượng đỉnh thảo luận về chủ đề này và đưa ra nhiều văn kiện, quyết sách quan trọng.

2. VIỆT NAM VỚI YÊU CẦU PHÁT TRIỂN BỀN VỮNG

Ở Việt Nam, chủ trương phát triển nhanh nhưng bền vững đã được nhận thức rất sớm và thể hiện nhất quán với nội dung ngày càng hoàn thiện trong những cam kết mạnh mẽ về phát triển bền vững, cũng như trong lãnh đạo, quản lý, điều hành tiến trình phát triển của đất nước trong nhiều thập kỷ qua.

Chiến lược Phát triển kinh tế - xã hội 1991 – 2000 của Việt Nam đã nhấn mạnh “*Tăng trưởng kinh tế phải gắn liền với tiến bộ và công bằng xã hội, phát triển văn hóa, bảo vệ môi trường*” và “*phát triển lực lượng sản xuất, công nghiệp hoá đất nước theo hướng hiện đại gắn liền với phát triển một nền nông nghiệp toàn diện là nhiệm vụ trung tâm, nhằm từng bước xây dựng cơ sở vật chất - kỹ thuật của CNXH, nâng cao năng suất lao động xã hội và cải thiện đời sống cho nhân dân; thực hiện mục tiêu dân giàu nước mạnh theo con đường XHCN..., cải biến căn bản tình trạng kinh tế - xã hội kém phát triển của nước ta...*”

Chiến lược Phát triển kinh tế - xã hội 2001 - 2010 của Việt Nam tiếp tục khẳng định “*Phát triển nhanh, hiệu quả và bền vững, tăng trưởng kinh tế đi đôi với thực hiện tiến bộ, công bằng xã hội và bảo vệ môi trường*”. Ngoài các nội dung phát triển kinh tế, xã hội, môi trường, Chiến lược này còn bổ sung yêu cầu *phát triển toàn diện con người, thực hiện dân chủ* và xác định mục tiêu tổng quát của Kế hoạch 5 năm 2006 - 2010 là “*Phấn đấu tăng trưởng kinh tế với nhịp độ nhanh, chất lượng cao và bền vững hơn, gắn với phát triển con người*”.

Đặc biệt, Chiến lược Phát triển kinh tế - xã hội 2011 - 2020 lấy “*phát triển bền vững là yêu cầu xuyên suốt trong Chiến lược*”, đã cụ thể hóa thành các nội dung: Phải phát triển bền vững về kinh tế, giữ vững ổn định kinh tế vĩ mô, bảo đảm an ninh kinh tế; Đẩy mạnh chuyển dịch cơ cấu kinh tế, chuyển đổi mô hình tăng trưởng, coi chất lượng, năng suất, hiệu quả, sức cạnh tranh là ưu tiên hàng đầu, chú trọng phát triển theo chiều sâu, phát triển kinh tế tri thức; Tăng trưởng kinh tế phải kết hợp hài hòa với thực hiện tiến bộ và công bằng xã hội; nâng cao không ngừng chất lượng cuộc sống của nhân dân; Phát triển kinh tế - xã hội phải luôn đi cùng với bảo vệ và cải thiện môi trường...kết hợp hài hòa các lợi ích kinh tế-xã hội và môi trường, trước mắt và lâu dài, nhà nước, tập thể và cá nhân, hướng đến vì hạnh phúc lâu dài của con người với tư cách là mục tiêu và động lực mạnh nhất và cao nhất trong quá trình phát triển...

Trong mười năm qua, thực hiện Chiến lược phát triển kinh tế - xã hội 2001 - 2010, Việt Nam đã đạt được những thành tựu to lớn và rất quan trọng: Tốc độ tăng trưởng kinh tế bình quân đạt gần 7,3%/năm, thuộc nhóm nước có tốc độ tăng trưởng cao trong khu vực. GDP bình quân đầu người năm lên tới trên 1300 USD trong năm 2011, vượt qua ngưỡng nước đang phát triển có thu nhập thấp. Cơ cấu kinh tế có sự chuyển dịch tích cực theo hướng công nghiệp hóa, hiện đại hóa. Kinh tế vĩ mô cơ bản ổn định, các cân đối lớn của nền kinh tế được giữ vững, thâm hụt ngân sách và nợ quốc gia được kiểm soát trong giới hạn an toàn. Đời sống vật chất và tinh thần của nhân dân được cải thiện tốt hơn. Thu nhập thực tế bình quân đầu người 10 năm qua tăng khoảng 2,3 lần. Công cuộc xóa đói giảm nghèo đạt nhiều thành tựu nổi bật, được quốc tế đánh giá cao. Chênh lệch thu nhập giữa thành thị và nông thôn giảm từ 2,3 lần năm 1999 xuống còn 2 lần năm 2008. Trẻ em được quan tâm bảo vệ, chăm sóc; tỷ lệ trẻ dưới 5 tuổi suy dinh dưỡng giảm từ 33,8% xuống còn dưới 18%. Tuổi thọ bình quân tăng từ 67 lên 72 tuổi. Cả nước đã hoàn thành phổ cập giáo dục trung học cơ sở. Chỉ số phát triển con người (HDI) không ngừng tăng lên, năm 2008 là 0,733, thuộc nhóm nước trung bình cao trên thế giới. Mức hưởng thụ văn hoá, điều kiện tiếp cận thông tin của người dân được nâng lên rõ rệt. Hệ thống phúc lợi và an sinh xã hội được coi trọng và từng bước mở rộng. Cùng với những kết quả to lớn trong việc xã hội hoá phát triển các lĩnh vực xã hội, ngân sách nhà nước chi cho các lĩnh vực này không ngừng tăng lên; bảo hiểm y tế được mở rộng từ 13,4% dân số năm 2000 lên khoảng 62% năm 2010. Bình đẳng giới có nhiều tiến bộ, tỷ lệ phụ nữ tham gia Quốc hội và giữ các trọng trách trong hệ thống chính trị ngày càng cao. Năm 2008, Việt Nam đã hoàn thành hầu hết các Mục tiêu Thiên niên kỷ đặt ra cho năm 2015. Công tác bảo vệ môi trường được quan tâm và có mặt được cải thiện. Dân chủ trong xã hội tiếp tục được mở rộng, xã hội cởi mở và đồng thuận hơn. Quốc phòng, an ninh được giữ vững. Chính trị - xã hội ổn định. Diện mạo của đất nước có nhiều thay đổi; thế và lực của nước ta vững mạnh thêm nhiều; vị thế của Việt Nam trên trường quốc tế được nâng cao; tạo ra những tiền đề quan trọng để phát triển nhanh, bền vững và nâng cao chất lượng cuộc sống của nhân dân.

Bên cạnh những kết quả nêu trên, trong sự phát triển cũng còn nhiều yếu kém, bất cập. Những thành tựu đạt được chưa tương xứng với tiềm năng. Chất lượng, năng suất, hiệu quả, sức cạnh tranh của nền kinh tế còn thấp. Tăng trưởng kinh tế còn dựa nhiều vào các yếu tố phát triển theo chiều rộng, chậm chuyển sang phát triển theo chiều sâu. Huy động và hiệu quả sử dụng các nguồn lực còn hạn chế; lãng phí, thất thoát

còn nhiều; hiệu quả đầu tư thấp. Tiêu hao nguyên liệu, năng lượng còn rất lớn. Việc khai thác và sử dụng tài nguyên chưa thật hợp lý và tiết kiệm. Các cân đối kinh tế vĩ mô chưa thật vững chắc, bội chi ngân sách, thâm hụt cán cân thương mại còn lớn, lạm phát còn cao. Môi trường sinh thái nhiều nơi bị ô nhiễm nặng. Các lĩnh vực văn hoá, xã hội còn nhiều bất cập, một số mặt vẫn còn bức xúc; tệ nạn xã hội có chiều hướng gia tăng; ùn tắc và tai nạn giao thông còn nghiêm trọng; tham nhũng chưa bị đẩy lùi; chất lượng giáo dục và đào tạo, nhất là đào tạo đại học và dạy nghề còn yếu kém và chậm được cải thiện; các bệnh viện bị quá tải, chất lượng dịch vụ y tế còn thấp...

Trong bối cảnh đó, ngày 12/4/2012, Thủ tướng Chính phủ Việt Nam đã ký Quyết định số 432/QĐ-TTg, chính thức phê duyệt *Chiến lược Phát triển bền vững Việt Nam giai đoạn 2011 – 2020*, theo đó:

Về quan điểm, Việt Nam chủ trương:

- Con người là trung tâm của phát triển bền vững. Phát huy tối đa nhân tố con người với vai trò là chủ thể, nguồn lực chủ yếu và là mục tiêu của phát triển bền vững; đáp ứng ngày càng đầy đủ hơn nhu cầu vật chất và tinh thần của mọi tầng lớp nhân dân; xây dựng đất nước giàu mạnh, xã hội dân chủ, công bằng, văn minh; xây dựng nền kinh tế độc lập tự chủ và chủ động hội nhập quốc tế để phát triển bền vững đất nước.

- Phát triển bền vững là yêu cầu xuyên suốt trong quá trình phát triển đất nước; kết hợp chặt chẽ, hợp lý và hài hòa giữa phát triển kinh tế với phát triển xã hội và bảo vệ tài nguyên, môi trường, bảo đảm quốc phòng, an ninh và trật tự an toàn xã hội.

- Phát triển bền vững là sự nghiệp của toàn Đảng, toàn dân, các cấp chính quyền, các Bộ, ngành và địa phương, các cơ quan, doanh nghiệp, đoàn thể xã hội, các cộng đồng dân cư và mỗi người dân.

- Tạo lập điều kiện để mọi người và mọi cộng đồng trong xã hội có cơ hội bình đẳng để phát triển, được tiếp cận những nguồn lực chung và được tham gia, đóng góp và hưởng lợi, tạo ra những nền tảng vật chất, tri thức và văn hóa tốt đẹp cho những thế hệ mai sau. Sử dụng tiết kiệm, hiệu quả tài nguyên, đặc biệt là loại tài nguyên không thể tái tạo, gìn giữ và cải thiện môi trường sống; xây dựng xã hội học tập; xây dựng lối sống thân thiện môi trường, sản xuất và tiêu dùng bền vững.

- Khoa học và công nghệ là nền tảng và động lực cho phát triển bền vững đất nước. Công nghệ hiện đại, sạch và thân thiện với môi trường cần được ưu tiên sử dụng rộng rãi trong các ngành sản xuất.

Về mục tiêu tổng quát, Việt Nam kiên trì mục tiêu tăng trưởng bền vững, có hiệu quả, đi đôi với tiến độ, công bằng xã hội, bảo vệ tài nguyên và môi trường, giữ vững ổn định chính trị - xã hội, bảo vệ vững chắc độc lập, chủ quyền, thống nhất và toàn vẹn lãnh thổ quốc gia; phấn đấu đạt được một số mục tiêu cụ thể:

- Bảo đảm ổn định kinh tế vĩ mô, đặc biệt là các cân đối lớn; giữ vững an ninh lương thực, an ninh năng lượng, an ninh tài chính. Chuyển đổi mô hình tăng trưởng sang phát triển hài hòa giữa chiều rộng và chiều sâu; từng bước thực hiện tăng trưởng xanh, phát triển kinh tế các bon thấp. Sử dụng tiết kiệm, hiệu quả mọi nguồn lực.

- Xây dựng xã hội dân chủ, kỷ cương, đồng thuận, công bằng, văn minh; nền văn hóa tiên tiến, đậm đà bản sắc dân tộc; gia đình ấm no, tiến bộ, hạnh phúc; con người phát triển toàn diện về trí tuệ, đạo đức, thể chất, tinh thần, năng lực sáng tạo, ý thức công dân, tuân thủ pháp luật. Giáo dục và đào tạo, khoa học và công nghệ trở thành động lực phát triển quan trọng. Giữ vững ổn định chính trị - xã hội, bảo vệ vững chắc độc lập, chủ quyền, thống nhất và toàn vẹn lãnh thổ quốc gia.

- Giảm thiểu các tác động tiêu cực của hoạt động kinh tế đến môi trường. Khai thác hợp lý và sử dụng có hiệu quả các nguồn tài nguyên, thiên nhiên, đặc biệt là tài nguyên không tái tạo. Phòng ngừa, kiểm soát và khắc phục ô nhiễm, suy thoái môi trường, cải thiện chất lượng môi trường, bảo vệ và phát triển rừng, bảo

tồn đa dạng sinh học. Hạn chế tác hại của thiên tai, chủ động thích ứng có hiệu quả với biến đổi khí hậu, nhất là nước biển dâng.

Đồng thời, *các chỉ tiêu giám sát và đánh giá phát triển bền vững* Việt Nam giai đoạn 2011 – 2020 được xác định là:

a) Các chỉ tiêu tổng hợp

- GDP xanh.
- Chỉ số phát triển con người (HDI).
- Chỉ số bền vững môi trường (ESI).

b) Các chỉ tiêu về kinh tế

- Hiệu quả sử dụng vốn đầu tư (ICOR).
- Năng suất lao động xã hội.
- Tỷ trọng đóng góp của năng suất các nhân tố tổng hợp vào tốc độ tăng trưởng chung.
- Mức giảm tiêu hao năng lượng để sản xuất ra một đơn vị GDP.
- Tỷ lệ năng lượng tái tạo trong cơ cấu sử dụng năng lượng.
- Chỉ số giá tiêu dùng (CPI).
- Cán cân vãng lai.
- Bội chi Ngân sách nhà nước.
- Nợ của Chính phủ.
- Nợ nước ngoài.

c) Các chỉ tiêu về xã hội

- Tỷ lệ nghèo.
- Tỷ lệ thất nghiệp.
- Tỷ lệ lao động đang làm việc trong nền kinh tế đã qua đào tạo.
- Hệ số bất bình đẳng trong phân phối thu nhập (hệ số Gini).
- Tỷ số giới tính khi sinh.
- Số sinh viên trên 10.000 dân.
- Số thuê bao Internet trên 100 dân.
- Tỷ lệ người dân được hưởng bảo hiểm xã hội, bảo hiểm y tế, bảo hiểm thất nghiệp.
- Số người chết do tai nạn giao thông trên 100.000 dân.
- Tỷ lệ số xã được công nhận đạt tiêu chí nông thôn mới.

d) Các chỉ tiêu về tài nguyên và môi trường

- Tỷ lệ che phủ rừng.
- Tỷ lệ đất được bảo vệ, duy trì đa dạng sinh học.
- Diện tích đất bị thoái hóa.
- Mức giảm lượng nước ngầm, nước mặt.
- Tỷ lệ ngày có nồng độ các chất độc hại trong không khí vượt quá tiêu chuẩn cho phép.
- Tỷ lệ các đô thị, khu công nghiệp, khu chế xuất, cụm công nghiệp xử lý chất thải rắn, nước thải đạt tiêu chuẩn hoặc quy chuẩn kỹ thuật quốc gia tương ứng.

- Tỷ lệ chất thải rắn thu gom, đã xử lý đạt tiêu chuẩn, quy chuẩn kỹ thuật quốc gia tương ứng.

Các định hướng ưu tiên nhằm phát triển bền vững trong giai đoạn 2011-2020 của Việt Nam là:

a) Về kinh tế

- Nâng cao chất lượng tăng trưởng, bảo đảm ổn định kinh tế vĩ mô, kết hợp hài hòa giữa chiều rộng và chiều sâu trên cơ sở khai thác, sử dụng hiệu quả tài nguyên thiên nhiên và các thành tựu khoa học và công nghệ tiên tiến; từng bước thực hiện tăng trưởng xanh, phát triển năng lượng sạch, năng lượng tái tạo; Sử dụng năng lượng tiết kiệm và hiệu quả; phát triển năng lượng sạch, năng lượng tái tạo; Xây dựng hệ thống hạch toán kinh tế môi trường và đưa thêm môi trường và các khía cạnh xã hội vào khuôn khổ hạch toán tài khoản quốc gia (SNA).

- Phát triển công nghiệp với cơ cấu ngành nghề, công nghệ, thiết bị bảo đảm nguyên tắc thân thiện với môi trường; đẩy mạnh phát triển công nghệ cao tại các đô thị lớn. Từng bước phát triển ngành công nghiệp môi trường.

- Xây dựng văn hóa tiêu dùng văn minh, hài hòa và thân thiện với thiên nhiên. Từng bước thực hiện dán nhãn sinh thái, mua sắm xanh. Phát triển thị trường sản phẩm sinh thái và sáng kiến cộng đồng về sản xuất và tiêu dùng bền vững. Áp dụng những chính sách điều chỉnh những hành vi tiêu dùng không hợp lý.

- Đảm bảo an ninh lương thực, phát triển nông nghiệp, nông thôn bền vững; Chuyển dịch cơ cấu nông nghiệp và nông thôn theo hướng công nghiệp hóa, phát huy thế mạnh của từng vùng; phát triển sản xuất nông sản hàng hóa có chất lượng và hiệu quả; gắn sản xuất với thị trường trong nước và thị trường quốc tế nhằm nâng cao hiệu quả sử dụng tài nguyên (đất đai, nước, rừng, lao động và nguồn vốn); nâng cao thu nhập trên một đơn vị hecta đất canh tác, trên một ngày công lao động; cải thiện đời sống của nông dân; phát triển bền vững các làng nghề. Đẩy nhanh áp dụng tiến bộ khoa học, kỹ thuật và công nghệ trong sản xuất, chế biến, bảo quản, đặc biệt là ứng dụng công nghệ sinh học để tạo nhiều giống cây trồng, vật nuôi và quy trình sản xuất đạt năng suất, chất lượng cao. Điều chỉnh, bổ sung quy hoạch phát triển nông, lâm, ngư nghiệp trong từng vùng kinh tế và liên vùng theo hướng phát triển bền vững, gắn sản xuất với thị trường, gắn vùng nguyên liệu với công nghiệp chế biến; Phát triển nông thôn bền vững với 4 quá trình: công nghiệp hóa, hiện đại hóa; đô thị hóa; kiểm soát dân số; bảo vệ môi trường sinh thái. Chú trọng đầu tư xây dựng kết cấu hạ tầng kỹ thuật và nâng cao chất lượng cuộc sống của người dân nông thôn xét trên các khía cạnh kinh tế, văn hóa, xã hội, môi trường và dân chủ. Quá trình đô thị hóa, hiện đại hóa nông thôn phải theo các tiêu chí xây dựng nông thôn mới, giảm thiểu sự cách biệt giữa thành thị và nông thôn về mức sống vật chất và tinh thần.

- Tập trung ưu tiên phát triển trước các vùng kinh tế trọng điểm, có khả năng bứt phá và dẫn dắt sự phát triển, đồng thời chú ý tới việc hỗ trợ các vùng kém phát triển và có điều kiện khó khăn hơn, từng bước thu hẹp khoảng cách về xã hội và tiến tới giảm bớt sự chênh lệch về kinh tế giữa các vùng và địa phương. Xây dựng cơ chế, chính sách phù hợp để các vùng trong cả nước cùng phát triển, phát huy lợi thế của từng vùng, tạo sự liên kết giữa các vùng.

b) Về xã hội

- Đẩy mạnh công tác giảm nghèo, tạo việc làm bền vững; thực hiện tiến bộ và công bằng xã hội; thực hiện tốt các chính sách an sinh xã hội; Ưu tiên nguồn lực để giảm nghèo và nâng cao điều kiện sống cho đồng bào ở những vùng khó khăn nhất. Hỗ trợ, tạo điều kiện cho người nghèo, hộ nghèo có nhà ở, có tư liệu và phương tiện để sản xuất; phát triển kinh tế thông qua chuyển dịch cơ cấu kinh tế, cơ cấu cây trồng, vật nuôi có giá trị kinh tế cao; phát triển sản xuất hàng hóa; trợ giúp việc học chữ và học nghề. Chuyển dịch cơ cấu kinh tế, cơ cấu lao động gắn với phát triển ngành nghề, tạo việc làm bền vững. Hỗ trợ học nghề và tạo

việc làm cho các đối tượng chính sách, người nghèo, nhất là ở vùng nông thôn và đô thị hóa. Thực hiện tiến bộ và công bằng xã hội. Tạo cơ hội bình đẳng tiếp cận các nguồn lực phát triển và hưởng thụ các dịch vụ cơ bản, các phúc lợi xã hội; có chính sách phù hợp nhằm hạn chế phân hóa giàu nghèo, giảm bớt sự gia tăng chênh lệch về mức sống của các vùng, các nhóm xã hội. Phát triển hệ thống an sinh xã hội đa dạng, hiệu quả. Đẩy mạnh thực hiện các chương trình an sinh xã hội, hỗ trợ người nghèo, đối tượng dễ bị tổn thương. Chủ động phòng ngừa, giảm thiểu và khắc phục những rủi ro do tác động của kinh tế, xã hội, môi trường. Phát triển mạnh hệ thống bảo hiểm, khuyến khích và tạo điều kiện để người lao động tiếp cận và tham gia các loại hình bảo hiểm. Mở rộng các hình thức trợ giúp và cứu trợ xã hội, tăng độ bao phủ, nhất là đối với các đối tượng khó khăn, các đối tượng dễ bị tổn thương.

- Ổn định quy mô, cải thiện và nâng cao chất lượng dân số; chủ động điều chỉnh tốc độ gia tăng dân số, duy trì mức sinh thấp hợp lý, giải quyết tốt những vấn đề về cơ cấu dân số; Nâng cao chất lượng dân số; từng bước nâng cao chất lượng giống nòi và tăng tuổi thọ khỏe mạnh của người Việt Nam.

- Phát triển văn hóa hài hòa với phát triển kinh tế, xây dựng và phát triển gia đình Việt Nam; Phát huy những giá trị tốt đẹp của văn hóa dân tộc, đồng thời tiếp thu những tinh hoa văn hóa nhân loại, xử lý tốt mối quan hệ giữa kinh tế và văn hóa để văn hóa thực sự là nền tảng tinh thần của xã hội, là một động lực phát triển kinh tế - xã hội và hội nhập quốc tế. Xây dựng lối sống và môi trường văn hóa lành mạnh. Xây dựng nhân cách con người Việt Nam, đặc biệt trong thế hệ trẻ về đạo đức, lối sống, trí tuệ, thể chất, lòng tự tôn dân tộc, trách nhiệm xã hội và ý thức chấp hành pháp luật. Ngăn chặn có hiệu quả một số tệ nạn xã hội như ma túy, mại dâm; Xây dựng gia đình Việt Nam tiến bộ, hạnh phúc, thực sự là tổ ấm của mỗi người, là tế bào lành mạnh của xã hội. Thực hiện tốt các chủ trương, chính sách, pháp luật về hôn nhân và gia đình, bình đẳng giới, phòng, chống bạo lực gia đình, ngăn chặn sự xâm nhập của các tệ nạn xã hội vào gia đình. Kế thừa, giữ gìn và phát huy những giá trị truyền thống tốt đẹp của gia đình Việt Nam gắn liền với xây dựng những giá trị tiên tiến của gia đình trong xã hội phát triển.

- Phát triển bền vững các đô thị, xây dựng nông thôn mới, phân bố hợp lý dân cư và lao động theo vùng; Từng bước xây dựng hoàn chỉnh hệ thống đô thị Việt Nam phát triển theo mô hình mạng lưới đô thị; có cơ sở hạ tầng kỹ thuật, hạ tầng xã hội phù hợp, đồng bộ, hiện đại; có môi trường và chất lượng sống đô thị tốt; có kiến trúc đô thị tiên tiến, giàu bản sắc; bảo tồn và phát huy các giá trị văn hóa truyền thống phù hợp từng giai đoạn phát triển chung của đất nước. Phát triển đô thị ổn định, bền vững, trên cơ sở tổ chức không gian phù hợp; sử dụng hợp lý tài nguyên thiên nhiên, đất đai, tiết kiệm năng lượng; bảo vệ môi trường, cân bằng sinh thái; Xây dựng và củng cố vững chắc nông thôn theo các tiêu chí nông thôn mới, phù hợp với đặc điểm từng vùng; giữ gìn và phát huy những nét văn hóa đặc sắc của nông thôn Việt Nam. Coi trọng mối liên kết đô thị - nông thôn. Khuyến khích phát triển các thành phố quy mô trung bình và nhỏ; giảm bớt sự khác biệt giữa các vùng, khu vực nông thôn với thành thị, giữa các cộng đồng dân cư và tạo sự hòa nhập xã hội bền vững. Quản lý tốt lao động di cư để thúc đẩy phân bố dân cư, lao động hợp lý giữa các vùng.

- Nâng cao chất lượng giáo dục và đào tạo để nâng cao dân trí và trình độ nghề nghiệp thích hợp với yêu cầu của sự phát triển đất nước, vùng và địa phương; Đổi mới cơ bản và toàn diện nền giáo dục Việt Nam theo hướng chuẩn hóa, hiện đại hóa và hội nhập quốc tế. Thực hiện đồng bộ các giải pháp để nâng cao chất lượng giáo dục, đào tạo; đổi mới chương trình, nội dung, phương pháp giáo dục, đào tạo ở tất cả các cấp, bậc học nhằm nâng cao chất lượng giáo dục toàn diện cho thế hệ trẻ, tăng cường tính thực tiễn, kỹ năng thực hành, năng lực tự học, coi trọng kiến thức xã hội và nhân văn, bổ sung những thành tựu khoa học và công nghệ hiện đại phù hợp với khả năng tiếp thu của học sinh và tiếp cận trình độ giáo dục phổ thông ở các nước trong khu vực và thế giới; Chú trọng đào tạo nguồn nhân lực đáp ứng yêu cầu đa dạng, đa tầng

của công nghệ và trình độ phát triển của các lĩnh vực, ngành nghề, đào tạo nhân lực cho phát triển kinh tế tri thức; Thực hiện tốt các chiến lược phát triển giáo dục và phát triển dạy nghề; chiến lược và quy hoạch phát triển nhân lực giai đoạn 2011 – 2020 với sự cụ thể hóa phù hợp với ngành, vùng và địa phương. Xây dựng xã hội học tập, huy động và sử dụng hiệu quả mọi nguồn lực trong xã hội để phát triển giáo dục và đào tạo.

- Phát triển về số lượng và nâng cao chất lượng các dịch vụ y tế, chăm sóc sức khỏe; bảo đảm an toàn thực phẩm; cải thiện điều kiện và vệ sinh môi trường lao động; Đẩy mạnh chăm sóc sức khỏe theo hướng toàn diện, chú trọng dự phòng tích cực và chủ động, không chế kịp thời và kiểm soát tốt các dịch bệnh, sàng lọc phát hiện sớm và điều trị kịp thời bệnh tật. Củng cố và tăng cường hệ thống y tế theo hướng đa dạng hóa các loại hình phục vụ và xã hội hóa lực lượng tham gia, trong đó các cơ sở y tế công phải đóng vai trò chủ đạo. Thiết lập hệ thống cung cấp các dịch vụ chăm sóc sức khỏe toàn diện, tập trung vào việc cung cấp các dịch vụ y tế cơ bản và các dịch vụ chăm sóc sức khỏe ban đầu. Nâng cao chất lượng dịch vụ khám bệnh, chữa bệnh và phục hồi chức năng ở tất cả các tuyến; giảm tình trạng quá tải ở các bệnh viện tuyến trên. Cải thiện, nâng cấp cơ sở vật chất, điều kiện làm việc của các trạm y tế xã, phường. Đẩy mạnh phát triển nguồn nhân lực y tế và nhân viên công tác xã hội cả về số lượng và chất lượng; đào tạo các nhân viên y tế cộng đồng, các kỹ thuật viên y tế để bảo đảm cho họ có khả năng tiến hành tốt các công việc chữa bệnh, chăm sóc sức khỏe và triển khai các hoạt động y tế dự phòng; Từng bước hình thành hệ thống quản lý và kiểm soát vệ sinh, an toàn thực phẩm nhằm bảo vệ sức khỏe và quyền lợi người tiêu dùng; Cải thiện điều kiện làm việc, giảm ô nhiễm môi trường lao động, giảm thiểu tai nạn lao động và bệnh nghề nghiệp, chăm sóc sức khỏe cho người lao động và tăng cường đảm bảo an toàn vệ sinh lao động.

- Giữ vững ổn định chính trị - xã hội, bảo vệ vững chắc độc lập, chủ quyền, thống nhất và toàn vẹn lãnh thổ quốc gia, chủ động và tích cực hội nhập quốc tế; Bảo đảm an ninh, chính trị và trật tự an toàn xã hội; tăng cường tiềm lực quốc phòng để bảo vệ vững chắc độc lập, chủ quyền quốc gia, giữ vững hòa bình, ổn định để xây dựng và phát triển đất nước; kết hợp chặt chẽ quốc phòng, an ninh với phát triển kinh tế - xã hội và bảo vệ môi trường; Tăng cường hợp tác quốc tế, thực hiện có trách nhiệm các cam kết quốc tế; tích cực, chủ động hội nhập để xây dựng nền kinh tế độc lập tự chủ và nâng cao vị thế của Việt Nam trên trường quốc tế.

c) Về tài nguyên và môi trường

- Chống thoái hóa, sử dụng hiệu quả và bền vững tài nguyên đất; Tăng cường hiệu quả sử dụng các loại đất. Đảm bảo cân đối hài hòa nhu cầu sử dụng đất của các ngành, lĩnh vực và bảo đảm an ninh lương thực. Phát triển quỹ đất phục vụ phát triển kinh tế - xã hội bền vững. Đổi mới công tác lập quy hoạch, kế hoạch sử dụng đất, đảm bảo quy hoạch sử dụng đất phải đồng bộ, phù hợp với quy hoạch phát triển kinh tế - xã hội, tránh tình trạng chông chéo giữa quy hoạch đô thị, quy hoạch điểm dân cư nông thôn, quy hoạch khu công nghiệp với quy hoạch sử dụng đất, tránh chông lán quy hoạch các công trình kiên cố trên diện tích đất có chứa tài nguyên khoáng sản. Xây dựng hệ thống chính sách tài chính đất đai và giá cả minh bạch và hiệu quả. Gia tăng năng suất các hệ sinh thái đất đai và đặt sản xuất nông nghiệp bền vững lên làm vấn đề ưu tiên, thông qua các chính sách hỗ trợ giảm nghèo dựa trên quan điểm thích ứng với biến đổi khí hậu và bảo vệ đa dạng sinh học, áp dụng các biện pháp kỹ thuật canh tác nhằm giảm thiểu sử dụng phân bón hóa học và hóa chất bảo vệ thực vật trong nông nghiệp. Tăng cường nghiên cứu khoa học và công nghệ kết hợp với bảo tồn kiến thức bản địa trong việc chống thoái hóa đất và cải tạo đất bị suy thoái. Xây dựng cơ cấu cây trồng vật nuôi cho phù hợp với từng địa bàn ưu tiên, bảo đảm sử dụng bền vững tài nguyên đất, bảo vệ và phát triển rừng.

- Bảo vệ môi trường nước và sử dụng bền vững tài nguyên nước; Chú trọng bảo vệ môi trường các lưu vực sông. Xây dựng và thực hiện các chương trình, dự án quản lý tổng hợp các lưu vực sông, các vùng đầu

nguồn, nước ngầm. Tăng cường xây dựng hệ thống thu gom và xử lý nước thải ở các đô thị và khu công nghiệp. Tăng cường nghiên cứu các biện pháp xử lý nước thải từ hoạt động sản xuất nông nghiệp và nuôi trồng thủy sản. Ngăn ngừa suy thoái và phục hồi chất lượng các nguồn nước, đặc biệt là phục hồi chất lượng nước ở các lưu vực sông chính.

- Khai thác hợp lý và sử dụng tiết kiệm, bền vững tài nguyên khoáng sản

Khai thác, sử dụng hợp lý, tiết kiệm và hiệu quả tài nguyên khoáng sản, đảm bảo dự trữ tài nguyên khoáng sản phục vụ nhu cầu phát triển các ngành kinh tế trước mắt và lâu dài. Hạn chế, kiểm soát chặt chẽ việc xuất khẩu tài nguyên thô và đến năm 2020, chấm dứt xuất khẩu khoáng sản chưa qua chế biến sâu. Chú trọng việc xây dựng chiến lược, quy hoạch điều tra, khai thác khoáng sản; đào tạo, phát triển nguồn nhân lực; nghiên cứu khoa học, ứng dụng công nghệ trong công tác điều tra cơ bản địa chất về khoáng sản. Thực hiện công tác điều tra, khai thác khoáng sản theo chiến lược, quy hoạch khoáng sản đã được phê duyệt. Tăng cường đầu tư cho công tác điều tra cơ bản; ứng dụng công nghệ thăm dò, khai thác khoáng sản tiên tiến; Tăng cường hiệu lực, hiệu quả công tác quản lý nhà nước về khoáng sản; đẩy mạnh công tác bảo vệ môi trường, phục hồi môi trường trong khai thác khoáng sản. Tăng cường tìm kiếm, phát hiện các mỏ khoáng sản mới và các khả năng thay thế nguồn tài nguyên có nguy cơ cạn kiệt.

- Bảo vệ môi trường biển, ven biển, hải đảo và phát triển tài nguyên biển

Bảo vệ và sử dụng bền vững tài nguyên và môi trường biển để đến năm 2020, phấn đấu đưa nước Việt Nam trở thành quốc gia mạnh về biển, giàu lên từ biển, đảm bảo vững chắc chủ quyền quốc gia trên biển, góp phần quan trọng trong sự nghiệp công nghiệp hóa, hiện đại hóa và phát triển bền vững đất nước. Bảo đảm tài nguyên và môi trường biển được quản lý tổng hợp, thống nhất và hiệu quả thông qua việc xác lập cơ sở pháp lý đầy đủ, phù hợp, đặc biệt là Luật Tài nguyên và Môi trường Biển, Chiến lược Tài nguyên và Môi trường Biển và các điều kiện cần thiết cho việc quản lý, khai thác, sử dụng và bảo vệ bền vững tài nguyên và môi trường biển. Đẩy mạnh công tác nghiên cứu, điều tra cơ bản các điều kiện tự nhiên, tài nguyên và môi trường vùng biển nước Việt Nam; xác lập luận cứ khoa học để tăng cường quản lý nhà nước, phát huy tiềm năng, lợi thế của biển, vùng ven biển và hải đảo.

- Bảo vệ và phát triển rừng như bảo vệ một hệ sinh thái luôn phát triển, vừa bảo đảm khả năng tái tạo và sử dụng rừng một cách tối ưu. Coi trọng công tác tuyên truyền, nâng cao nhận thức cho các cấp, các ngành và nhân dân về các chính sách pháp luật bảo vệ rừng, kiên quyết và xử lý nghiêm các hành vi phá hoại gây hậu quả nghiêm trọng cho môi trường, tài sản nhà nước; Áp dụng các thành tựu khoa học công nghệ tiên tiến và kế thừa các kinh nghiệm sản xuất lâm nghiệp của đồng bào địa phương. Khai thác sử dụng rừng hợp lý để tái tạo và cải thiện chất lượng rừng.

- Giảm ô nhiễm không khí và tiếng ồn ở các đô thị lớn và khu công nghiệp; Đẩy mạnh các hoạt động quan trắc, kiểm kê, kiểm soát môi trường không khí đô thị. Kiểm soát, hạn chế các nguồn gây ô nhiễm bụi từ các hoạt động xây dựng và giao thông. Tăng cường các biện pháp nhằm kiểm soát và giảm phát thải ô nhiễm không khí và tiếng ồn do các hoạt động giao thông vận tải và sản xuất công nghiệp, dân sinh. Hoàn thiện chức năng, nhiệm vụ và tổ chức bộ máy quản lý môi trường không khí đô thị và khu công nghiệp.

- Quản lý có hiệu quả chất thải rắn và chất thải nguy hại; Nâng cao hiệu quả quản lý chất thải rắn và chất thải nguy hại nhằm cải thiện chất lượng môi trường, đảm bảo sức khỏe cộng đồng. Giảm thiểu phát sinh chất thải rắn và hạn chế tối đa lượng chất thải phải chôn lấp nhằm tiết kiệm tài nguyên đất và hạn chế gây ô nhiễm môi trường. Quản lý chặt chẽ các chất thải nguy hại phát sinh trong các ngành sản xuất và ngành y tế. Xây dựng hệ thống quản lý tổng hợp chất thải rắn, trong đó chất thải rắn được phân loại tại

nguồn, được thu gom, tái sử dụng, tái chế và xử lý triệt để bằng những công nghệ tiên tiến phù hợp. Xây dựng cơ sở hạ tầng, tài chính và nguồn nhân lực cho việc thực hiện quản lý tổng hợp chất thải rắn. Tăng cường công tác kiểm kê, quan trắc chất thải, từng bước thực hiện kiểm toán chất thải trong quản lý chất thải ở các cơ sở sản xuất và khu công nghiệp. Tổ chức thực hiện có hiệu quả Chương trình mục tiêu quốc gia về khắc phục ô nhiễm và cải thiện môi trường.

- Bảo tồn và phát triển đa dạng sinh học; Bảo tồn và phát triển bền vững đa dạng sinh học. Kết hợp hài hòa giữa bảo tồn với khai thác và sử dụng hợp lý đa dạng sinh học và xóa đói giảm nghèo. Phát triển du lịch sinh thái, bảo đảm ổn định cuộc sống của người dân sinh sống hợp pháp trong khu bảo tồn; phát triển bền vững vùng đệm của khu bảo tồn. Áp dụng tiến bộ khoa học công nghệ, tri thức truyền thống và cơ chế chi trả dịch vụ sinh thái vào việc bảo tồn và phát triển bền vững đa dạng sinh học. Bảo đảm sự tham gia của nhân dân địa phương trong quá trình xây dựng và thực hiện quy hoạch bảo tồn đa dạng sinh học.

- Giảm thiểu tác động và ứng phó với biến đổi khí hậu, phòng chống thiên tai; Xây dựng và tăng cường năng lực ứng phó và thích nghi tích cực của con người và các hệ thống tự nhiên nhằm bảo vệ tài nguyên thiên nhiên trong bối cảnh biến đổi khí hậu và nâng cao chất lượng cuộc sống, bảo đảm an ninh môi trường và phát triển bền vững. Xây dựng hệ thống giám sát biến đổi khí hậu và nước biển dâng. Hiện đại hóa hệ thống quan trắc và công nghệ dự báo khí tượng thủy văn bảo đảm cảnh báo, dự báo sớm các hiện tượng khí hậu cực đoan. Tổ chức thực hiện Chiến lược quốc gia về biến đổi khí hậu; xây dựng và ban hành Luật phòng, chống và giảm nhẹ thiên tai; Nâng cao nhận thức, trách nhiệm và năng lực ứng phó với biến đổi khí hậu và phòng chống thiên tai của các bên liên quan; tăng cường các hoạt động khoa học công nghệ, năng lực tổ chức, thể chế; phát triển chính sách, nguồn nhân lực nhằm chủ động ứng phó với thiên tai và giảm nhẹ tác động, thiệt hại do thiên tai liên quan đến biến đổi khí hậu.

Để thực hiện chiến lược phát triển bền vững của mình, Việt Nam đã, đang và sẽ đẩy mạnh triển khai đồng bộ các giải pháp, như: Tiếp tục hoàn thiện hệ thống thể chế phát triển bền vững; hoàn thiện hệ thống chính sách, pháp luật nâng cao chất lượng quản trị quốc gia đối với phát triển bền vững đất nước; sửa đổi Luật Bảo vệ môi trường 2005; nâng cao tính minh bạch quản trị quốc gia và phòng chống tham nhũng. Kiện toàn hệ thống tổ chức bộ máy các cấp và tăng cường sự phối hợp giữa các bên liên quan trong quản lý phát triển bền vững; xây dựng và tổ chức thực hiện các kế hoạch và chương trình mục tiêu quốc gia gắn với Chiến lược đã được Chính phủ thông qua và phải được thường xuyên kiểm tra, đánh giá theo các tiêu chí, chỉ tiêu phát triển bền vững phù hợp với từng giai đoạn phát triển; Tăng cường sự lãnh đạo của Đảng và quản lý nhà nước trong thực hiện Chiến lược, thường xuyên thanh tra, kiểm tra, giám sát việc triển khai thực hiện các chính sách, các mục tiêu, chỉ tiêu phát triển bền vững; áp dụng nghiêm minh các chế tài hình sự, hành chính có nội dung bảo đảm phát triển bền vững; chú trọng hoàn thiện chế tài xử lý các hành vi vi phạm pháp luật môi trường; Chú trọng phát triển các ngành, lĩnh vực khoa học, công nghệ làm nền tảng và gắn với mục tiêu phát triển bền vững; phát triển những ngành kinh tế môi trường (công nghệ xử lý chất thải, công nghệ tiêu tốn ít năng lượng, phát thải ít cacbon, công nghệ tái chế rác thải ...); Chủ động và tích cực tham gia cùng cộng đồng quốc tế giải quyết những vấn đề liên quan đến phát triển bền vững; phối hợp giải quyết những vấn đề toàn cầu và khu vực (liên quốc gia): giảm phát thải các bon; ô nhiễm nguồn nước, không khí; khai thác rừng; đập thủy điện; những vấn đề xã hội như di dân, xuất khẩu lao động v.v... có chính sách khen thưởng rõ ràng những tổ chức, cá nhân thực hiện nghiêm túc các quy định về bảo đảm phát triển bền vững; Tăng cường các nguồn lực tài chính và chất lượng nguồn nhân lực để thực hiện phát triển bền vững...; Huy động sự tham gia của các tổ chức đoàn thể như Mặt trận Tổ quốc, Hội Phụ nữ, Đoàn Thanh niên, Hội Cựu chiến binh, Hội Nông dân, Hội Sinh viên, ... trong công tác truyền thông về phát triển bền

vững; Cập nhật và đưa các nội dung giáo dục về phát triển bền vững vào chương trình giảng dạy của các cấp học, bậc học trong hệ thống giáo dục và đào tạo; thành lập Hội đồng Quốc gia về nâng cao năng lực cạnh tranh và phát triển bền vững nhằm tham mưu, tư vấn giúp Chính phủ, Thủ tướng Chính phủ trong công tác chỉ đạo, điều hành và giám sát, đánh giá các mục tiêu, chỉ tiêu phát triển bền vững; cũng như đề xuất các biện pháp, giải pháp, cơ chế chính sách nâng cao vai trò, trách nhiệm xã hội và tăng cường sự tham gia của cộng đồng doanh nghiệp, các tổ chức chính trị - xã hội, tổ chức xã hội – nghề nghiệp, tổ chức phi chính phủ và cộng đồng dân cư, đảm bảo phối hợp các hoạt động của các Bộ, ngành, địa phương, các tổ chức chính trị - xã hội, tổ chức xã hội – nghề nghiệp và cộng đồng doanh nghiệp để triển khai thực hiện có hiệu quả Chiến lược phát triển bền vững.../.

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NHỮNG THÁCH THỨC ĐỐI VỚI SỰ PHÁT TRIỂN BỀN VỮNG CỦA DOANH NGHIỆP VIỆT NAM VÀ GIẢI PHÁP KHẮC PHỤC

Nguyễn Văn Phúc* - Nguyễn Xuân Điền**

TÓM TẮT: Các doanh nghiệp có vai trò quan trọng đối với sự phát triển kinh tế- xã hội của mọi quốc gia. Chúng tạo dựng năng lực cạnh tranh cho nền kinh tế, đồng thời trực tiếp khai thác các nguồn lực phục vụ các mục tiêu phát triển đất nước. Các doanh nghiệp nói chung cũng như mỗi doanh nghiệp cụ thể cần vượt qua nhiều thách thức rất lớn mới có thể phát triển ổn định và bền vững. Đảm bảo sự phát triển bền vững cho chính mình và góp phần phát triển nền kinh tế của đất nước là nhiệm vụ mà bản thân mỗi doanh nghiệp phải tự thực hiện. Nhưng mặt khác, Nhà nước cũng cần có những biện pháp thiết thực và có hiệu quả để hỗ trợ họ thực hiện thành công nhiệm vụ này. Sự nỗ lực của Nhà nước và các doanh nghiệp nói chung cũng như mỗi doanh nghiệp cụ thể cần được phối hợp với nhau để đạt hiệu quả và tác động lớn nhất.

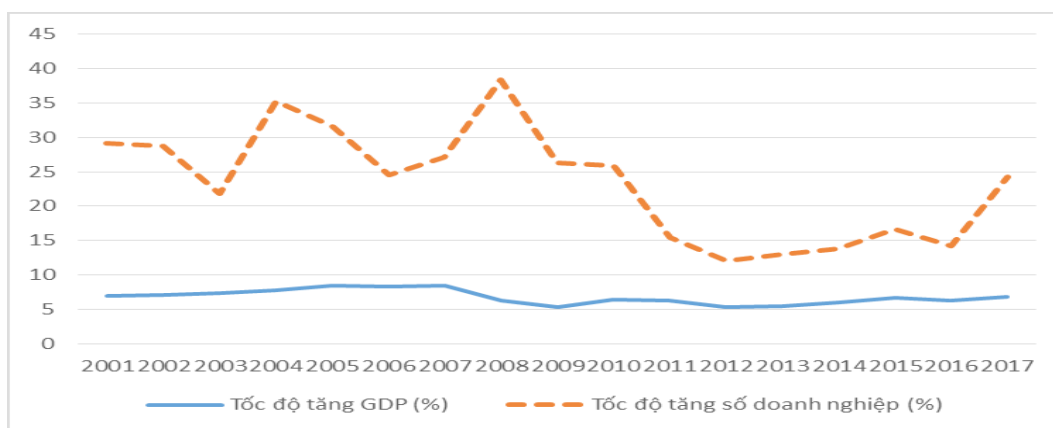
Từ khóa: Doanh nghiệp, phát triển bền vững, tăng trưởng kinh tế, môi trường kinh doanh

1. THỰC TRẠNG VÀ NHỮNG THÁCH THỨC ĐỐI VỚI SỰ PHÁT TRIỂN CỦA CÁC DOANH NGHIỆP VIỆT NAM

Các doanh nghiệp có ý nghĩa rất quan trọng đối với sự phát triển kinh tế- xã hội của Việt Nam, đặc biệt là trong những giai đoạn cần có sự chuyển đổi mô hình tăng trưởng cũng như khi cần có những thay đổi quan trọng trong cơ chế kinh tế. Chúng không chỉ sản xuất một lượng sản phẩm lớn, sử dụng nhiều lao động, mà còn góp phần thu hút các nhà đầu tư nước ngoài vào hoạt động ở Việt Nam. Các doanh nghiệp chính là chủ thể và “động lực” cho các chương trình đổi mới, tăng trưởng kinh tế. Chính nhờ những tác động tích cực của các doanh nghiệp đối với phát triển và tăng trưởng kinh tế mà mọi quốc gia đều phải xây dựng, thực hiện và các chính sách của mình nhằm thúc đẩy sự hình thành và phát triển của các doanh nghiệp. Ngoài việc hoàn thiện môi trường vĩ mô sao cho thuận lợi để các doanh nghiệp hoạt động, họ còn xây dựng và thực hiện những chương trình phát triển doanh nghiệp và hỗ trợ các doanh nghiệp. Ở Việt Nam, vai trò quan trọng của các doanh nghiệp đã được khẳng định từ rất sớm. Việc xây dựng và phát triển các doanh nghiệp cũng là một trong những chính sách đầu tiên được Nhà nước triển khai ngay sau khi giành được chính quyền. Đổi lại, các doanh nghiệp Việt Nam cũng đã có những đóng góp tích cực vào sự phát triển của nền kinh tế nói riêng và của đất nước nói chung. Số liệu thống kê giai đoạn 2001- 2017 cho thấy cả GDP lẫn số doanh nghiệp đã có biến động cùng chiều (xem hình 1).

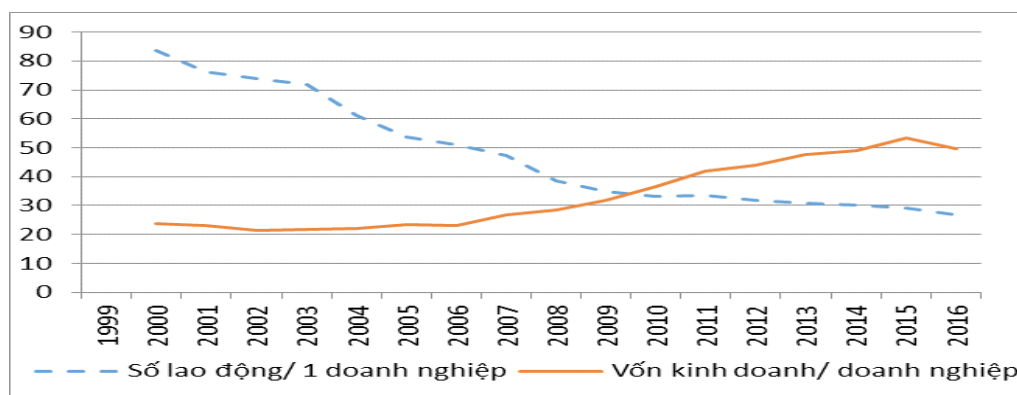
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Hình 1: Tốc độ tăng GDP và số lượng doanh nghiệp ở Việt Nam¹

Trong 7 năm từ 2011 đến 2017, Việt Nam có thêm 714.458 doanh nghiệp thành lập mới, gấp 1,3 lần tổng số DN được thành lập trong giai đoạn 20 năm từ 1991 - 2010. Nếu như số doanh nghiệp thành lập mới hàng năm liên tục giảm sút trong các năm 2010- 2012 (những năm chịu ảnh hưởng của cuộc khủng hoảng kinh tế thế giới bắt đầu từ 2008) thì từ 2014- 2017, chỉ số này đã liên tục tăng, thậm chí tăng với tốc độ khá nhanh, bình quân tới 19,2%/ năm. Theo báo cáo của Bộ Kế hoạch và Đầu tư, tới cuối năm 2017, Việt Nam có hơn 561.064 doanh nghiệp, sử dụng tới 51% tổng số lao động xã hội. Các chỉ số phản ánh quy mô của các doanh nghiệp biến động ngược chiều: Trong khi số lao động bình quân của các doanh nghiệp giảm thì vốn kinh doanh của các doanh nghiệp có xu hướng tăng (xem hình 2).



Hình 2: Biến động của chỉ số số lượng lao động và vốn kinh doanh bình quân của mỗi doanh nghiệp ở Việt Nam giai đoạn 2000- 2016²

Đặc biệt, nếu chỉ tính số vốn đăng ký thì có thể thấy đã có sự chuyển hướng: Nếu như năm 2011 bình quân một doanh nghiệp đăng ký thành lập với số vốn 6,63 tỷ đồng thì tới 2013, chỉ số này đã giảm xuống 5,13 tỷ đồng, nhưng sau đó lại tăng khá mạnh, lên tới gần 12,5 tỷ vào năm 2017. Mặt khác, doanh nghiệp rút lui khỏi thị trường có xu hướng gia tăng trong giai đoạn từ 2010- 2015, chỉ chuyển sang xu hướng giảm bớt trong 2 năm 2016 và 2017. Ứng với sự giảm sút về số lượng tuyệt đối, tỷ lệ các doanh nghiệp gặp khó khăn phải tạm ngừng sản xuất, giải thể hoặc phá sản cũng chiếm tỷ lệ ngày càng tăng trong các năm từ 2010 tới

¹ Tổng cục Thống kê: Niên giám thống kê các năm 2004, 2009, 2012, 2016 và Số liệu về tình hình kinh tế- xã hội Việt Nam năm 2017.

² Tổng cục Thống kê: Niên giám thống kê các năm 2004, 2009, 2012, 2016.

2015. Tỷ lệ này chỉ mới giảm đi trong 2 năm 2016 và 2017 (xem bảng 1). Sang năm 2018, số doanh nghiệp phải ngừng hoạt động, giải thể và phá sản có sự gia tăng đột biến, chỉ trong 8 tháng đầu năm đã có 63.235 doanh nghiệp tạm ngừng hoạt động và 9.135 doanh nghiệp đã hoàn tất thủ tục giải thể. Số doanh nghiệp gặp khó khăn phải rút lui khỏi thị trường với số lượng lớn cho thấy những thách thức của nền kinh tế đã và đang dần loại bỏ khỏi thị trường các doanh nghiệp yếu kém, không đủ sức tồn tại hoặc không kịp thay đổi để thích nghi với điều kiện mới¹.

Bảng 1: Số doanh nghiệp mới thành lập, ngừng hoạt động, giải thể, phá sản từ 2010- 2017²

| Năm | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 |
|--|--------|--------|--------|--------|--------|--------|---------|---------|
| Số doanh nghiệp mới thành lập (doanh nghiệp) | 83.600 | 77.548 | 69.800 | 76.955 | 74.842 | 94.754 | 110.100 | 126.859 |
| Số doanh nghiệp giải thể, ngừng hoạt động, phá sản (doanh nghiệp) | 43.189 | 53.900 | 54.278 | 60.737 | 67.823 | 80.858 | 73.045 | 72.666 |
| Tỷ lệ doanh nghiệp ngừng hoạt động, giải thể và phá sản so với số doanh nghiệp thành lập mới (%) | 51,66 | 69,51 | 77,76 | 78,93 | 90,62 | 85,33 | 66,34 | 57,28 |

Cũng như ở các nước khác, số doanh nghiệp nhỏ và vừa ở Việt Nam chiếm tỷ trọng rất lớn trong tổng số doanh nghiệp của cả nước. Theo số liệu của ADB, cho đến hết 2013, Việt Nam có tổng cộng 359.794 doanh nghiệp siêu nhỏ, nhỏ và vừa (MSMEs), chiếm 96% tổng số các doanh nghiệp trong cả nước. Hầu hết các doanh nghiệp đều thuộc sở hữu tư nhân (97%), các doanh nghiệp đầu tư nước ngoài chiếm 2,7% và số còn lại là thuộc sở hữu nhà nước. Chúng hoạt động trong hầu hết các ngành nghề, nhưng tập trung chủ yếu vào các hoạt động về bán buôn và bán lẻ, tiếp sau đó là ngành dịch vụ và công nghiệp chế tạo. Các doanh nghiệp này sử dụng khoảng 5,1 triệu lao động, chiếm 47% lực lượng lao động của Việt Nam³. Trong số các doanh nghiệp nhỏ và vừa, số doanh nghiệp vừa chỉ chiếm 2,2%, doanh nghiệp nhỏ chiếm 29,6% và còn lại 65,7% là siêu nhỏ.

Trong giai đoạn phát triển tới, các doanh nghiệp Việt Nam sẽ gặp một số khó khăn, thách thức chủ yếu sau đây:

- Các doanh nghiệp Việt Nam có nhiều rào cản khó vượt qua để thâm nhập sâu và có hiệu quả vào các chuỗi sản xuất, các chuỗi giá trị toàn cầu. Trong các chuỗi giá trị toàn cầu, các doanh nghiệp Việt Nam chủ yếu hoạt động trong các giai đoạn gia công hoặc khai thác tài nguyên và sơ chế tài nguyên. Đây là những giai đoạn có giá trị gia tăng thấp, không đem lại tích lũy nhiều cho doanh nghiệp và thu nhập cao cho người lao động. Các doanh nghiệp sản xuất hàng tiêu thụ trong nước (hoặc tiêu thụ trong nước là chính), cũng có xu hướng ngày càng sử dụng nhiều sản phẩm trung gian nhập từ nước ngoài, tức là tính chất gia công đang tăng lên.

¹ Bộ Kế hoạch và Đầu tư (2014), *Báo cáo đánh giá giữa kỳ tình hình thực hiện Kế hoạch phát triển DNNVV giai đoạn 2011 – 2015* và Kiều Linh (2018), *8 tháng đầu năm 2018, số doanh nghiệp chờ giải thể tăng đột biến*.

² Báo cáo hàng năm về số lượng doanh nghiệp mới thành lập, tạm ngừng hoạt động, giải thể và phá sản hàng năm của Tổng cục Thống kê và Cục Quản lý đăng ký kinh doanh (Bộ Kế hoạch và Đầu tư).

³ L. Văn: *Doanh nghiệp nhỏ và vừa Việt Nam đang cần gì?* Xem: <http://www.nguoiduatin.vn/doanh-nghiep-nho-va-vua-viet-nam-dang-can-gi-a204946.html>. Số liệu của Bộ Kế hoạch và Đầu tư cho thấy năm 2017,

Lịch sử phát triển công nghiệp ghi nhận hiện tượng rất phổ biến là trong mọi chuỗi giá trị toàn cầu, các nước phát triển luôn giữ lại cho mình những mắt xích chứa đựng nhiều giá trị gia tăng, gắn với lợi thế công nghệ (thậm chí là với những công nghệ có khả năng chi phối toàn chuỗi), chuyển dần những bộ phận sản xuất sử dụng nhiều tài nguyên hơn, đặc biệt là tài nguyên nhân lực (thường là lao động trình độ thấp và giá rẻ) và gây ô nhiễm nhiều hơn sang những nước kém phát triển hơn. Về phần mình, các nước kém phát triển hơn cũng cố gắng xâm nhập sâu hơn vào chuỗi giá trị, tiếp nhận những bộ phận có giá trị gia tăng lớn hơn và tiếp tục chuyển giao những bộ phận ít giá trị gia tăng hơn sang các nước kém phát triển hơn. Những trường hợp các nước kém phát triển hơn có thể đuổi kịp các nước phát triển và chiếm lĩnh vị trí dẫn đầu trong chuỗi giá trị tuy có nhưng không nhiều¹. Về tổng thể, Việt Nam khó có thể là trường hợp ngoại lệ và mỗi doanh nghiệp Việt Nam cần tính tới thực tế này.

- Nền tảng phát triển của các doanh nghiệp Việt Nam là một nền kinh tế yếu kém, chậm phát triển, có nền công nghiệp mới ở trình độ phát triển thấp, quy mô nhỏ nhưng đã chuyển dịch cơ cấu quá nhanh theo hướng nâng cao quá mức tỷ trọng của ngành dịch vụ. Điều này khiến các doanh nghiệp có một nền tảng chưa vững chắc cho sự phát triển bền vững và khiến khả năng liên kết với nhau hạn chế. Những hạn chế và chậm trễ trong những năm vừa qua về việc phát triển hệ thống công nghiệp hỗ trợ cho các ngành và việc các hiệp hội ngành nghề có vai trò chưa được như kỳ vọng là những biểu hiện rõ nhất cho tình trạng này.

- Môi trường kinh doanh cho các doanh nghiệp có nhiều bất lợi kéo dài, khó có thể cải thiện đáng kể trong thời gian tới. Đặc biệt, tình trạng vi phạm sở hữu trí tuệ, làm hàng giả, hàng nhái, sản phẩm không đảm bảo các yêu cầu bảo vệ người tiêu dùng, ... đã diễn ra ở quy mô và mức độ khiến cho người sản xuất trung thực mất động lực sản xuất nghiêm túc, người tiêu dùng mất lòng tin với sản phẩm do các doanh nghiệp trong nước sản xuất. Những hiện tượng này đã đến mức phổ biến và việc khắc phục hậu quả của chúng không những sẽ rất tốn kém mà thậm chí còn không thể thực hiện được trong một sớm một chiều. Điều nguy hại đi kèm là các cơ sở kinh doanh gian dối còn làm mất hiệu lực của công tác quản lý nhà nước trong các lĩnh vực đấu tranh chống các hiện tượng tiêu cực nêu trên.

- Các doanh nghiệp ít hướng tới chiến lược dài hạn mà còn nặng về lợi dụng cơ hội kinh doanh ngắn hạn, nghiêng về các lĩnh vực thương mại và dịch vụ hơn là hoạt động trong lĩnh vực sản xuất. “Năm 2017 có 45,4 nghìn doanh nghiệp thành lập mới trong ngành bán buôn, bán lẻ (chiếm 35,8% tổng số doanh nghiệp thành lập mới); 16,2 nghìn doanh nghiệp hoạt động trong ngành chế biến, chế tạo (chiếm 12,8%); 16 nghìn doanh nghiệp hoạt động trong ngành xây dựng (chiếm 12,6%); 9,4 nghìn doanh nghiệp hoạt động trong ngành khoa học, công nghệ, dịch vụ tư vấn, thiết kế, quảng cáo và chuyên môn khác ...”².

- Năng lực hạn chế, nguồn lực bổ sung có hạn trong khi năng lực khai thác các nguồn lực bổ sung cũng hạn chế. Trước hết, quy mô của các doanh nghiệp Việt Nam rất nhỏ bé. Theo số liệu của Tổng cục Thống kê, tại thời điểm 31/12/2015, “số doanh nghiệp có dưới 10 lao động chiếm 69% tổng số doanh nghiệp, doanh nghiệp có từ 10 đến 49 lao động chiếm 24%, doanh nghiệp có từ 50 lao động trở lên chỉ chiếm trên 7% trong tổng số doanh nghiệp”³. Năm 2016, số doanh nghiệp sử dụng dưới 10 lao động biến động không đáng kể, chiếm 68,7% tổng số doanh nghiệp trong cả nước⁴. Tới năm 2017, theo số liệu của Bộ Kế hoạch và Đầu tư, số doanh nghiệp nhỏ và vừa chiếm tới 98% tổng số các doanh nghiệp Việt Nam. Sự yếu kém trong năng lực của các doanh nghiệp của

¹ Adam Szirmai, Wim Naudé và Ludovico Alcorta (2013), *Pathways to industrialization in the 21st century- New challenges and emerging paradigms*. Cambridge University Press.

² Thúy Hiền (2018), *Thấy gì từ chất lượng và hiệu quả hoạt động của doanh nghiệp Việt?*. Xem <https://bnews.vn/thay-gi-tu-chat-luong-va-hieu-qua-hoat-dong-cua-doanh-nghiep-viet-/76075.html>

³ Tổng cục Thống kê (2017), *Doanh nghiệp Việt Nam 15 năm đầu thế kỷ (2000- 2014)*. NXB Thống kê. Hà Nội.

⁴ Tổng cục Thống kê (2017), *Niên giám thống kê 2016*. NXB Thống kê. Hà Nội.

Việt Nam thể hiện trên hầu hết các mặt, từ năng lực tài chính, năng lực công nghệ, năng lực quản lý, năng lực của nguồn nhân lực. Về mặt này, thách thức lớn nhất đối với doanh nghiệp Việt Nam là sự thiếu hụt nhân lực, kể từ nhân lực quản lý đến nhân lực chuyên môn kỹ thuật. Số liệu thống kê ghi nhận: Có tới 55,63% số chủ doanh nghiệp có trình độ học vấn từ trung cấp trở xuống, trong đó 43,3% chủ doanh nghiệp có trình độ học vấn từ sơ cấp và phổ thông các cấp. Trong tổng số chủ doanh nghiệp nhỏ và vừa, số tiến sỹ chỉ chiếm 0,66%; thạc sỹ 2,33%; tốt nghiệp đại học 37,82%; tốt nghiệp cao đẳng chiếm 3,56%; tốt nghiệp trung học chuyên nghiệp chiếm 12,33% và có tới 43,3% có trình độ thấp hơn. Đáng chú ý là đa số các chủ doanh nghiệp, ngay cả những người có trình độ học vấn từ cao đẳng và đại học trở lên, ít được đào tạo về quản lý kinh tế và quản trị doanh nghiệp, pháp luật và vận dụng pháp luật trong kinh doanh một cách có hệ thống... Bên cạnh đó, 75% lực lượng lao động trong các doanh nghiệp vừa và nhỏ chưa qua đào tạo chuyên môn kỹ thuật.

Thiếu vốn là khó khăn thường được các doanh nghiệp nhỏ và vừa đánh giá là vấn đề phổ biến và lớn nhất¹. Tuy nhiên, thực chất lại chính là năng lực quản lý: Các doanh nghiệp không tìm ra được thị trường, không có phương án kinh doanh và phương án đầu tư khả thi, có hiệu quả có thể thuyết phục được các tổ chức tài chính- tín dụng. Chính vì thế, mặc dù các ngân hàng thương mại có khá nhiều vốn còn đọng lại nhưng vẫn không dám cho vay mà “không có thể chấp” chỉ là có được viện dẫn để nêu lý do không cho vay. Về công nghệ, số lượng các nhà khoa học, các chuyên gia làm việc trong các doanh nghiệp nhỏ và vừa chỉ chiếm 0.025% tổng số lao động làm việc trong các doanh nghiệp nhỏ và vừa; 76% số máy móc, thiết bị đã được trang bị từ các thập kỷ 80- 90 của thế kỷ trước, khoảng 75% số máy móc, thiết bị đã hết khấu hao nhưng vẫn được tiếp tục sử dụng. Vấn đề quan trọng khác là năng lực tiếp cận với các văn bản và hệ thống chính sách pháp luật của doanh nghiệp nhỏ và vừa còn nhiều hạn chế, bắt nguồn cả từ nguyên nhân chủ quan lẫn khách quan nhưng phần lớn là do các doanh nghiệp chưa thực sự tìm hiểu các chính sách pháp luật và thông lệ quốc tế để nâng cao năng lực của chính mình trong kinh doanh.

- Hiệu quả kinh doanh thấp trong khi các đối tác nước ngoài có tiềm năng lớn hơn luôn cố gắng giành những giai đoạn có giá trị gia tăng cao, hiệu quả cao trong các chuỗi giá trị mà doanh nghiệp Việt Nam tham gia. Trong một nghiên cứu được thực hiện năm 2014, 80% số doanh nghiệp nhỏ và vừa được khảo sát cho biết lãi suất kinh doanh không đủ bù đắp cho lãi vay ngân hàng khiến họ phải huy động vốn từ các nguồn khác với rủi ro cao hơn và yêu cầu/ điều kiện vay ngặt nghèo hơn, đồng nghĩa với việc phải chấp nhận từ bỏ một phần quan trọng các quyết định kinh doanh mà một chủ sở hữu thường có. Năm 2010, lợi nhuận của doanh nghiệp nhỏ và vừa là 80,59 nghìn tỷ đồng (chiếm 22,87% tổng lợi nhuận trước thuế của toàn bộ các doanh nghiệp). Năm 2012, chỉ tiêu lợi nhuận trước thuế này đã giảm đáng kể, chỉ còn 22,82 nghìn tỷ đồng (chiếm 7,26% tổng lợi nhuận trước thuế của toàn bộ các doanh nghiệp). Từ năm 2010, tỉ lệ doanh nghiệp thua lỗ, chủ yếu là doanh nghiệp nhỏ và vừa tăng đáng kể, từ 25,14% (năm 2010) lên 65,8% (vào cuối tháng 9/2013). Tỉ lệ doanh nghiệp kinh doanh có lãi cũng giảm từ 64,12% năm 2010 xuống còn 34,12% vào cuối tháng 9-2013². Số liệu thống kê năm 2016 cho thấy tình hình chưa được cải thiện đáng kể.

¹ Những số liệu hiện có về tình trạng doanh nghiệp tiếp cận các nguồn vốn khá nhiều khác biệt. Theo số liệu của Hiệp hội Doanh nghiệp nhỏ và vừa Việt Nam, hiện có khoảng hơn 32% doanh nghiệp nhỏ và vừa có khả năng tiếp cận và được vay vốn thường xuyên, còn lại phần lớn rất khó hoặc không thể tiếp cận tín dụng ngân hàng. Lý do phần lớn các doanh nghiệp cho rằng, kinh doanh hiện nay khó có tỷ suất lợi nhuận tới 14-15% để chịu nổi mặt bằng lãi suất cho vay. Trong khi đó, tài sản đảm bảo của họ đang dần cạn kiệt, doanh thu sụt giảm, quy mô thu hẹp... Tuy nhiên, cũng theo số liệu của Hiệp hội, hiện mới chỉ có 30% các doanh nghiệp nhỏ và vừa tiếp cận được với nguồn vốn từ ngân hàng, 70% còn lại phải tiếp tục sử dụng nguồn vốn tự có hoặc vay từ nguồn vốn khác với chi phí rất cao. Xem: <http://vietstock.vn/2014/11/co-toi-gan-70-so-doanh-nghiep-nho-va-vua-kho-tiep-can-von-757-393612>.

² Bộ Kế hoạch và Đầu tư (2014), *Báo cáo đánh giá giữa kỳ tình hình thực hiện Kế hoạch phát triển DNNVV giai đoạn 2011 – 2015*. Tài liệu đã dẫn.

Hộp 1: Hiệu quả kinh doanh của các doanh nghiệp Việt Nam

Chỉ số quay vòng vốn (tính bằng tổng doanh thu/tổng nguồn vốn) của doanh nghiệp có xu hướng giảm nhẹ trong giai đoạn 2000-2015, từ 0,81 lần năm 2000 xuống còn 0,69 lần năm 2015, cho thấy hiệu quả sử dụng vốn của doanh nghiệp có xu hướng giảm dần trong giai đoạn 2000-2015. Giai đoạn này chỉ số quay vòng vốn giảm ở hầu hết các khu vực doanh nghiệp, ngoại trừ khu vực doanh nghiệp có vốn đầu tư nước ngoài. Chỉ số quay vòng vốn của khu vực doanh nghiệp có vốn đầu tư nước ngoài đạt cao nhất và có xu hướng tăng, từ 0,66 lần năm 2000 lên 1,01 lần năm 2015. Trong khi chỉ số quay vòng vốn của doanh nghiệp ngoài nhà nước và doanh nghiệp nhà nước đều thấp và giảm đáng kể, chỉ đạt mức lần lượt là 0,74 lần và 0,41 lần trong năm 2015.

Theo khu vực kinh tế, nông, lâm nghiệp và thủy sản và dịch vụ là các khu vực có chỉ số quay vòng vốn năm 2015 đạt thấp với lần lượt là 0,38 lần và 0,53 lần. Công nghiệp và xây dựng là khu vực năm 2015 có chỉ số quay vòng vốn đạt cao nhất với 0,91 lần; trong đó ngành chế biến, chế tạo là ngành có chỉ số quay vòng vốn đạt khá cao với 1,28 lần (trong đó các ngành có công nghệ cao đạt 1,71 lần).

Hiệu suất sinh lời trên vốn kinh doanh (tính bằng tổng lợi nhuận trước thuế/tổng nguồn vốn kinh doanh) của các doanh nghiệp cũng có xu hướng giảm dần trong giai đoạn 2000-2015, cụ thể hiệu suất sinh lời của toàn bộ doanh nghiệp năm 2015 đạt 2,3%, thấp hơn tỷ lệ 3,7% của năm 2000.

Theo loại hình doanh nghiệp, tỷ lệ này có xu hướng giảm ở cả 3 loại hình doanh nghiệp. Loại hình doanh nghiệp có vốn đầu tư nước ngoài có hiệu suất sinh lời trên vốn kinh doanh cao và luôn đứng đầu trong 3 loại hình doanh nghiệp. Tỷ suất sinh lời trên vốn kinh doanh của doanh nghiệp có vốn đầu tư nước ngoài giảm từ 9,0% năm 2000 xuống 5,5% năm 2015 và đạt cao nhất trong năm 2005 với 11,2%. Tỷ suất sinh lời trên vốn kinh doanh của các doanh nghiệp nhà nước giảm nhẹ từ 2,4% năm 2000 xuống 2,1% năm 2015. Các doanh nghiệp ngoài nhà nước luôn có hiệu suất sinh lời trên vốn kinh doanh thấp nhất trong ba loại hình doanh nghiệp, từ 1,9% năm 2010 giảm xuống chỉ còn 1,3% năm 2015, thấp hơn nhiều so với loại hình doanh nghiệp có vốn đầu tư nước ngoài và doanh nghiệp nhà nước.

Theo khu vực và ngành kinh tế, công nghiệp và xây dựng là khu vực có hiệu suất sinh lời trên vốn kinh doanh đạt cao nhất, nhưng cũng có hiệu suất giảm dần trong cả giai đoạn, từ trên 7% năm 2000 giảm xuống còn khoảng gần 4% năm 2015.

Hiệu suất sinh lời trên doanh thu (tính bằng tổng lợi nhuận trước thuế/tổng doanh thu) của các doanh nghiệp năm 2015 đạt 3,6%, giảm dần trong cả giai đoạn 2000-2015. Các doanh nghiệp nhà nước có hiệu suất sinh lời trên doanh thu tăng trong cả giai đoạn, từ 5,3% năm 2010 lên 5,6% năm 2015. Trong khi hai loại hình doanh nghiệp còn lại đều có hiệu suất sinh lời giảm, cụ thể doanh nghiệp có vốn đầu tư nước ngoài có hiệu suất sinh lời trên doanh thu giảm mạnh nhất trong giai đoạn 2000-2015 từ 13,3% năm 2000 xuống 5,8% năm 2015. Các doanh nghiệp ngoài nhà nước luôn có hiệu suất sinh lời trên doanh thu thấp nhất trong các loại hình doanh nghiệp, đạt 2,7% năm 2010 giảm xuống chỉ còn 1,9% năm 2015.

Theo khu vực và ngành kinh tế, nông lâm nghiệp và thủy sản là khu vực có hiệu suất sinh lời trên doanh thu đạt cao nhất với 6,7% trong năm 2015, nhưng lại thấp hơn nhiều so mức 18% của năm 2010. Tiếp đến là khu vực công nghiệp và xây dựng với hiệu suất 4,3% năm 2015 và thấp nhất là khu vực dịch vụ, chỉ đạt 2,8% năm 2015.

Hiệu suất sử dụng lao động (bằng doanh thu bình quân một lao động/thu nhập bình quân một lao động) của toàn bộ doanh nghiệp có xu hướng giảm trong giai đoạn 2000-2015, từ 19,4 lần năm 2010 xuống 14,2 lần năm 2015. Theo loại hình doanh nghiệp, các doanh nghiệp nhà nước có hiệu suất sử dụng lao động đạt cao nhất trong các loại hình doanh nghiệp và có xu hướng tăng lên trong cả giai đoạn, từ 17,3 lần năm 2000 lên 18 lần năm 2015. Trong khi đó, các doanh nghiệp ngoài nhà nước có xu hướng giảm dần hiệu suất sử dụng lao động, từ 23,8 lần năm 2000 xuống còn 14,2 lần năm 2015. Các doanh nghiệp có vốn đầu tư nước ngoài có hiệu suất sử dụng lao động thấp nhất, giảm từ 18,7 lần năm 2000 xuống 12,4 lần năm 2015.

Theo khu vực và ngành kinh tế, nông, lâm nghiệp và thủy sản là khu vực có hiệu suất sử dụng lao động có xu hướng tăng từ 4,9 lần năm 2000 lên 6,7 lần năm 2015. Dịch vụ là khu vực có hiệu suất sử dụng lao động cao nhất trong ba khu vực, nhưng hiệu suất sử dụng lao động của khu vực này cũng giảm dần, từ 31,8 lần năm 2000 xuống chỉ còn 18,1 lần năm 2015. Công nghiệp và xây dựng là khu vực cũng có xu hướng giảm dần hiệu suất sử dụng lao động từ 13,6 lần vào năm 2000 xuống 12 lần năm 2015.

Nguồn: Tổng cục Thống kê (2017), Doanh nghiệp Việt Nam 15 năm đầu thế kỷ (2000-2014). NXB Thống kê. Hà Nội.

- Doanh nghiệp Việt Nam gặp nhiều khó khăn, rào cản khi mở rộng thị trường, trong khi thị trường truyền thống bị cạnh tranh gay gắt, thậm chí bị bị co hẹp trên nhiều thị trường quan trọng, kể cả ngay chính trên thị trường trong nước. Tình trạng này một phần xuất phát từ sự cạnh tranh gia tăng do sự hội nhập quốc tế ngày càng sâu rộng, một phần do sức mua của thị trường trong nước bị thu hẹp do ảnh hưởng của khủng hoảng kinh tế mà chưa kịp phục hồi, một phần do mất thị trường quốc tế bởi tác động của nhiều nhân tố khách quan và chủ quan. Tuy Việt Nam có hơn 90 triệu dân, GDP bình quân đầu người liên tục tăng trong mấy thập kỷ qua, nhưng Việt Nam vẫn là nước mà người dân có thu nhập thấp khiến sức mua bị hạn chế. Hơn nữa, dù thu nhập và mức chi tiêu bình quân đầu người vẫn liên tục tăng trong những năm vừa qua nhưng mức tăng này thấp hơn năng lực sản xuất trong nước và giá trị hàng hóa nhập khẩu từ nước ngoài. Theo đánh giá của các chuyên gia kinh tế quốc tế, năm 2008, thị trường bán lẻ Việt Nam được coi là hấp dẫn nhất thế giới. Trong bảng xếp hạng này, vị thế của Việt Nam tụt xuống vị trí thứ 6 vào năm 2009 rồi tiếp tục giảm xuống vị trí thứ 14 vào năm 2010, thứ 23 vào năm 2011 và dưới thứ 30 vào năm 2012. Sau nhiều năm kinh tế gặp khó khăn, từ cuối năm 2014- đầu năm 2015, sức mua của dân cư và các doanh nghiệp đã tăng lên. Theo số liệu từ năm 2015 của Tổng cục Thống kê, sức mua của người dân đã có sự gia tăng khá tốt. Sự gia tăng này diễn ra trong bối cảnh hội nhập quốc tế gia tăng, các doanh nghiệp nước ngoài tăng cường thâm nhập thị trường Việt Nam qua nhiều kênh, bằng nhiều hình thức khiến thị phần của các doanh nghiệp Việt Nam, đặc biệt là các doanh nghiệp nhỏ và vừa, đang có nguy cơ bị chiếm lĩnh. Hai vấn đề quan trọng khác tác động bất lợi tới các doanh nghiệp Việt Nam là 1) sự suy giảm niềm tin của người tiêu dùng trong nước đối với hàng nội địa và 2) sự thay đổi cơ cấu và thói quen tiêu dùng (đặc biệt là ở tầng lớp trung lưu đang gia tăng nhanh chóng và là nhóm dân cư có sức mua lớn đối với hàng nội địa) theo hướng có lợi cho các mặt hàng có chất lượng ngày càng cao- là nhóm mặt hàng mà các doanh nghiệp nước ngoài đang có ưu thế hơn so với doanh nghiệp Việt Nam.

Trong giai đoạn tới, trước yêu cầu phát triển kinh tế nhanh và vững chắc, việc hội nhập quốc tế sẽ diễn ra ngày càng sâu rộng, việc phát triển mạnh mẽ và bền vững hơn nữa của các doanh nghiệp càng có ý nghĩa quan trọng đối với sự phát triển kinh tế- xã hội của Việt Nam. Những kinh nghiệm và bài học về việc phát triển doanh nghiệp của các nước cũng như của chính Việt Nam cho thấy cần có sự kết hợp từ nhiều phía, sử dụng nhiều công cụ/ phương tiện cũng như nhiều hình thức mới có thể đảm bảo cho các doanh nghiệp Việt Nam đảm nhận tốt vị thế của mình, có thể có những đóng góp tương xứng với bản chất của chúng, với kỳ vọng mà xã hội đặt ra cho chúng cũng như đối với những chính sách, những nguồn lực mà Nhà nước đã dành cho chúng.

2. MỘT SỐ GIẢI PHÁP NHẪM GIÚP CÁC DOANH NGHIỆP VIỆT NAM PHÁT TRIỂN BỀN VỮNG TRONG GIAI ĐOẠN TỚI

Về cơ bản, các giải pháp phát triển doanh nghiệp phải xuất phát từ chính nhu cầu của chúng, do chính chúng chủ động thực hiện vì mục tiêu và lợi ích trực tiếp của chính bản thân các doanh nghiệp. Hơn nữa, trong khi sự phát triển bền vững của các doanh nghiệp Việt Nam nói chung cần được đảm bảo thì yêu cầu phát triển bền vững cũng như mức độ bền vững của các doanh nghiệp cụ thể lại không giống nhau. Do đó, giải pháp phát triển cho mỗi doanh nghiệp không thể giống nhau, mà phải tùy thuộc vào chính nhu cầu của doanh nghiệp và nhu cầu về sản phẩm/ dịch vụ do nó cung cấp cho thị trường, vào chiến lược phát triển, năng lực hiện tại, thị trường và điều kiện kinh doanh cũng như những yếu tố chủ quan khác của từng doanh nghiệp. Do vậy, tùy theo mục đích, trình độ phát triển của mình, *mỗi doanh nghiệp* cần cân nhắc, lựa chọn và triển khai thực hiện các giải pháp sau:

- Rà soát, định vị và định hướng lại chiến lược kinh doanh và chiến lược phát triển của doanh nghiệp. Thiếu định hướng hoặc định hướng không rõ ràng là điểm yếu cơ bản nhất và có ý nghĩa quyết định nhất

đối với các doanh nghiệp nhỏ và vừa ở Việt Nam. Bởi nguyên nhân này mà các doanh nghiệp không thể đầu tư một cách nhất quán, có hiệu quả để có thể phát triển bền vững. Cũng vì thế mà doanh nghiệp không thể lựa chọn được thị trường ổn định cho mình, xây dựng được hình ảnh và củng cố được vị thế của mình đối với khách hàng. Hậu quả là nhiều doanh nghiệp kinh doanh theo kiểu ngắn hạn, chỉ “hót váng sữa” khi thị trường có nhu cầu lớn về sản phẩm/ dịch vụ của mình, không thể đầu tư chiều sâu để củng cố và phát triển thị trường, có chỗ dựa vững chắc khi thị trường trầm lắng hoặc suy giảm.

Để có thể lựa chọn được chiến lược đúng, ổn định, doanh nghiệp cần tiến hành nghiên cứu thị trường một cách toàn diện, phân tích rõ thực trạng chuỗi cung ứng, chuỗi gia công, chuỗi giá trị và so sánh, phân tích, định vị mình cũng như các đối thủ và đối tác trong chuỗi này, từ đó chọn vị thế của doanh nghiệp, có mục tiêu và các giải pháp thích hợp để từng bước mở rộng quy mô, tăng cường vị thế, củng cố chỗ đứng của mình trong chuỗi gia công/ chuỗi cung ứng. Đây cũng là cơ sở để mỗi doanh nghiệp thiết lập quan hệ hợp tác với các doanh nghiệp trong và ngoài nước. Trong bối cảnh hiện nay, do các doanh nghiệp Việt Nam, đặc biệt là các doanh nghiệp nhỏ và vừa, chưa thiết lập được quan hệ hợp tác một cách bền vững, chặt chẽ và có hiệu quả, chiến lược thích hợp hơn cả đối với chúng là đi vào các thị trường ngách, tạo thương hiệu, xây dựng năng lực cần thiết cho mình để từ đó có chiến lược hợp tác thích hợp, đặc biệt là với các tập đoàn kinh tế nước ngoài hoặc tự đứng ra tổ chức mạng lưới hợp tác riêng của mình đối với những sản phẩm có mức độ chuyên môn hóa cao, có thể cạnh tranh tốt với sản phẩm của các doanh nghiệp khác ở trong và ngoài nước. Cần nhận thức rõ rằng trong bối cảnh toàn cầu hóa và tiến bộ khoa học- công nghệ diễn ra với tốc độ ngày càng cao, phạm vi ngày càng rộng thì việc tham gia phân công lao động là tất yếu, do vậy thiết lập được một mạng lưới hợp tác hoặc định vị được mình một cách vững chắc là một điều kiện cần để doanh nghiệp có thể phát triển bền vững.

Để từng bước xây dựng, củng cố và mở rộng mạng lưới hợp tác của mình, các doanh nghiệp cần xuất phát từ sự định vị hiện tại và định vị mục tiêu (trong chiến lược phát triển) của mình trong chuỗi cung ứng/ chuỗi gia công, phân tích thế mạnh, những hạn chế của mình khi thực hiện/ đảm nhận những giai đoạn nhất định, sản xuất những sản phẩm hoặc bán sản phẩm nhất định trong các chuỗi trên cũng như hiệu quả của việc tham gia các chuỗi này. Việc xây dựng hệ thống các quan hệ liên kết có thể được triển khai theo nhiều hướng, nhiều mô hình. Tuy nhiên, trong bối cảnh hiện nay của Việt Nam, để giảm thiểu rủi ro và nâng cao tính bền vững cũng như hiệu quả kinh doanh, các quan hệ liên kết cần ưu tiên xây dựng và phát triển nên là các mối quan hệ liên kết trong từng chuỗi cung ứng, đảm bảo đưa sản phẩm đến tận người tiêu dùng. Chiến lược chung mà các doanh nghiệp nên cân nhắc, lựa chọn là tự mở rộng dần quy mô và nâng cao dần trình độ của mình và bắt đầu từ củng cố thực trạng hiện tại để mở rộng dần phạm vi bao quát của danh mục mặt hàng/ dịch vụ mà doanh nghiệp kinh doanh trong phạm vi chuỗi gia công. Theo đó, mỗi doanh nghiệp nên bắt đầu từ những khâu, những sản phẩm/ bán sản phẩm mà mình có lợi thế lớn nhất hoặc có điểm yếu thấp nhất trong toàn chuỗi. Từ điểm này, doanh nghiệp tìm cách tăng cường năng lực nội sinh của mình, khẳng định vị thế vững chắc đối với sản phẩm/ dịch vụ hoặc nhiệm vụ gia công đã chọn, đồng thời mở rộng thêm sang sản phẩm/ dịch vụ khác khi đã có năng lực nhất định. Đây là con đường phát triển tuần tự của doanh nghiệp, có thể sẽ mất nhiều năm. Cần khẳng định rõ rằng phương thức này có thể khiến doanh nghiệp phát triển chậm chút ít, nhưng dù chậm chút ít mà phát triển bền vững, ít rủi ro còn hơn là phát triển nhanh nhưng dễ tổn thương và kém hiệu quả trong dài hạn. Con đường “đi tắt” có thể nhanh hơn trong một vài bối cảnh, tại một vài thời điểm nhất định, không thể là cách đi phổ biến, lâu dài cho mỗi doanh nghiệp, đặc biệt là các doanh nghiệp nhỏ và vừa ở Việt Nam.

- Nâng cao năng lực nội sinh của doanh nghiệp. Mức độ và hiệu quả hội nhập cao hay thấp, vị thế mà doanh nghiệp có được trong từng chuỗi cung ứng/ chuỗi giá trị thuận lợi hay bất lợi sẽ đều tùy thuộc vào

năng lực nội sinh của doanh nghiệp. Quy mô, tốc độ, hiệu quả của việc ứng dụng tiến bộ khoa học- công nghệ và hiện đại hóa kỹ thuật- công nghệ của doanh nghiệp (cả đối với trang thiết bị lẫn sản phẩm/ dịch vụ của doanh nghiệp) cũng tùy thuộc vào năng lực nội sinh của doanh nghiệp. Do vậy, mức độ hội nhập càng sâu, nhu cầu đổi mới công nghệ càng cấp bách thì yêu cầu nâng cao năng lực nội sinh của doanh nghiệp cũng càng cấp bách. Tuy nhiên, năng lực nội sinh của mỗi doanh nghiệp thường ổn định trong một thời kỳ nhất định chứ không “động” như nhiều năng lực “mềm” khác, bởi mỗi lần đầu tư, cơ sở vật chất- kỹ thuật (hình thái vật chất của công nghệ và kỹ thuật) thường phải được khai thác, sử dụng một cách lâu dài qua nhiều năm. Điều này càng đòi hỏi doanh nghiệp phải có định hướng và chiến lược dài hạn, có sự định vị doanh nghiệp và sản phẩm/ dịch vụ của chúng một cách tương đối ổn định.

Trong các yếu tố cấu thành năng lực nội sinh, yếu tố cơ bản cần phát triển là năng lực quản lý của lãnh đạo và nhân viên quản lý, đặc biệt là những cán bộ, nhân viên có liên quan trực tiếp tới việc nghiên cứu, tác động tới nhu cầu và thị trường, nghiên cứu và phục vụ khách hàng, trong đó có bao gồm cả những cán bộ kỹ thuật- công nghệ tham gia nghiên cứu, cải tiến sản phẩm và dịch vụ phục vụ khách hàng của doanh nghiệp.

Năng lực nghiên cứu, đổi mới và thích ứng hóa là yếu tố thứ hai cần được ưu tiên phát triển. Đây chính là yếu tố cho phép doanh nghiệp có thể tiếp nhận những tiến bộ khoa học- công nghệ, biến các năng lực ngoại sinh thành năng lực nội sinh của chính mình, từ đó có thể cung cấp cho thị trường những hàng hóa/ dịch vụ đáp ứng được nhu cầu, có khả năng cạnh tranh tốt hơn để tồn tại một cách bền vững (trước khi nói tới việc nâng cao hiệu quả kinh doanh). Xét trong tổng thể quá trình hình thành, phát triển năng lực công nghệ của mỗi quốc gia, các doanh nghiệp, trong đó có các doanh nghiệp nhỏ và vừa, là chủ thể của cầu về tiến bộ khoa học- công nghệ, trong đó có cả cầu về tiến bộ kỹ thuật- công nghệ mà doanh nghiệp chưa nhận biết (xem hình 1). Năng lực thích hợp về nghiên cứu, đổi mới công nghệ và thích ứng hóa công nghệ được tiếp nhận giúp doanh nghiệp có thể nâng cao hiệu quả của đổi mới, chuyển giao và sang tạo công nghệ, đồng thời giúp tăng cung trên thị trường tiến bộ khoa học- công nghệ. Để việc nâng cao năng lực nghiên cứu, phát triển, đổi mới công nghệ và ứng dụng công nghệ mới, doanh nghiệp cần nâng cao nhận thức, có quyết tâm cao, có tinh thần chủ động, có sự đầu tư thích đáng cho cơ sở hạ tầng kỹ thuật- công nghệ của mình. Về phía Nhà nước, cần có những chính sách phù hợp để cải thiện và nâng cao năng lực một cách đồng bộ và cân đối cho tất cả các khâu, các mắt xích trong toàn bộ hệ thống nghiên cứu- phát triển của quốc gia.

Những yếu tố cấu thành năng lực tiếp theo cần được tăng cường là chất lượng nguồn nhân lực và năng lực công nghệ của doanh nghiệp. Những yếu tố này trực tiếp tác động tới năng suất và hiệu quả của các doanh nghiệp nhỏ và vừa.

- Khai thác, tận dụng một cách có hiệu quả và đảm bảo tác động bền vững từ các chương trình, đề án, dự án hỗ trợ của Nhà nước. Sự hỗ trợ của Nhà nước sẽ còn được tiếp tục duy trì trong một thời gian khá dài, dưới những hình thức khác nhau, phục vụ những mục tiêu cụ thể khác nhau. Sự hỗ trợ này, nếu tính bình quân cho tổng số các doanh nghiệp thì sẽ không lớn, nhưng nếu khai thác và sử dụng một cách có hiệu quả thì vẫn có thể đem lại tác động đáng kể cho những doanh nghiệp trực tiếp được thụ hưởng. Để khai thác một cách có hiệu quả các nguồn hỗ trợ này, doanh nghiệp cần tìm hiểu để biết rõ mục đích hỗ trợ, các điều kiện hỗ trợ từ từng nguồn, các yêu cầu và thủ tục để có thể khai thác từng nguồn, đặc biệt là các điều kiện và thủ tục giải ngân cho các khoản hỗ trợ từ từng nguồn. Trên cơ sở này, doanh nghiệp cần xác định rõ nhu cầu hỗ trợ và điều kiện tiếp nhận hỗ trợ để có phương án sử dụng các khoản hỗ trợ đó. Bài học mà nhiều doanh nghiệp đã rút ra từ việc tiếp nhận hỗ trợ của Nhà nước (cũng như các nguồn hỗ trợ khác) là đây hoàn toàn không phải là những khoản cho không, mà doanh nghiệp cũng phải dành những khoản chi tiêu đáng kể mới có thể tiếp nhận được chúng. Nếu không tính toán kỹ lưỡng, xác định đúng và đầy đủ các chi phí dành

cho việc tiếp nhận, khai thác, bảo quản- bảo dưỡng các trang thiết bị cũng như các khoản tài trợ này, doanh nghiệp không thể có được những lợi ích mà mình mong muốn. Nhiều trường hợp, do không xác định đúng, đủ các khoản chi phí và không có phương án hợp lý, các khoản hỗ trợ này đã trở thành gánh nặng mà doanh nghiệp phải mất nhiều thời gian, công sức và chi phí mới có thể khắc phục được.

Bên cạnh những nỗ lực của bản thân các doanh nghiệp, *Nhà nước* cũng cần phát huy vai trò tích cực, cần triển khai những hoạt động cần thiết để thúc đẩy sự phát triển của doanh nghiệp vì lợi ích quốc gia và lợi ích của Nhà nước. Những giải pháp mà Nhà nước cần thực hiện trong những năm tới là:

- Tiếp tục hoàn thiện các chính sách vĩ mô nhằm tạo môi trường thuận lợi cho các doanh nghiệp phát triển. Cụ thể là:

o Rà soát, đánh giá hệ thống chính sách kinh tế nói chung và những chính sách cụ thể liên quan tới sự phát triển doanh nghiệp, đặc biệt là tính nhất quán và tính toàn diện trong nội bộ hệ thống chính sách. Việc thực hiện công tác rà soát, đánh giá hệ thống chính sách nên được giao cho các cơ quan, tổ chức độc lập đảm nhận, trong đó sử dụng các phương pháp khoa học, đánh giá nhiều chiều, dựa trên các thông tin và kết quả nghiên cứu được kiểm định minh bạch, đảm bảo có sự tham gia thực sự của các chủ thể có liên quan tới việc xây dựng, thực hiện và thụ hưởng kết quả của chính sách cũng như các đối tượng chịu tác động từ việc thực hiện chính sách.

o Đẩy mạnh chương trình cải cách hành chính, hoàn thiện và đảm bảo tính ổn định khung pháp lý, đơn giản hóa các thủ tục hành chính nhằm tạo điều kiện thuận lợi để các doanh nghiệp nhỏ và vừa được tiếp cận bình đẳng các nguồn lực về đất đai, về vốn, công nghệ... để ổn định sản xuất, phát triển kinh doanh. Việc này cần được thực hiện đồng thời với việc đồng bộ hóa hệ thống các quy định pháp lý của đất nước và củng cố kỷ cương, tính tuân thủ pháp luật trong xã hội. Đây chính là những nội dung cụ thể của góp phần minh bạch hóa và là tiền đề để giảm thiểu các quy định tùy tiện của các cơ quan quản lý hành chính hiện nay, đồng thời cũng góp phần hình thành môi trường cạnh tranh bình đẳng, đảm bảo cho doanh nghiệp nâng cao khả năng hoạch định các chương trình, kế hoạch phát triển dài hạn của mình.

o Xây dựng và ưu tiên triển khai thực hiện các chính sách liên quan nhằm đẩy mạnh phát triển thị trường công nghệ và hỗ trợ hình thành, phát triển doanh nghiệp khoa học và công nghệ, ươm tạo doanh nghiệp khoa học và công nghệ khởi nghiệp, khuyến khích và thúc đẩy hỗ trợ doanh nghiệp nhỏ và vừa đổi mới công nghệ, đổi mới sáng tạo.

- Đồng bộ hóa hệ thống các quy hoạch, chiến lược, kế hoạch dài hạn phát triển kinh tế- xã hội, phát triển ngành và các vùng lãnh thổ. Đây cũng là một trong số các điều kiện tiên quyết, giúp doanh nghiệp có căn cứ để tính toán việc đầu tư, nghiên cứu, xây dựng hệ thống cơ sở vật chất- kỹ thuật, hệ thống phân phối và hệ thống cung ứng- những thứ mà nếu không có thì doanh nghiệp khó có thể thực sự đi vào hoạt động, kể cả trong lĩnh vực sản xuất lẫn trong các lĩnh vực cung cấp dịch vụ. Hệ thống quy hoạch này đã từng bước được xây dựng và ngày càng đồng bộ, nhưng vẫn có những bất cập, đặc biệt là chúng dựa trên những dự báo không chính xác và không đầy đủ khiến những điều chỉnh phải được thực hiện khá thường xuyên. Trong bối cảnh các quy hoạch, chiến lược và kế hoạch dài hạn bị điều chỉnh, nhiều doanh nghiệp đã lơ đãng đầu tư, đặc biệt là những chương trình đầu tư một cách bài bản, khoa học, thường chịu tổn thất khá lớn, ít nhất là phải đầu tư bổ sung hoặc kéo dài thời gian đầu tư.

Để khắc phục tình trạng trên, một mặt, các cơ quan chức năng của Nhà nước cần nâng cao chất lượng các quy hoạch, chiến lược và kế hoạch phát triển của mình thông qua việc đầu tư nhiều hơn cho công tác nghiên cứu, đánh giá thực trạng và các nhân tố tác động, cho công tác dự báo xu hướng phát triển, xu hướng

biến động của thị trường và các nhân tố tác động tới môi trường kinh doanh của doanh nghiệp. Mặt khác, các cơ quan chức năng của Nhà nước cần đảm bảo sự tham gia rộng rãi của các chủ thể liên quan, đặc biệt là các nhà khoa học và cộng đồng kinh doanh vào việc tham gia hoạch định các quy hoạch, chiến lược và kế hoạch phát triển dài hạn.

- Hỗ trợ hình thành và phát triển các hình thức tổ chức, vận hành các mối quan hệ liên kết, hợp tác giữa các doanh nghiệp. Các quan hệ liên kết này nên được tổ chức theo các chuỗi sản xuất/ chế biến. Về cơ bản, các chuỗi sản xuất/ chế biến như thế thường hướng tới sản xuất à tiêu dung bền vững một sản phẩm/ nhóm sản phẩm hoặc một ngành hàng. Tùy thuộc và đặc điểm kinh tế- kỹ thuật mà các chuỗi này có độ dài khác nhau, bao gồm số lượng các đối tượng khác nhau. Các hình thức, các mối quan hệ này có thể tồn tại dưới hình thức thể chế (các hiệp hội, các câu lạc bộ, ...) hay các hình thức phi thể chế (các chương trình liên kết, các quan hệ chuyên môn hóa/ hợp tác ngắn hạn và dài hạn, ...). Về thực chất, đây chính là nhiệm vụ của các doanh nghiệp, xuất phát từ nhu cầu của chính các doanh nghiệp có liên quan, sử dụng các nguồn lực của các doanh nghiệp phục vụ lợi ích của các doanh nghiệp. Việc Nhà nước hỗ trợ, cung cấp các nguồn lực, thành lập và duy trì hoạt động của các tổ chức liên kết giữa các doanh nghiệp dễ dẫn tới nguy cơ hành chính hóa hoạt động của các tổ chức này, khiến hoạt động của chúng kém hiệu quả. Thực tế này cũng đã diễn ra một cách khá phổ biến trong thời gian qua ở Việt Nam. Tuy nhiên, sự hỗ trợ này của Nhà nước vẫn là cần thiết. Vấn đề là làm sao đảm bảo cho sự hỗ trợ này được phân bổ đúng nhu cầu, được sử dụng một cách có hiệu quả.

- Thúc đẩy sự hình thành đồng bộ và sự hoạt động hiệu quả của các thị trường và sự vận hành của cơ chế thị trường, vừa cho phép, vừa thúc đẩy các doanh nghiệp cạnh tranh một cách bình đẳng trên thị trường. Nhà nước cần phát huy tốt hơn nữa vai trò của mình trong việc bảo vệ lợi ích của doanh nghiệp trên thị trường trong và ngoài nước, đặc biệt là trong các trường hợp gian lận thương mại, cạnh tranh không lành mạnh và thâu tóm bất hợp pháp của các doanh nghiệp nước ngoài.

- Nâng cao hiệu quả của các chương trình, chính sách hỗ trợ doanh nghiệp, đặc biệt là:

o Rà soát, cân nhắc và lựa chọn sự hỗ trợ để đảm bảo sự hỗ trợ của Nhà nước được cung cấp một cách tập trung (trước mắt là giảm bớt sự phân tán của các chương trình hỗ trợ), chuyển đổi phương thức hỗ trợ theo đối tượng hiện nay sang phương thức hỗ trợ theo đối tượng nhưng tăng cường định hướng theo kết quả, hiệu quả và tác động tích cực tới sự phát triển kinh tế- xã hội cũng như của chính bản thân các doanh nghiệp được hỗ trợ và tới toàn bộ chuỗi cung ứng/ chuỗi gia công. Thay vì thụ động chờ các đối tượng thuộc nhóm được hỗ trợ xây dựng đề xuất xin hỗ trợ, các cơ quan, tổ chức quản lý các chương trình hỗ trợ, tài trợ từ ngân sách Nhà nước cần chủ động tìm kiếm, đánh giá và sàng lọc để lựa chọn đối tượng cần và nên được hỗ trợ cho những mục tiêu nhất định, từ đó hướng dẫn họ làm các thủ tục cần thiết để thực hiện các đề án này. Phương thức các cơ quan cung cấp hỗ trợ chủ động xây dựng đề án và tuyển chọn cơ quan thực hiện (thông qua đấu thầu hoặc các phương thức xét chọn khác) cần được thử nghiệm. Ngoài ra, cần chuyển trách nhiệm trực tiếp tài trợ cho doanh nghiệp từ cơ quan quản lý nhà nước sang cho tổ chức ngoài nhà nước quản lý, trực tiếp cung cấp hỗ trợ hoặc trực tiếp theo dõi, giám sát các đề án hỗ trợ để đảm bảo hiệu quả của các chương trình hỗ trợ của Nhà nước cho doanh nghiệp.

o Đẩy mạnh hoạt động đào tạo, bồi dưỡng nguồn nhân lực cho các doanh nghiệp, đặc biệt là các doanh nghiệp nhỏ và vừa theo hướng chú trọng vào chất lượng, hiệu quả đào tạo một cách bền vững, gắn đào tạo với tư vấn, hỗ trợ quản lý sau đào tạo cho họ. Việc này cần được thực hiện có trọng tâm, trọng điểm và ưu tiên đào tạo cho doanh nghiệp nhỏ và vừa trong một số ngành, lĩnh vực theo định hướng hỗ trợ của Nhà nước. Nhà nước nên giảm thiểu, tiến tới từ bỏ việc bao cấp cho doanh nghiệp trong việc đào tạo nguồn nhân lực, đồng thời cũng giảm thiểu dần việc bao cấp cho hệ thống đào tạo, bồi dưỡng và nâng cao chất

lượng nguồn nhân lực cho doanh nghiệp. Thị trường giáo dục- đào tạo, trong đó bao gồm cả đào tạo nghề, cần được sớm thừa nhận và việc chuyển đổi phương thức vận hành của hệ thống giáo dục- đào tạo theo cơ chế thị trường này cần được nghiên cứu, triển khai. Vấn đề mà Nhà nước cần làm là tăng cường kiểm tra, giám sát để đảm bảo các doanh nghiệp tuân thủ đúng, đủ các quy định về sản xuất kinh doanh cũng như những tiêu chuẩn chất lượng, từ đó buộc các doanh nghiệp phải sử dụng lao động có trình độ cần thiết. Chỉ trên cơ sở này, “đầu ra” của thị trường đào tạo nghề mới được ổn định và lợi thế về nhân lực của Việt Nam mới được các doanh nghiệp hiện thực hóa.

- Hình thành mạng lưới hệ thống thông tin hỗ trợ doanh nghiệp để cung cấp thông tin về các văn bản quy phạm pháp luật điều chỉnh hoạt động của doanh nghiệp, các chính sách, chương trình trợ giúp phát triển doanh nghiệp và các thông tin khác hỗ trợ hoạt động kinh doanh của doanh nghiệp, đặc biệt là các thông tin về thị trường hàng hóa và dịch vụ, thông tin về tiến bộ khoa học- công nghệ và thị trường công nghệ.

- Triển khai các chương trình hỗ trợ, phổ biến, ứng dụng công nghệ và kỹ thuật tiên tiến tới các doanh nghiệp, khuyến khích hợp tác và chia sẻ công nghệ giữa doanh nghiệp nhỏ và vừa với doanh nghiệp lớn, doanh nghiệp có vốn đầu tư nước ngoài. Các chương trình hỗ trợ doanh nghiệp nên được tập trung theo hướng này, trong đó các hoạt động của các chương trình cần hướng tới việc nâng cao trình độ kỹ thuật- công nghệ và đổi mới sản phẩm/ dịch vụ của doanh nghiệp, tới việc thích ứng hóa và truyền bá rộng rãi các công nghệ tiên tiến thích hợp, tới việc nâng cao hiệu quả khai thác, sử dụng công nghệ trong doanh nghiệp.

- Bổ sung, đồng bộ hóa các chính sách và thực hiện có hiệu quả việc bảo vệ quyền sở hữu trí tuệ, giảm thiểu đến mức tối đa tình trạng sản xuất- kinh doanh hàng giả, hàng nhái, hàng hóa và dịch vụ không đáp ứng các quy định của Nhà nước về vệ sinh, an toàn thực phẩm, bảo vệ môi trường cũng như các yêu cầu khác về chất lượng sản phẩm mà Nhà nước đã ban hành.

- Xây dựng và thực hiện các chương trình hội nhập đảm bảo thực hiện lộ trình theo các cam kết quốc tế mà Nhà nước đã cam kết, đồng thời bảo vệ lợi ích của các doanh nghiệp, giúp các doanh nghiệp có thể tận dụng được các cơ hội mà hội nhập quốc tế tạo ra, đồng thời vượt qua được những thách thức, hạn chế được những rủi ro và những tác động do chúng gây ra trong quá trình hội nhập quốc tế. Nhà nước cần đầu tư nhiều hơn để xây dựng và thực hiện một cách nhất quán, có hiệu quả những chính sách liên quan tới bảo hộ hàng trong nước một cách hợp lý, có thời hạn, chính sách và sự hỗ trợ cụ thể cho doanh nghiệp vừa và nhỏ (và các doanh nghiệp Việt Nam nói chung) trong các tranh chấp thương mại ở nước ngoài, ...

- Hoàn thiện chính sách và tăng cường các hoạt động ngoại giao kinh tế tích cực, hỗ trợ các doanh nghiệp trong nước, trong đó có các doanh nghiệp nhỏ và vừa, thâm nhập bền vững và thuận lợi thị trường quốc tế, đặc biệt là ở những thị trường trọng điểm đối với những sản phẩm chiến lược, có thể mạnh ổn định của Việt Nam. Trước hết, Nhà nước cần tăng cường năng lực cho một số cán bộ ở các Đại sứ quán Việt Nam ở nước ngoài về các kỹ năng quảng bá, xúc tiến thương mại, nghiên cứu thị trường, đánh giá đối tác, thẩm định và đánh giá cơ hội kinh doanh, cơ hội đầu tư, ... Thứ hai, Nhà nước cần hỗ trợ kinh phí và hỗ trợ kỹ thuật để thiết lập các kênh hỗ trợ thông tin cho các doanh nghiệp nhỏ và vừa, từ những thông tin chung về môi trường kinh doanh, khung khổ pháp lý, phương thức và tập quán kinh doanh, một số đầu mối cần liên hệ khi bắt đầu kinh doanh, những tổ chức tư vấn kinh doanh, tư vấn pháp lý đáng tin cậy và có năng lực cần thiết, ... cho tới các thông tin cụ thể giúp các doanh nghiệp Việt Nam tìm hiểu đối tác, ra các quyết định cần thiết trong việc đầu tư và kinh doanh ở các nước. Thứ ba, Nhà nước cần dành kinh phí thích đáng để các cơ quan ngoại giao của Việt Nam ở nước ngoài, đặc biệt là những thị trường chủ yếu, nghiên cứu và cung cấp thông tin chung về thị trường và cơ hội kinh doanh cũng như những nghiên cứu chuyên đề về các ngành hàng, các nhóm sản phẩm tại các nước,

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TỪ KHỞI SỰ KINH DOANH ĐẾN DOANH NGHIỆP KHỞI NGHIỆP TẠI TỈNH AN GIANG

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TÓM TẮT: Phát huy lợi thế của một trụ tứ giác động lực phát triển vùng Đồng bằng Sông Cửu Long, những năm gần đây An Giang liên tục gặt hái nhiều thành tựu nổi bật trong phát triển kinh tế - xã hội, vươn lên trở thành “điểm sáng” trong bức tranh phát triển khu vực Tây Nam bộ. Trong đó, phong trào sáng tạo, khởi nghiệp sôi động, thực chất, coi trọng chất lượng cũng đang thổi một luồng gió mới vào đời sống kinh tế của tỉnh An Giang, làm gia tăng thêm sức mạnh của cộng đồng các doanh nghiệp trên địa bàn tỉnh.

Tuy nhiên, với tiềm năng thế mạnh của nguồn nhân lực trẻ được đào tạo chuyên ngành kinh tế rất năng động và nhạy bén với thị trường thì vấn đề khởi sự kinh doanh và doanh nghiệp khởi nghiệp từ lực lượng này bên cạnh những yếu tố thuận lợi thì cũng đã gặp phải không ít những khó khăn và thách thức. Đó là nội dung cốt lõi của Tham luận này nhằm tìm ra giải pháp góp phần phát triển kinh tế và kinh doanh bền vững tại địa phương trong bối cảnh toàn cầu hóa là vấn đề then chốt, mang tính thời sự chung không chỉ được sự quan tâm của các cấp, các ngành mà còn sự trăn trở cho các nhà hoạch định chính sách phát triển về kinh tế trong giai đoạn hiện nay.

Từ khóa: An Giang, doanh nghiệp khởi nghiệp; khởi sự kinh doanh.

ABSTRACT: Taking the advantage of a dynamic quadrilateral dynamic development of the Mekong Delta, in recent years, An Giang has continuously gained remarkable achievements in socio-economic development, it becomes the bright point of the developing picture in Southwest region. In particular, the creative movement, exciting start-up, in reality, paying attention to the quality is also blowing a new wind into An Giang economic life, increasing the strength of the business community on it.

However, with the potential strength of young human resources are trained in economics that is very active and sensitive to the market, the problem of starting business and start-up businesses from this force not only advantages but also difficulties and challenges. This is the main content of this paper to find solutions for contributing to sustainable economic and business development of the locality in the contextual globalization. This is a key issue which is not only the concern of all levels and branches but also the concern of economic development planners in the current period.

Keywords: An Giang, start-up enterprises; starting a business

1. ĐẶT VẤN ĐỀ

1.1. Đặc điểm tình hình kinh tế của địa phương

An Giang chỉ cách TP.HCM 190km, cách TP.Pnom Penh - Campuchia 120km, là cửa ngõ giao thương với các nước khu vực ASEAN như Campuchia, Lào và Thái Lan. Tỉnh có hạ tầng giao thông đường thủy và đường bộ tiện lợi cho việc vận tải hàng hóa cũng như vận chuyển hành khách trong vùng và khu vực. Đó là hai đường quốc lộ 91 và 80 nối liền từ Đông sang Tây giáp với Vương quốc Campuchia; hai con

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sông Tiền và sông Hậu chảy xuyên qua địa phận An Giang, đổ ra biển Đông. Ngoài ra, tỉnh có cảng Mỹ Thới thuộc hệ thống cảng biển Việt Nam và quốc tế, nằm trong khu vực của Cảng hàng không Cần Thơ với khoảng cách đường chim bay 50 km và Cảng hàng không Tân Sơn Nhất 190 km.¹



Hình 1. Bản đồ Hành chính tỉnh An Giang²

Theo đó, Nghị quyết Hội nghị Trung ương 5 khóa XII về phát triển kinh tế tư nhân trở thành một động lực quan trọng của nền kinh tế thị trường định hướng xã hội chủ nghĩa đi vào cuộc sống. Luật Hỗ trợ doanh nghiệp nhỏ và vừa có hiệu lực ngày 1-1-2018 cùng hệ thống những chính sách hỗ trợ phát triển doanh nghiệp đến năm 2020, cộng đồng doanh nghiệp của tỉnh được kỳ vọng tiếp tục có những bước phát triển mới cả về lượng và chất trong năm 2018, là động lực thúc đẩy sự phát triển nền kinh tế của An Giang theo hướng bền vững.³

Là tỉnh đầu nguồn phía Tây Nam của đất nước và là một trong bốn tỉnh thuộc vùng kinh tế trọng điểm khu vực Đồng bằng Sông Cửu Long, An Giang được xem là nơi hội tụ nhiều tiềm năng phát triển nông nghiệp, thương mại và dịch vụ du lịch.

Từ những thế mạnh đó, chính quyền địa phương đã đặc biệt quan tâm cải thiện môi trường kinh doanh, tăng cường thu hút đầu tư vào các lĩnh vực thông qua chương trình hành động thực hiện Nghị quyết Đại hội XII của Đảng và Nghị quyết lần thứ X Đảng bộ tỉnh An Giang. Trong đó, điểm nhấn là xây dựng kế hoạch đột phá mạnh mẽ đầu tư nông nghiệp, du lịch dịch vụ; có chính sách ưu đãi đất đai, về thuế nhằm thu hút doanh nghiệp ưu tiên đầu tư các khu du lịch trọng điểm Long Xuyên – Núi Sam – Núi Cấm cùng đổi mới hoạt động, xây dựng chiến lược xúc tiến đầu tư dài hạn, mời chuyên gia tư vấn giúp tỉnh xác định lĩnh vực ưu tiên đầu tư và đối tác hướng đến tổ chức các hoạt động thu hút được nhiều nhà đầu tư.

Bên cạnh đó, tỉnh cũng đã nỗ lực thực hiện các giải pháp hỗ trợ doanh nghiệp vượt qua khó khăn, thách thức trong quá trình đầu tư, kinh doanh tại địa phương bằng việc ban hành Quyết định thành lập Ban Hỗ trợ doanh nghiệp và Kế hoạch cải thiện môi trường đầu tư kinh doanh, nâng cao năng lực cạnh tranh, chương trình hành động về hỗ trợ và phát triển doanh nghiệp; quy định một số thủ tục liên quan đến quy trình tiếp cận điện năng, công tác cấp phép xây dựng kết cấu hạ tầng, đăng ký sở hữu tài sản gắn liền với đất nhằm từng bước đưa An Giang trở thành điểm đến đầu tư kinh doanh thuận lợi đối với các doanh nghiệp.⁴

¹ ccinews.vn/news/.../an-giang-phat-huy-noi-luc-trong-phat-trien-kinh-te-xa-hoi.html

² https://vi.wikipedia.org/.../Tập_tin:Bản_đồ_hành_chính_tỉnh_An_Giang.jpeg

³ <http://www.tapchicongsan.org.vn/Home/kinh-te/2018/50125/Tinh-An-Giang-phat-trien-ben-vung-dua-tren-trucot-nen.aspx>

⁴ Trường Thành, An Giang phát huy nội lực trong phát triển kinh tế xã hội, <ccinews.vn/news/.../an-giang-phat-huy-noi-luc-trong-phat-trien-kinh-te-xa-hoi.html>, xem 7/11/2016.

Năm 2017, toàn tỉnh có 799 doanh nghiệp đăng thành lập mới, tổng vốn đăng ký là 3.805 tỷ đồng. So với cùng kỳ năm 2016, tăng 30,13% số lượng doanh nghiệp và tăng 33,184% về vốn đăng ký; tăng cao hơn bình quân cả nước 14,93% và cao hơn khu vực Đồng bằng Sông Cửu Long 16,13% về số lượng doanh nghiệp đăng ký; tăng thấp hơn bình quân cả nước 11,56% và cao hơn khu vực ĐBSCL là 6,74% về vốn đăng ký. Số lượng doanh nghiệp đăng ký thành lập mới năm 2017 đứng hàng thứ 4 Khu vực Đồng bằng Sông Cửu Long và thứ 27 của cả nước. Tỷ trọng vốn đăng ký bình quân trên một doanh nghiệp đạt 4,57 tỷ đồng/doanh nghiệp, tăng 2,85% (*trương đương 0,13 tỷ đồng/doanh nghiệp*) so cùng kỳ.

So với chỉ tiêu kế hoạch năm 2017, số lượng phát triển doanh nghiệp chỉ đạt 66,41%. Trong đó: doanh nghiệp khởi nghiệp tăng 10,22% so kế hoạch (*744/675 doanh nghiệp*), doanh nghiệp chuyển đổi từ hộ kinh doanh chỉ đạt 9% so kế hoạch (*55/611 hộ kinh doanh chuyển thành doanh nghiệp*). Nguyên nhân chủ yếu là do chỉ tiêu phát triển doanh nghiệp từ hộ kinh doanh rất thấp nên tổng số doanh nghiệp đăng ký trên địa bàn tỉnh đến cuối năm 2017 là 8.568/10.000 doanh nghiệp (*đạt 86% so kế hoạch*) với tổng vốn đăng ký là 49.297 tỷ đồng. Trong đó, doanh nghiệp còn hoạt động là 5.686, vốn đăng ký là 48.538 tỷ đồng và 2.773 đơn vị trực thuộc.

Ngày 08/02/2018, Ủy ban nhân dân tỉnh ban hành kế hoạch phát triển doanh nghiệp đến năm 2020 nhằm tăng cường về số lượng và chất lượng, tạo môi trường đầu tư, kinh doanh thuận lợi, bình đẳng và minh bạch; hỗ trợ các doanh nghiệp nâng cao năng lực cạnh tranh trên thị trường trong nước và quốc tế, thu hút vốn đầu tư cho phát triển, giải quyết việc làm và đóng góp ngày càng cao vào tăng trưởng kinh tế.

Bên cạnh đó, chủ trương chung của tỉnh là nhằm thực hiện cơ chế chính sách hỗ trợ doanh nghiệp nhỏ và vừa như: tiếp cận tín dụng, thuế, kế toán, mặt bằng sản xuất, công nghệ, cơ sở ươm tạo, kỹ thuật, khu làm việc chung, mở rộng thị trường, thông tin, tư vấn pháp lý, phát triển nguồn nhân lực; hỗ trợ doanh nghiệp nhỏ và vừa chuyển đổi từ hộ kinh doanh; khởi nghiệp sáng tạo và tham gia cụm liên kết ngành, chuỗi giá trị.

Dự kiến đến năm 2020, tỉnh có 10.000 doanh nghiệp đăng ký thành lập. Trong đó, số lượng của năm 2018 là 818; năm 2019 là 900 và năm 2020 là 990 doanh nghiệp đăng ký thành lập mới. Song song đó, hướng đến phát triển doanh nghiệp chuyển đổi từ hộ kinh doanh - khuyến khích hộ kinh doanh có sử dụng 10 lao động thường xuyên chuyển sang hoạt động theo loại hình doanh nghiệp.¹

Đó là những chỉ tiêu từ các chương trình kế hoạch hành động mà An Giang đã đặt ra trong lĩnh vực kinh doanh nhằm thúc đẩy các doanh nghiệp phát triển nói chung và doanh nghiệp khởi nghiệp nói riêng tại địa phương.

1.2. Phạm vi và mục đích nghiên cứu

Trên cơ sở khái quát đặc điểm tình hình kinh tế ở An Giang từ góc nhìn của người tham gia nghiên cứu, giảng dạy và quan tâm đến luật Kinh tế; thông tin và truyền đạt sự đam mê của mình trong lĩnh vực kinh doanh đến với các sinh viên chuyên ngành Thuế, Tài chính doanh nghiệp, Quản trị Kinh doanh và Kế toán doanh nghiệp- những người cần có một số vốn nhất định, kiến thức chuyên môn làm nền tảng và hành trang cho quá trình khởi sự kinh doanh và khởi nghiệp doanh nghiệp được định hình ngay từ khi còn ngồi trên ghế nhà trường. Do vậy, bản thân thiết nghĩ rằng: thông qua Tham luận “từ khởi sự kinh doanh đến doanh nghiệp khởi nghiệp tại An Giang” là một trong những điều kiện để tác giả tiếp cận thông tin từ Hội thảo khoa học này như là dịp để trao đổi, chia sẻ, củng cố thêm kiến thức lý luận và thực tiễn khi cập nhật bổ sung vào vào quá trình giảng dạy.

¹ Ủy ban nhân dân tỉnh An Giang, Kế hoạch số 73/KH-UBND ngày 08/02/2018 về phát triển doanh nghiệp tỉnh An Giang đến năm 2020.

Vì thế, trong giới hạn và phạm vi bài viết, tác giả sẽ đi sâu phân tích những thông tin mang tính tuyên truyền đến các chủ thể khởi sự kinh doanh và doanh nghiệp khởi nghiệp tại địa phương. Đồng thời, đề xuất các giải pháp, hướng khắc phục một cách có hiệu quả về vấn đề này. Đó là việc làm hết sức cần thiết nhằm góp phần phát triển kinh tế và kinh doanh bền vững trong điều kiện toàn cầu hóa cho các hoạt động khởi sự kinh doanh và doanh nghiệp khởi nghiệp tại tỉnh nhà trong giai đoạn hiện nay.

2. THỰC TRẠNG TỪ KHỞI SỰ KINH DOANH ĐẾN DOANH NGHIỆP KHỞI NGHIỆP TẠI ĐỊA PHƯƠNG TRONG GIAI ĐOẠN HIỆN NAY.

2.1. Mô tả tình huống

“Phi thương bất phú”, câu nói của ông bà ta từ ngàn xưa cho đến nay vẫn còn nguyên giá trị, không kinh doanh thì không thể làm giàu. Thế nhưng, không ít những trường hợp doanh nghiệp đến rồi lại ra đi trước sự ngỡ ngàng với nhiều câu hỏi của người dân vẫn chưa có được lời giải đáp. Sự tái cấu trúc theo xu hướng tốt bên cạnh hiện tượng đóng cửa các doanh nghiệp tại địa phương mỗi lúc một nhiều làm ảnh hưởng tâm lý, gây hoang mang cho người tiêu dùng- với các khách hàng là người đang ở lại. Đó là thực trạng thiết nghĩ không chỉ riêng An Giang mà trong khu vực hay trên phạm vi cả nước, là xu thế chung tất yếu của nền kinh tế thị trường. Thực tiễn kinh doanh với lý do nội tại đã không thể giữ được sự ổn định của doanh nghiệp một cách lâu dài. Doanh nghiệp khởi nghiệp đã không đủ sức vượt qua những thách thức của nền kinh tế đòi hỏi phải có sự gắn kết từ nhiều yếu tố, sự mạnh mẽ và quyết đoán của chủ đầu tư trước những khó khăn và vận mệnh của chính cơ sở mình.

Doanh nghiệp khởi nghiệp sẽ khác với doanh nghiệp nói chung trên cơ sở tiếp cận vấn đề từ khía cạnh doanh nghiệp mới bắt đầu khởi động và hình thành. Đó là cơ hội, bước thử nghiệm cho những ai muốn kinh doanh và thử kinh doanh, sân chơi bổ ích mà các nhà đầu tư muốn khai thác bằng sự cạnh tranh, quyết tâm và mạo hiểm khi tham gia thị trường với rất nhiều thách thức.

Không bàn luận sâu về các doanh nghiệp sản xuất hay doanh nghiệp khởi nghiệp như đối với các thành phố lớn mà phạm vi tham luận chỉ tập trung vào các doanh nghiệp khởi nghiệp kinh doanh thương mại khi tiềm năng thế mạnh của An Giang là thị trường tiêu dùng và dịch vụ du lịch.

Nên chăng cần viện dẫn một trong số những câu chuyện rất nhỏ có thể bị lãng quên từ thực tiễn đời thường để mô tả phần nào cho bài viết khi phân tích điểm xuất phát của doanh nghiệp buổi ban đầu có thể chỉ là một quán café sân vườn ở tỉnh, nơi số lượng lao động được sử dụng hơn 10 người. Đối tượng phục vụ của quán chính là các em học sinh, sinh viên làm việc bán thời gian là minh chứng sinh động nhất khi lồng ghép những ví dụ trong từng tiết giảng. khi liên hệ thực tiễn cho sự của thể hóa vấn đề đã được thể hiện bởi những câu từ rất khô khan theo luật định nhưng đủ sức thuyết phục và hấp dẫn vì đối tượng được thể hiện gần gũi và sinh động nhất mà bất kỳ ai cũng có thể dễ dàng hình dung thấy được.

Tiếp cận câu chuyện dưới một góc độ khác, chủ quán trong vai trò vừa người đầu tư kiêm luôn quản lý và cả phục vụ bàn trong những lúc khách đông để có thể so sánh với chủ đầu tư chỉ thuần là người quản lý hay là người đại diện theo pháp luật. Sự không phân định ranh giới giữa chủ và người làm công hay chính họ cùng lúc phát huy đồng thời cả các vai trò trong sự tín nhiệm và tin cậy của khách hàng. Giá trị nhân văn trong thực tiễn kinh doanh là ở chỗ đó. Họ không là người cầm tay chi việc mà hành động họ đang làm là một trong những hình thức giáo dục sâu sắc để lại trong lòng nhân viên và khách hàng khi chứng kiến tại cơ sở kinh doanh. Đó là điểm khác biệt, nét đặc trưng cần phải có giữa hai từ “khởi nghiệp” hiện nay và khởi nghiệp theo cách nghĩ thông thường; cũng là điều lắng đọng nhất trong mỗi khách hàng khi phía sau đó là yếu tố quyết định cho sự thành công, điều kiện cần và đủ để đánh giá sự phát triển, tạo nền vững chắc cho bước đi của doanh nghiệp mới bắt đầu khởi động từ chính hộ kinh doanh cá thể của mình.

2.2. Hành lang pháp lý

Điều 33 Hiến pháp năm 2013 quy định: “Mọi người có quyền tự do kinh doanh trong những ngành, nghề mà pháp luật không cấm”.

Cụ thể hóa nội dung ấy, Bộ luật Dân sự, Bộ luật Lao động, Luật Doanh nghiệp, Luật Đất đai hiện hành đã có những điều khoản quy định liên quan về vấn đề này. Chẳng hạn:

- *Doanh nghiệp* là tổ chức có tên riêng, có tài sản, có trụ sở giao dịch, được đăng ký thành lập theo quy định của pháp luật nhằm mục đích kinh doanh.¹

- Quyền tự do kinh doanh của cá nhân được tôn trọng và được pháp luật bảo vệ. Cá nhân có quyền lựa chọn hình thức, lĩnh vực, ngành nghề kinh doanh lập doanh nghiệp, tự do giao kết hợp đồng, thuê lao động và các quyền khác phù hợp với quy định của pháp luật.

- Nhà nước tạo điều kiện thuận lợi đối với hoạt động tạo ra việc làm, tự tạo việc làm, dạy nghề và học nghề để có việc làm; hoạt động sản xuất, kinh doanh thu hút nhiều lao động.²

- Nhà nước công nhận sự tồn tại lâu dài và phát triển của các loại hình doanh nghiệp được quy định trong Luật Doanh nghiệp; bảo đảm bình đẳng trước pháp luật của các doanh nghiệp không phân biệt hình thức sở hữu và thành phần kinh tế; thừa nhận tính sinh lợi hợp pháp của hoạt động kinh doanh; Nhà nước công nhận và bảo hộ quyền sở hữu tài sản, vốn đầu tư, thu nhập, các quyền và lợi ích hợp pháp khác của doanh nghiệp và chủ sở hữu doanh nghiệp; Tài sản và vốn đầu tư hợp pháp của doanh nghiệp và chủ sở hữu doanh nghiệp không bị quốc hữu hóa, không bị tịch thu bằng biện pháp hành chính.

- Trường hợp thật cần thiết vì lý do quốc phòng, an ninh hoặc vì lợi ích quốc gia, tình trạng khẩn cấp, phòng, chống thiên tai, Nhà nước trưng mua hoặc trưng dụng có bồi thường tài sản của doanh nghiệp; trường hợp được trưng mua thì doanh nghiệp được bồi thường theo giá thị trường tại thời điểm trưng mua hoặc trưng dụng. Việc thanh toán hoặc bồi thường phải bảo đảm lợi ích của doanh nghiệp và không phân biệt đối xử giữa các loại hình doanh nghiệp.³

- Doanh nghiệp có quyền kinh doanh ngành, nghề mà pháp luật không cấm⁴ và phải tuân thủ quy định của pháp luật về quốc phòng, an ninh, trật tự, an toàn xã hội, bình đẳng giới, bảo vệ tài nguyên, môi trường, bảo vệ di tích lịch sử - văn hóa và danh lam thắng cảnh.⁵

Song song đó, Điều 66, Nghị định 78/2015/NĐ - CP ngày 14/9/2015 của Chính phủ về đăng ký doanh nghiệp thì quy định như sau:

- Hộ kinh doanh do một cá nhân hoặc một nhóm người gồm các cá nhân là công dân Việt Nam đủ 18 tuổi, có năng lực hành vi dân sự đầy đủ, hoặc một hộ gia đình làm chủ, chỉ được đăng ký kinh doanh tại một địa điểm, sử dụng dưới mười lao động và chịu trách nhiệm bằng toàn bộ tài sản của mình đối với hoạt động kinh doanh.

- Hộ gia đình sản xuất nông, lâm, ngư nghiệp, làm muối và những người bán hàng rong, quà vặt, buôn chuyến, kinh doanh lưu động, làm dịch vụ có thu nhập thấp không phải đăng ký, trừ trường hợp kinh doanh các ngành, nghề có điều kiện, Ủy ban nhân dân tỉnh, thành phố trực thuộc Trung ương quy định mức thu nhập thấp áp dụng trên phạm vi địa phương.

¹ Luật Doanh nghiệp năm 2014, Khoản 7 Điều 4.

² Bộ luật Lao động năm 2012, khoản 3 Điều 4.

³ Luật Doanh nghiệp năm 2014, Điều 5.

⁴ Luật Doanh nghiệp năm 2014, Điều 7.

⁵ Luật Doanh nghiệp năm 2014, Điều 8.

- Hộ kinh doanh có sử dụng từ mười lao động trở lên phải đăng ký thành lập doanh nghiệp theo quy định”

Do vậy, khi hộ kinh doanh sử dụng trên 10 lao động thì phải chuyển đổi sang loại hình doanh nghiệp theo một trong các hình thức như: Doanh nghiệp tư nhân, công ty cổ phần, công ty TNHH hoặc công ty hợp danh theo quy định của Luật Doanh nghiệp năm 2014.

Thêm vào đó, luật Hỗ trợ doanh nghiệp nhỏ và vừa năm 2017 cũng đã ghi nhận:

- Tiêu chí xác định doanh nghiệp nhỏ và vừa: Doanh nghiệp nhỏ và vừa bao gồm doanh nghiệp siêu nhỏ, doanh nghiệp nhỏ và doanh nghiệp vừa, có số lao động tham gia bảo hiểm xã hội bình quân năm không quá 200 người và đáp ứng một trong hai tiêu chí sau đây: tổng nguồn vốn không quá 100 tỷ đồng; tổng doanh thu của năm trước liền kề không quá 300 tỷ đồng. Doanh nghiệp siêu nhỏ, doanh nghiệp nhỏ và doanh nghiệp vừa được xác định theo lĩnh vực nông nghiệp, lâm nghiệp, thủy sản; công nghiệp và xây dựng; thương mại và dịch vụ.¹

- Nguyên tắc hỗ trợ doanh nghiệp nhỏ và vừa: việc hỗ trợ doanh nghiệp nhỏ và vừa phải tôn trọng quy luật thị trường, phù hợp với điều ước quốc tế mà nước Cộng hòa xã hội chủ nghĩa Việt Nam là thành viên; bảo đảm công khai, minh bạch về nội dung, đối tượng, trình tự, thủ tục, nguồn lực, mức hỗ trợ và kết quả thực hiện; nhà nước hỗ trợ doanh nghiệp nhỏ và vừa có trọng tâm, có thời hạn, phù hợp với mục tiêu hỗ trợ và khả năng cân đối nguồn lực; việc hỗ trợ doanh nghiệp nhỏ và vừa sử dụng nguồn lực ngoài Nhà nước do các tổ chức, cá nhân tài trợ được thực hiện theo quy định của tổ chức, cá nhân đó nhưng không được trái quy định của pháp luật; trường hợp doanh nghiệp nhỏ và vừa đồng thời đáp ứng điều kiện của các mức hỗ trợ khác nhau trong cùng một nội dung hỗ trợ theo quy định của Luật này và quy định khác của pháp luật có liên quan thì doanh nghiệp được lựa chọn mức hỗ trợ có lợi nhất.

- Trường hợp nhiều doanh nghiệp nhỏ và vừa cùng đáp ứng điều kiện hỗ trợ theo quy định của Luật này thì ưu tiên lựa chọn doanh nghiệp nhỏ và vừa do phụ nữ làm chủ, doanh nghiệp nhỏ và vừa sử dụng nhiều lao động nữ hơn. Doanh nghiệp nhỏ và vừa được nhận hỗ trợ khi đã thực hiện đầy đủ quy định của Luật này và quy định khác của pháp luật có liên quan.²

- Nguồn vốn hỗ trợ doanh nghiệp nhỏ và vừa: Nguồn vốn tín dụng có hỗ trợ, bảo lãnh của Nhà nước; Nguồn vốn hỗ trợ từ ngân sách nhà nước; Nguồn vốn hỗ trợ từ miễn, giảm thuế, phí, lệ phí, tiền thuê đất, tiền sử dụng đất và các khoản khác phải nộp ngân sách nhà nước theo quy định của pháp luật; Nguồn vốn hợp pháp từ các tổ chức, cá nhân trong nước và nước ngoài.³

Các trích dẫn trên có thể thấy được rằng pháp luật Việt Nam thừa nhận và bảo vệ quyền kinh doanh của các chủ thể kinh tế. Họ tự do lựa chọn hình thức, lĩnh vực, ngành nghề kinh doanh, lập doanh nghiệp và tìm đối tác giao kết hợp đồng. Đây là tiền đề quan trọng thúc đẩy sự tự chủ, phát triển hoạt động kinh doanh- thương mại góp phần vào sự hình thành và phát triển nền kinh tế thị trường theo định hướng xã hội chủ nghĩa.

2.3. Thực trạng đăng ký kinh doanh tại địa phương

Theo số liệu thống kê của Phòng Đăng ký kinh doanh- Sở Kế hoạch và Đầu tư An Giang từ 01/01/1991 đến 31/01/2018, toàn tỉnh hiện có:

1 Luật Hỗ trợ Doanh nghiệp nhỏ và vừa năm 2017, Điều 4.

2 Luật Hỗ trợ Doanh nghiệp nhỏ và vừa năm 2017, Điều 5.

3 Luật Hỗ trợ Doanh nghiệp nhỏ và vừa năm 2017, Điều 6.

| DOANH NGHIỆP VÀ ĐƠN VỊ TRỰC THUỘC | CÁC LOẠI HÌNH DOANH NGHIỆP | SỐ LƯỢNG DOANH NGHIỆP ĐĂNG KÝ THÀNH LẬP | GIẢI THỂ TỰ NGUYỆN | SỐ VỐN ĐĂNG KÝ (tỷ đồng) | SỐ DOANH NGHIỆP TẠM NGỪNG HOẠT ĐỘNG |
|-----------------------------------|-----------------------------|---|--------------------|--------------------------|-------------------------------------|
| Doanh nghiệp | Công ty cổ phần | 384 | 34 | 1.5276,9 | 15 |
| | Công ty hợp danh | 2 | 0 | 1,2 | 1 |
| | Công ty TNHH một thành viên | 2.048 | 221 | 14.480,293 | 141 |
| | Công ty TNHH 02 thành viên | 3.142 | 350 | 13.941,315 | 195 |
| | Doanh nghiệp tư nhân | 3.055 | 375 | 6.174,73 | 182 |
| | <i>Tổng số</i> | <i>8.628</i> | <i>980</i> | <i>49.874,438</i> | <i>534</i> |
| Đơn vị trực thuộc | Chi nhánh | 2.190 | 516 | 0 | 76 |
| | Địa điểm kinh doanh | 1.239 | 236 | 0 | 12 |
| | Văn phòng đại diện | 416 | 106 | 0 | 6 |
| | <i>Tổng số</i> | <i>3.845</i> | <i>858</i> | <i>0</i> | <i>94</i> |
| | Cộng | 12.473 | 1.838 | 49.874,438 | 628 |

Bảng 1. Số liệu đăng ký doanh nghiệp¹

2.4. Những thuận lợi cho hoạt động khởi sự kinh doanh và doanh nghiệp khởi nghiệp.

- Cơ quan truyền thông địa phương, Bộ phận tiếp nhận và trả kết quả cấp huyện cùng Phòng Đăng ký kinh doanh của Sở Kế hoạch và Đầu tư đã thường xuyên tuyên truyền các nội dung liên quan đến doanh nghiệp theo định kỳ phát sóng, kịp thời hỗ trợ những kiến thức cơ bản; tư vấn, hướng dẫn, giải thích cho chủ đầu tư có bước suy nghĩ đúng đắn khi quyết định chọn loại hình khởi sự kinh doanh, đặc biệt là đối với các loại hình doanh nghiệp mới- doanh nghiệp khởi nghiệp.

- Nhà nước và các tổ chức tín dụng hỗ trợ cho vay vốn thông qua chương trình, kế hoạch hành động phát triển kinh tế xã hội cũng đã được các cấp, các ngành quan tâm và triển khai tổ chức thực hiện tốt.

- Bối cảnh cạnh tranh giúp các doanh nghiệp nhanh chóng thay đổi mẫu mã, kiểu dáng, cho ra đời các dòng sản phẩm theo nhu cầu và thị hiếu người tiêu dùng; chú trọng các sản phẩm chất lượng cao nhằm đảm bảo sự tin cậy về độ bền và giới hạn sử dụng. Điều kiện tiếp cận phương tiện kỹ thuật, khoa học công nghệ dễ dàng thông qua các khóa học, các chương trình bồi dưỡng và tập huấn nâng cao kiến thức cho doanh nghiệp đã được tổ chức thường xuyên từ diễn đàn khởi nghiệp doanh nghiệp, câu lạc bộ doanh nghiệp trẻ, tọa đàm doanh nghiệp cũng được thực hiện nhằm thu hút rộng rãi đối tượng tham dự là các chủ thể kinh doanh.

- Nhiều nhà đầu tư trẻ năng động, đáp ứng nhu cầu hội nhập bằng niềm đam mê, yêu thích kinh doanh; dám nghĩ, dám làm; có kiến thức và kỹ năng chuyên môn đủ dự trù cho tiên liệu khả năng thất bại và bản lĩnh xem như đó là kinh nghiệm để dẫn đến thành công. Tố chất của người làm kinh doanh đã được xác định và có sự chuẩn bị về mặt tâm thế đã được dần tích lũy ngay từ ở nhà trường thông qua kỹ năng thực hành lẫn chuyên môn. Tài năng và sức trẻ cùng sự đam mê đã được phát huy tác dụng trong khâu tuyển chọn của chủ đầu tư và hành trình tìm kiếm nguồn nhân lực với yêu cầu giới hạn về độ tuổi và số năm kinh nghiệm. Sự năng động của tuổi trẻ dễ dàng thích ứng với thời cuộc là bước đột phá để chứng tỏ sức mình trong bối cảnh cạnh tranh.

¹ -Sở Kế hoạch và Đầu tư tỉnh An Giang, Bảng số liệu đăng ký kinh doanh, 31/01/2018.

- Tinh thần vượt khó, ý chí tiến thủ, sẵn sàng trước những khó khăn và thử thách là những điều thường gặp. Đó là mặt tích cực, thế mạnh của các doanh nghiệp khởi nghiệp, là sức trẻ và tinh thần nhiệt huyết do bản chất của người Việt Nam vốn dĩ cần cù chịu khó, rất thích ứng và dễ hòa nhập.

2.5. Những khó khăn thường gặp đối với việc khởi sự kinh doanh và doanh nghiệp khởi nghiệp.

2.5.1. Khởi sự kinh doanh

- *Thiếu nghiên cứu tốt về thị trường* : Nghiên cứu và lập kế hoạch là yếu tố sống còn để đảm bảo cho ý tưởng kinh doanh khả thi. Nhiều trường hợp vướng mắc bởi vì người làm kinh doanh không dành đủ thời gian để nghiên cứu ý tưởng kinh doanh và tính khả thi của nó trên thị trường. Việc thiếu những nghiên cứu thích hợp về thị trường là một trong những vấn đề chính đối với những doanh nghiệp mới vì sẽ rất dễ dàng để bị một ý tưởng kinh doanh lôi cuốn và thành lập một cơ sở kinh doanh mà không kiểm tra khả năng tồn tại cho sự đầu tư của chính mình.

- *Không dự đoán hết đến yếu tố cạnh tranh* : Điều này rất quan trọng cho sự sẵn sàng phản ứng với những đối thủ cạnh tranh trên phần thị trường. Việc bỏ qua đối thủ cạnh tranh sẽ khiến chủ đầu tư bỏ qua việc quan sát cạnh tranh hay các mối đe dọa đến doanh nghiệp của mình. Sự cạnh tranh không phải là một doanh nghiệp khác có thể lấy đi tiền của doanh nghiệp mình mà nó có thể là một sản phẩm hay một dịch vụ khác đang được triển khai giống hết sản phẩm mà mình đang bán hoặc chuẩn bị bán bán hay mong được cấp phép trước một người nào đó.

- *Kế hoạch tài chính yếu kém*: Kế hoạch tài chính là vô cùng quan trọng đối với hầu hết các doanh nghiệp mới. Việc thiếu vốn, thiếu kế hoạch dự phòng có thể nảy sinh ra rất nhiều vấn đề:

+ Việc có đủ vốn là một yếu tố rất cần thiết cho sự sống còn và thịnh vượng của doanh nghiệp và là một chỉ số cơ bản cho sự tồn tại của doanh nghiệp. Vấn đề quan trọng để lập một kế hoạch kinh doanh chất lượng cao để thu hút và bảo đảm đúng loại hình và lượng vốn cần thiết để doanh nghiệp thành công. Một kế hoạch kinh doanh có thể được sử dụng như một công cụ để xây dựng tài chính cho doanh nghiệp và nó có thể được cập nhật hoặc thay đổi khi doanh nghiệp phát triển.

+ Chủ thể khởi sự kinh doanh hay doanh nghiệp khởi nghiệp luôn luôn cần có nguồn tiền mặt để chi tiêu hàng ngày. Vì vậy, việc lập và chuẩn bị Báo cáo lưu chuyển tiền tệ sẽ giúp người bỏ vốn đầu tư thấy ngay việc cần tiền mặt khi bắt đầu phát sinh nhu cầu.

- *Quản lý tài sản và hàng tồn kho yếu*: Kiểm soát hàng tồn kho yếu kém và việc đầu tư quá nhiều vào tài sản cố định sẽ làm cho vốn của doanh nghiệp hoạt động một cách không cần thiết. Việc kiểm soát hàng tồn kho hiệu quả tức là chủ đầu tư phải có một lượng hàng tồn kho đúng chỗ ở đúng thời điểm. Điều này đảm bảo cho vốn hoạt động hiệu quả và đảm bảo quá trình sản xuất khi có bất cứ vấn đề gì với dây chuyền cung ứng. Việc quản lý hàng tồn kho yếu có thể làm cho vốn không hoạt động nên cần sắp xếp các hệ thống đúng vị trí để theo dõi sát sao mức độ và giá trị hàng tồn kho. Việc theo dõi này sẽ giúp người kinh doanh vẫn có tiền mặt trong khi họ đang có một lượng hàng tồn kho nhất định.

Tuy nhiên, việc đầu tư quá nhiều vào tài sản cố định ở bước khởi sự cũng sẽ đem lại khó khăn cho nguồn vốn ban đầu. Ví dụ, nếu doanh nghiệp thật sự không cần các phương tiện giao thông thì không nên mua, mà chỉ nên đi thuê lại. Trong trường hợp đối với đồ đạc và thiết bị văn phòng cũng vậy. Bởi lẽ phương án ấy sẽ có thể tốt hơn nếu người mới kinh doanh tính đến chuyện đi thuê máy tính thay vì mua ngay từ khi mới bắt đầu.

- *Sai sót trong việc tuyển chọn nhân sự*: Sự thành công của một doanh nghiệp mới bị chi phối rất lớn bởi lực lượng nhân sự. Tuyển dụng nhân sự chính là một dạng đầu tư cho doanh nghiệp. Việc thuê lao động có năng lực cao với nhiều kỹ năng tổng hợp không phải là một việc dễ dàng nhưng sẽ đem lại nhiều lợi nhuận.¹

¹ business.gov.vn/.../m%E1%BB%99t-s%E1%BB%99-l%E1%BB%99i-th%C6%B0%E1%BB%9Fng-g%E1%BB%9Fp-khi-b%E1%BB%9Ft-%E1%BB%9Ft%E1%BB%9Ft-%E1%BB%9Ft-kh%E1%BB%9Ft-s%E1%BB%9Ft.aspx

2.5.2. Doanh nghiệp khởi nghiệp

- *Thiếu cập nhật thông tin*: Cách mạng công nghiệp 4.0 phát triển mạnh như vũ bão. Nếu không kịp thời cập nhật các phương tiện công nghệ hiện đại, không chịu thay đổi chính mình thì tự khắc doanh nghiệp sẽ trở thành lạc hậu, không nắm bắt nhu cầu và thị hiếu của thị trường trong và ngoài nước, không cập nhật xu thế và bối cảnh cạnh tranh.

- *Tư tưởng lạc hậu*: Doanh nghiệp kinh doanh theo lối mòn trong khi sức bật nhanh chóng của các doanh nghiệp bạn, đối thủ gây ảnh hưởng và lan tỏa theo hệ thống các chi nhánh và văn phòng đại diện được lập ra là nhân tố kiềm hãm, sức ép cho những doanh nghiệp vốn chọn cho mình cách thức đứng yên và hoạt động bình thường.

- *Trụ sở và loại hình kinh doanh*: Tái cấu trúc doanh nghiệp gây ảnh hưởng phần nào đến lòng tin của dân, sự hoài nghi và tiêu vong của doanh nghiệp khi giao kết hợp đồng. Đó là cơ sở, là tiền đề và vấn đề quan trọng cho các doanh nghiệp cân nhắc khi chọn địa điểm kinh doanh để đầu tư; về sự cố định của mặt bằng thương mại để tránh trường hợp liên tục thay đổi dời trụ sở vì nó tác động đến tâm lý nhất định của khách hàng- đối tượng chính yếu mà chủ thể kinh doanh đang hướng tới.

- *Cạnh tranh với đối thủ*: Chi phí cho hoạt động xúc tiến thương mại cao; sức ép của cung và cầu luôn thúc đẩy doanh nghiệp phải tự mình làm mới nhưng vẫn đảm bảo chất lượng sản phẩm, giá thành và phân khúc thị trường. Thực trạng về chất lượng sản phẩm không trung thực, chiến dịch giảm giá ồ ạt vẫn chỉ là bề nổi mang tính hình thức và chưa thực sự quan tâm đến nhu cầu thiết yếu của người tiêu dùng đối với các mặt hàng giảm giá.

- *Quy luật thị trường*: Doanh nghiệp khởi nghiệp đã không tự chủ trong kinh doanh hay kinh doanh không hiệu quả dẫn đến thủ tục giải thể hay phá sản đã trở thành quy luật tất yếu dẫu rằng doanh nghiệp hoàn toàn không mong muốn kết cục là như thế khi thực tiễn với hàng loạt các cơ sở lần lượt đóng cửa bởi lý do thị trường, đặc biệt là các doanh nghiệp thuê mặt bằng ở các tuyến đường chính hay những khu trung tâm mua sắm lớn là một trong những thách thức lớn đã được đặt ra.;

3. NGUYÊN NHÂN CỦA NHỮNG HẠN CHẾ VÀ GIẢI PHÁP ĐẶT RA ĐỐI VỚI PHÁT TRIỂN KINH TẾ VÀ KINH DOANH BỀN VỮNG TRONG THỜI GIAN TỚI

3.1. Nguyên nhân

- Nguyên nhân ban đầu có thể kể đến là nguồn vốn không ổn định, không phải là nguồn tài sản chủ đầu tư hiện có mà chủ yếu là tài sản vay, thế chấp trong khi mặt bằng kinh doanh cũng phải thuê; nhân sự có được bởi khâu tuyển dụng. Chi phí nhân viên và các loại thuế phải nộp đã trở thành gánh nặng tài chính cùng sự chưa trải nghiệm nhiều về mặt thực tế hay chưa tìm hiểu rõ thị trường nên đã dẫn đến những vướng mắc phát sinh. Sự dao động về ý tưởng do tác động từ môi trường xung quanh đã không loại trừ khả năng chấm dứt hoạt động của chủ đầu tư.

- Thời tiết diễn biến thất thường, sạt lở bờ sông hay nâng cấp cải tạo mặt đường, vỉa hè suốt thời gian dài trên hầu hết các tuyến đường trung tâm của An Giang trong giai đoạn thi công đã tác động không nhỏ đến việc mua bán. Bên cạnh đó, mục tiêu lợi nhuận, bất chấp pháp luật và an toàn sức khỏe người tiêu dùng đã tác động rất lớn đến chữ tín - sự tồn vong của doanh nghiệp.

- Cung cách phục vụ hay chăm sóc khách hàng thiếu chu đáo và thiện chí vẫn chưa được quan tâm, nghiên cứu hay xem xét một cách có chiều sâu. Thái độ phiến hà, quá nhiệt tình hay lơ là của nhân viên phục vụ đã tạo tâm lý không thoải mái cho khách hàng khi tham gia mua sắm.

- Vì chất lượng cuộc sống, nhu cầu của người tiêu dùng hiện nay luôn hướng đến chất lượng hàng hóa với thương hiệu, giá thành, nguồn gốc và xuất xứ rõ ràng. Vì lẽ đó, sự thiếu trung thực và cạnh tranh không lành mạnh của các đơn vị kinh doanh cần được đề cao nếu họ muốn tiếp tục tham gia hợp tác với khách hàng. Đồng thời, thái độ hòa nhã và tận tâm phục vụ đặc biệt trong khâu bảo hành sản phẩm cũng chưa được chú trọng.

- Doanh nghiệp khởi nghiệp thiếu gắn kết giữa các nguồn nhân lực có chất lượng với môi trường phát triển bền vững mà thay vào đó là ý tưởng muốn làm giàu mau chóng. Chiến lược của họ một khi không đạt được mục đích hay yêu cầu đặt ra thì họ sẵn sàng từ bỏ ý định ban đầu bởi tính tự phát, chủ quan duy ý chí và nóng vội.

- Tình trạng bảo thủ, mang tính cục bộ và quan liêu khi đặt ra những quy định mang tính áp đặt nhân viên làm trái quy luật thị trường. Nhân viên không đáp ứng được yêu cầu đó nên doanh nghiệp chấm dứt hợp đồng và tiếp tục tuyển dụng người mới. Quá trình huấn luyện họ thạo việc đòi hỏi phải mất thêm những khoảng thời gian cố định không đáng có.

3.2. Giải pháp để phát triển kinh doanh và kinh doanh bền vững đối với doanh nghiệp hiện nay.

Để hoạt động khởi sự kinh doanh và việc đăng ký thành lập doanh nghiệp nói chung và doanh nghiệp khởi nghiệp nói riêng tại An Giang ngày một phát triển về số lượng và chất lượng trong kinh doanh và hướng đến sự kinh doanh bền vững thì bên cạnh sự nỗ lực của nhà đầu tư, của chủ doanh nghiệp thì các cấp, các ngành trong lĩnh vực kinh tế cần tập trung quan tâm các giải pháp như sau:

- *Một là*, cải thiện môi trường đầu tư kinh doanh, hỗ trợ doanh nghiệp phát triển; triển khai chính sách ưu đãi đầu tư, cơ chế chính sách hỗ trợ doanh nghiệp; hỗ trợ tiếp cận tín dụng, hỗ trợ thuế, kế toán và mặt bằng sản xuất, công nghệ; cơ sở ươm tạo, kỹ thuật, khu làm việc chung; mở rộng thị trường, thông tin, tư vấn và pháp lý, phát triển nguồn nhân lực.

- *Hai là*, hỗ trợ doanh nghiệp nhỏ và vừa chuyển đổi từ hộ kinh doanh, hỗ trợ khởi nghiệp sáng tạo; tham gia cụm liên kết ngành, chuỗi giá trị và nhóm nhiệm vụ và giải pháp về “khởi nghiệp”.

- *Ba là*, Thủ trưởng các Sở, Ban ngành cấp tỉnh và Chủ tịch Ủy ban nhân dân cấp huyện tổ chức triển khai, quán triệt nhằm nâng cao nhận thức của các cán bộ, công chức, viên chức; huy động cả hệ thống chính trị tham gia thực hiện các mục tiêu đã đề ra; tích cực phối hợp, hỗ trợ các cơ quan chủ trì những nhiệm vụ được Ủy ban nhân dân tỉnh giao để tổ chức thực hiện hiệu quả, chất lượng và đảm bảo thời gian hoàn thành.

- *Bốn là*, Sở Kế hoạch và Đầu tư chịu trách nhiệm kiểm tra, theo dõi tình hình triển khai thực hiện Kế hoạch của UBND tỉnh và tổng hợp báo cáo định kỳ hàng quý kết quả thực hiện nhiệm vụ của các đơn vị; tham mưu Ủy ban nhân dân tỉnh chấn chỉnh kịp thời những đơn vị thực hiện chưa tốt; đề xuất điều chỉnh, bổ sung những nhiệm vụ cho phù hợp trong quá trình tổ chức thực hiện.¹

- *Năm là*, cần cấp mã số thuế kịp thời cho đối tượng mới đăng ký kinh doanh, đóng mã số thuế các trường hợp ngưng, nghỉ, giải thể. Thường xuyên, định kỳ đối chiếu với cơ quan đăng ký kinh doanh và chính quyền địa phương số đối tượng nộp thuế để quản lý theo dõi, giám sát chặt chẽ, tránh để sót đối tượng nộp thuế trên địa bàn; phối hợp với các ngành chức năng của tỉnh trong công tác quản lý đăng ký thuế và thực hiện giảm bớt thủ tục hành chính, tạo thuận lợi cho người nộp thuế.²

- *Sáu là*, tiếp tục nhân rộng các mô hình kinh doanh có hiệu quả để các chủ thể khởi sự kinh doanh và các doanh nghiệp khởi nghiệp tự vạch ra cho mình một hướng đi riêng nhằm tạo cơ hội và điều kiện cho các đơn vị kinh doanh tại địa phương ngày càng phát triển.

¹ Công Gion, Đến năm 2020, An Giang có 10.000 doanh nghiệp đăng ký thành lập, <http://www.angiang.gov.vn/.../04_SB8K8xLLM9MSSzPy8xBz9CP0os3jPoBBLczdTEwN391BDA0cv...> xem 12/2/2018.

² Cục thuế tỉnh AG, Báo cáo tổng kết tình hình thực hiện nhiệm vụ công tác thuế năm 2017 và nhiệm vụ, giải pháp công tác thuế năm 2018.

4. KẾT LUẬN

Khởi sự kinh doanh và doanh nghiệp khởi nghiệp một trong những mục tiêu đặt ra trong chương trình phát triển kinh tế- xã hội không chỉ ở địa phương và trên phạm vi cả nước. Sức sống và vận mệnh của nền kinh tế được bắt đầu từ những nền tảng cơ sở và căn bản nhất của chủ thể kinh doanh do chịu sự tác động và chi phối từ nhiều yếu tố. Song, vấn đề then chốt nhất có thể kể đến là nguồn vốn tự có và kỹ năng kinh doanh của người làm kinh doanh khi biết nắm bắt thời cơ, vận dụng những chủ trương, chính sách của Đảng và Nhà nước về kinh tế. Cùng với đó, sự am hiểu pháp luật, tính động và sáng tạo, dám nghĩ dám làm trong kinh doanh sẽ quyết định sự phát triển một cách bền vững của doanh nghiệp nhất là trong bối cảnh hội nhập toàn cầu.

Tóm lại, toàn bộ phần trình bày vừa nêu đã được tác giả đúc kết từ vai trò của người quan tâm đến các vấn đề về kinh tế, giảng dạy pháp luật kinh tế cùng góc nhìn với tư cách là khách hàng khi tham gia giao kết với các chủ thể kinh doanh tại địa phương. Trong quá trình tổng hợp và phân tích các dữ liệu trong thực tiễn, nội dung trên chắc hẳn sẽ không tránh khỏi những thiếu sót và hạn chế nhất định. Chân thành đón nhận và tiếp thu các ý kiến đóng góp của quý Thầy, Cô; quý đại biểu có quan tâm đến chủ đề này./.

5. PHỤ LỤC: CÁC CƠ SỞ ĐÀO TẠO CHUYÊN NGÀNH KINH TẾ TẠI AN GIANG



Trường Đại học An Giang¹



Trường Cao đẳng Nghề An Giang²



Trung tâm Giáo dục Thường xuyên An Giang³

¹ vi.wikipedia.org

² mapio.pet

³ Trungtamgdtxag.com



Trường Trung cấp Kinh tế Kỹ thuật An Giang ¹

6. TÀI LIỆU THAM KHẢO

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- [3] Quốc hội (2014), Luật Doanh nghiệp, Khoản 7 Điều 4.
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NÂNG CAO NĂNG LỰC THU HÚT VÀ QUẢN LÝ VỐN ĐẦU TƯ GIÁN TIẾP NƯỚC NGOÀI ĐẢM BẢO CHO PHÁT TRIỂN BỀN VỮNG THỊ TRƯỜNG CHỨNG KHOÁN VIỆT NAM

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Đi cùng với sự phát triển kinh tế, Chính phủ Việt Nam đã chủ trương phát triển thị trường vốn là một kênh huy động vốn đầu tư quan trọng cho nền kinh tế. Tỷ trọng vốn đầu tư gián tiếp nước ngoài so với vốn đầu tư trực tiếp nước ngoài của Việt Nam vẫn còn ở tỷ lệ thấp so với các nước khác trên thế giới và khu vực. Vì vậy, chính phủ rất quan tâm đến việc thu hút ngày càng nhiều vốn đầu tư gián tiếp nước ngoài vào thị trường vốn Việt Nam, coi đây là một trong những nguồn vốn đầu tư quan trọng và có vai trò kích thích sự phát triển của các doanh nghiệp nói riêng và nền kinh tế nói chung. Do đó, việc ban hành Quyết định số 252/QĐ-TTg, Quyết định số 253/QĐ-TTg của Thủ tướng Chính phủ về phê duyệt Đề án quản lý vốn đầu tư gián tiếp nước ngoài tại Việt Nam cũng đã được phê duyệt. Định hướng quan trọng của Đề án là: (i). Tiếp tục khuyến khích thu hút dòng vốn đầu tư gián tiếp nước ngoài, theo hướng ngày càng nâng cao chất lượng, thông qua hoạt động đầu tư có tổ chức, chuyên nghiệp, giá trị đầu tư lớn và cam kết gắn bó lâu dài với thị trường chứng khoán Việt Nam từ đó nâng cao tính ổn định cho thị trường chứng khoán; (ii). Quản lý vốn ổn định, bền vững tránh những tình huống bất ngờ hậu quả từ các biến động tiêu cực của vốn đầu tư gián tiếp nước ngoài.

1. ĐÁNH GIÁ THỰC TRẠNG NĂNG LỰC THU HÚT VÀ QUẢN LÝ VỐN ĐẦU TƯ GIÁN TIẾP NƯỚC NGOÀI Ở VIỆT NAM

Tăng cường thu hút và quản lý đối với dòng vốn đầu tư gián tiếp nước ngoài có một ý nghĩa đặc biệt quan trọng trong giai đoạn hiện nay ở Việt Nam. Nhưng việc thực hiện thu hút và quản lý vốn đầu tư gián tiếp nước ngoài vừa phải đảm bảo việc khuyến khích thu hút thêm vốn đầu tư gián tiếp nước ngoài, vừa phải đảm bảo sự hoạt động ổn định và phát triển bền vững của thị trường chứng khoán nói riêng và nền kinh tế Việt Nam nói chung, hạn chế tối đa những tác động tiêu cực mà dòng vốn đầu tư gián tiếp nước ngoài có thể gây ra. Công tác thu hút và quản lý vốn đầu tư gián tiếp nước ngoài vào thị trường chứng khoán Việt Nam thời gian qua đã đạt được một số kết quả sau:

Thứ nhất, hệ thống văn bản pháp luật điều chỉnh hoạt động đầu tư gián tiếp nước ngoài đã được xây dựng và ban hành tương đối hoàn chỉnh, tạo hành lang pháp lý đầy đủ, ngày càng thông thoáng hơn, đáp ứng yêu cầu của sự phát triển nhanh chóng của thị trường chứng khoán cũng như hoạt động đầu tư gián tiếp nước ngoài vào Việt Nam. Sự ra đời của Luật chứng khoán năm 2006 và được bổ sung, sửa đổi năm 2010 đã làm cho tính chất pháp lý trong hoạt động chứng khoán được chuẩn hóa hơn. Với những quy định pháp lý rõ ràng, phù hợp với điều kiện thực tế của Việt Nam và thông lệ quốc tế, đặc biệt là Luật doanh nghiệp và Luật đầu tư năm 2014 được coi là những cải tổ quan trọng trọng khuyến khích, phát triển khu vực tư nhân và doanh nghiệp, do đó Việt Nam đang ngày càng thu hút được sự quan tâm và lựa chọn đầu tư của các nhà đầu tư nước ngoài, trong đó có cả hoạt động đầu tư gián tiếp nước ngoài vào Việt Nam.

Thứ hai, cơ chế chính sách về quản lý ngoại hối của Việt Nam đã và đang được hoàn thiện ngày càng thông thoáng, phù hợp với thông lệ quốc tế và với thực tế của sự phát triển hoạt động đầu tư gián tiếp nước

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ngoài vào Việt Nam. Lượng ngoại tệ lớn đổ vào thị trường Việt Nam cùng với số lượng nhà đầu tư nước ngoài ngày càng gia tăng vào Việt Nam để thực hiện đầu tư nếu không được quản lý chặt chẽ thì có thể xảy ra những tác động bất lợi lớn đối với nền kinh tế. Do cơ chế chính sách quản lý ngoại hối có một ý nghĩa hết sức quan trọng để thu hút và quản lý vốn đầu tư gián tiếp nước ngoài cho nên trong thời gian qua, các văn bản pháp lý về quản lý ngoại hối của Việt Nam đã được sửa đổi, bổ sung và hoàn thiện nhằm tạo khung pháp lý đồng bộ điều chỉnh các hoạt động thương mại và đầu tư quốc tế vào Việt Nam.

Thứ ba, trong thực hiện thu hút và quản lý vốn đầu tư gián tiếp nước ngoài vào thị trường Việt Nam, các cơ quan quản lý nhà nước đã rất chú trọng đến việc tăng cường những lợi ích cho nhà đầu tư nước ngoài khi thực hiện đầu tư, giao dịch tại thị trường Việt Nam như: miễn thuế chuyển lợi nhuận ra nước ngoài, nâng tỷ lệ sở hữu của nhà đầu tư nước ngoài tại các công ty đại chúng Việt Nam từ 30% lên 49% đối với các công ty kinh doanh có điều kiện, không hạn chế tỷ lệ sở hữu nước ngoài đối với các công ty đại chúng không quy định điều kiện kinh doanh, được thành lập công ty quản lý quỹ 100% vốn nước ngoài trước thời hạn Việt Nam cam kết với WTO. Với việc tăng room cho nhà đầu tư nước ngoài, thị trường chứng khoán Việt Nam thật sự trở nên hấp dẫn và thu hút ngày càng đông đảo các nhà đầu tư gián tiếp nước ngoài. Điều này đã được minh chứng bằng sự gia tăng đột biến số lượng tài khoản giao dịch chứng khoán và giá trị danh mục đầu tư của các nhà đầu tư nước ngoài tại Việt Nam trong những năm vừa qua, cụ thể như: số lượng tài khoản nhà đầu tư gián tiếp nước ngoài năm 2013 là 15.794 tài khoản nhưng đến năm 2017 đạt tới 23.506 tài khoản. Giá trị danh mục đầu tư gián tiếp nước ngoài trên thị trường chứng khoán năm 2013 chỉ đạt 11,5 tỷ USD, nhưng đến cuối năm 2017 đạt tới 32,9 tỷ USD, mức cao nhất từ trước đến nay.

Thứ tư, cơ chế chính sách thu hút và quản lý vốn đầu tư gián tiếp nước ngoài ngày càng thông thoáng, tạo nhiều sự thuận lợi hơn cho nhà đầu tư gián tiếp nước ngoài khi thực hiện đầu tư vào Việt Nam. Điều này được thể hiện ở việc điều chỉnh các quy định liên quan đến thời gian chuyển ngoại hối và lưu ký chứng khoán theo hướng thuận tiện hơn. Ngân hàng Nhà nước đã bãi bỏ quy định về nhà đầu tư nước ngoài chuyển vốn vào Việt Nam sau một năm mới được rút vốn ra. Bên cạnh đó, thành viên lưu ký chứng khoán cũng đã được mở rộng cho một số ngân hàng thương mại lớn trong nước và các công ty chứng khoán là thành viên lưu ký thay vì chỉ có ngân hàng lưu ký nước ngoài như trước đây để nhà đầu tư gián tiếp nước ngoài có thể tham gia mở tài khoản lưu ký ở bất kỳ thành viên lưu ký nào.

Những biện pháp thu hút và quản lý của các cơ quan quản lý Việt Nam trong thời gian qua đối với các nhà đầu tư gián tiếp nước ngoài cho thấy nhà đầu tư nước ngoài đang là đối tượng được chính phủ Việt Nam khuyến khích đầu tư vào thị trường chứng khoán nhằm huy động nguồn vốn đầu tư gián tiếp của nhà đầu tư nước ngoài, đồng thời tạo sự phát triển mạnh mẽ và bền vững cho thị trường chứng khoán Việt Nam trong thời gian tới.

Bên cạnh những kết quả đã đạt được trong thu hút và quản lý vốn đầu tư gián tiếp nước ngoài ở Việt Nam cũng còn có những tồn tại hạn chế nhất định, cần phải khắc phục để nâng cao năng lực thu hút và quản lý có hiệu quả nguồn vốn này cho phát triển bền vững thị trường chứng khoán nói riêng và nền kinh tế Việt Nam nói chung.

Một là, lượng vốn đầu tư gián tiếp nước ngoài vào thị trường chứng khoán Việt Nam vẫn còn hạn chế. Sau giai đoạn phục hồi năm 2012-2013, dòng vốn đầu tư gián tiếp nước ngoài tiếp tục rút khỏi Việt Nam trong năm 2014-2015 dưới tác động của cuộc khủng hoảng giá dầu và sự biến động mạnh trên thị trường chứng khoán Trung Quốc. Nếu như năm 2013, nguồn vốn đầu tư gián tiếp nước ngoài vào rông Việt Nam đạt gần 1,4 tỷ USD thì đến năm 2014 chỉ còn vào rông 100 triệu USD, thậm chí rút ròng hơn 60 triệu USD trong cả năm 2015. Bước sang năm 2016, mặc dù dòng vốn đầu tư gián tiếp nước ngoài đã quay trở lại song

vẫn ở mức thấp. Tính đến hết tháng 6/2016, dòng vốn đầu tư gián tiếp nước ngoài vào rông chỉ đạt 309 triệu USD. Năm 2017 nhờ vào sự phục hồi niềm tin của nhà đầu tư gián tiếp nước ngoài và sự tăng trưởng tốt của thị trường chứng khoán Việt Nam, dòng vốn đầu tư gián tiếp nước ngoài vào rông đạt 1.770 triệu USD.

Hai là, Các tiêu chí giám sát, quản lý vốn đầu tư gián tiếp nước ngoài, nhất là các tiêu chí giám sát về quá trình luân chuyển, vận động của dòng vốn đầu tư gián tiếp nước ngoài trên thị trường chậm được xây dựng và hoàn thiện dẫn đến chưa đảm bảo năng lực giám sát sự vận động của dòng vốn, ứng phó với những biến động bất thường của dòng vốn đầu tư gián tiếp nước ngoài, nhất là những biến động gây ra ảnh hưởng xấu đến thị trường, đến nền kinh tế.

Ba là, Việt Nam chưa xây dựng được một chính sách đồng bộ trong thu hút, xử lý và quản lý một cách hiệu quả vốn đầu tư gián tiếp nước ngoài. Đối với nguồn vốn FDI, Việt Nam đã có những chính sách cũng như biện pháp cụ thể nhằm tăng cường khả năng thu hút vốn cho nền kinh tế nói chung, các ngành kinh tế nói riêng. Tuy nhiên, đối với nguồn vốn đầu tư gián tiếp nước ngoài thì những chính sách nhằm tăng cường khả năng thu hút của Việt Nam vẫn chưa được xây dựng chi tiết, cụ thể như đối với vốn FDI. Đặc biệt, sau cuộc khủng hoảng tài chính tiền tệ của khu vực và cuộc khủng hoảng tài chính toàn cầu năm 2008, nguồn vốn đầu tư gián tiếp nước ngoài càng không được ưu thích do tâm lý lo sợ những tác động tiêu cực của luồng vốn này đối với nền kinh tế trong nước. Do đó, các nhà hoạch định chính sách còn khá e ngại trước dòng vốn đầu tư gián tiếp nước ngoài vào Việt Nam thời gian qua.

Trên thực tế, cần có những phân tích, đánh giá đúng vai trò và ảnh hưởng tích cực cũng như tiêu cực của nguồn vốn đầu tư gián tiếp nước ngoài, từ đó xây dựng chính sách thu hút, sử dụng và quản lý có hiệu quả nguồn vốn này, đóng góp tích cực vào sự phát triển của thị trường chứng khoán và nền kinh tế.

Bốn là, Việt Nam cũng chưa có định hướng rõ ràng trong việc thu hút và kiểm soát luồng vốn đầu tư gián tiếp nước ngoài. Đây là một điều mà các quỹ đầu tư nước ngoài cũng như các nhà đầu tư cá nhân nước ngoài đều băn khoăn và rất quan tâm. Định hướng không rõ ràng đối với dòng vốn đầu tư gián tiếp nước ngoài không những ảnh hưởng đến công tác quản lý, thu hút vốn đầu tư gián tiếp nước ngoài vào thị trường Việt Nam, cũng như sự vận hành của luồng vốn này tại thị trường Việt Nam mà còn gây tâm lý không ổn định cho nhà đầu tư nước ngoài và vô hình dung ảnh hưởng tới cả mục tiêu đầu tư, thời gian đầu tư của nhà đầu tư gián tiếp nước ngoài tại Việt Nam.

Năm là, sự thiếu đồng bộ về mặt pháp luật. Luật đầu tư đã được ban hành năm 2014 thay thế cho Luật đầu tư năm 2005, nhưng các văn bản hướng dẫn thi hành vẫn chưa đầy đủ. Bên cạnh đó, trong Luật đầu tư năm 2014 cũng đã đề cập đến hoạt động đầu tư góp vốn, mua cổ phần, nhưng văn bản hướng dẫn thi hành thì lại chủ yếu tập trung vào hoạt động đầu tư trực tiếp nước ngoài vào Việt Nam. Mặt khác, sự thiếu đồng bộ về mặt luật pháp trong điều chỉnh hoạt động đầu tư gián tiếp nước ngoài còn thể hiện ở chỗ nội dung công tác quản lý nhà nước đối với vốn đầu tư gián tiếp nước ngoài được quy định rải rác trong nhiều văn bản do các cơ quan khác nhau ban hành, gây khó khăn cho việc nghiên cứu, theo dõi và thực thi. Văn bản quy định về hoạt động ngoại hối đối với mua bán chứng khoán của nhà đầu tư gián tiếp nước ngoài do ngân hàng Nhà nước ban hành; văn bản quy định về tỷ lệ tham gia giao dịch chứng khoán của nhà đầu tư nước ngoài vào thị trường chứng khoán do Bộ Tài chính ban hành, các hình thức đầu tư nước ngoài trên lãnh thổ Việt Nam lại được quy định trong Luật đầu tư, v.v. Do vậy, việc đối chiếu hiệu lực của các văn bản pháp quy cũng gặp nhiều khó khăn do thời gian ban hành và có hiệu lực cũng rất khác nhau.

Sáu là, công tác điều hành chính sách vĩ mô và phản ứng chính sách đối với dòng lưu chuyển vốn đầu tư nước ngoài còn nhiều bất cập. Có thể nói, trong nhiều giai đoạn, ngân hàng nhà nước đã phải đảm bảo thực hiện đồng thời ba mục tiêu: Kiểm soát lạm phát, ổn định tỷ giá và lãi suất, trong khi nền kinh tế và thị

trường tài chính đã hội nhập quốc tế sâu rộng. Vì quá ưu tiên cho mục tiêu tăng trưởng nên chúng ta đã tìm cách thu hút mạnh mẽ vốn đầu tư trực tiếp nước ngoài trong lúc lại vẫn muốn duy trì chính sách tiền tệ độc lập cùng với cơ chế tỷ giá khá cứng đã làm cho tham vọng cùng một lúc đạt được cả 3 mục tiêu vốn được xem là “bất khả thi”. Hậu quả của chính sách này đã khiến Việt Nam đối mặt với nhiều bất ổn vĩ mô như đã xảy ra trong năm 2010 và đầu năm 2011 trong lúc chính sách tiền tệ vốn đã kém độc lập lại trở nên càng kém độc lập hơn vì phần lớn phải rơi vào trạng thái bị động, đồng thời buộc phải điều chỉnh mạnh tỷ giá càng khiến cho bất ổn vĩ mô gia tăng.

Bây giờ, công tác giới thiệu thông tin đầu tư về Việt Nam và thị trường chứng khoán Việt Nam đến các nhà đầu tư nước ngoài còn nhiều hạn chế. Hiện nay, nhà đầu tư nước ngoài chỉ có thể tham gia thị trường chứng khoán Việt Nam bằng cách tiếp cận trực tiếp với các sản phẩm tài chính, chứng khoán phát hành trên lãnh thổ Việt Nam, còn khả năng tiếp cận các nguồn thông tin về thị trường chứng khoán Việt Nam đối với các nhà đầu tư nước ngoài còn rất hạn chế. Nói cách khác, nguồn công bố thông tin chính thức về thị trường chứng khoán Việt Nam ra các nhà đầu tư nước ngoài vẫn còn rất thiếu, đòi hỏi phải được đầu tư nhiều hơn cho hoạt động quảng bá thị trường chứng khoán Việt Nam ra thế giới trong thời gian tới.

Tám là, khả năng dự đoán và thống kê của các cơ quan quản lý nhà nước về số vốn đầu tư gián tiếp nước ngoài vào Việt Nam thời gian qua vẫn còn hạn chế: Khi thị trường chứng khoán phát triển, luồng vốn đầu tư gián tiếp nước ngoài vào Việt Nam ngày càng nhiều, kèm theo đó có cả những tác động tiêu cực như lượng ngoại tệ tăng nhanh, ngân hàng Nhà nước phải chi tiền để mua ngoại tệ dẫn đến lạm phát tăng... thì yêu cầu thống kê và đưa ra con số chính xác lượng vốn đầu tư gián tiếp nước ngoài đã vào Việt Nam lại càng trở nên cấp thiết. Nếu đưa ra con số thống kê chính xác thì các cơ quan quản lý mới có thể đưa ra những biện pháp điều chỉnh phù hợp và kịp thời. Tuy nhiên, các con số thống kê về tổng vốn đầu tư gián tiếp nước ngoài vào Việt Nam thời gian qua được công bố bởi các cơ quan quản lý nhà nước, các tổ chức quốc tế hay các quỹ đầu tư nước ngoài lại không giống nhau. Những con số về tổng vốn đầu tư gián tiếp nước ngoài vào thị trường chứng khoán Việt Nam được công bố những năm gần đây như năm 2013 khoảng 11,5 tỷ USD; năm 2014 là 11,97 tỷ USD; năm 2015 là 15,15 tỷ USD; năm 2016 là 17,2 tỷ USD và năm 2017 là 32,9 tỷ USD đây cũng chỉ là những con số ước đoán về giá trị danh mục đầu tư và không ai có thể cam đoan đây là con số chính xác.

Chín là, hệ thống công nghệ thông tin, nhân sự phục vụ cho công tác thu hút và quản lý giám sát dòng vốn đầu tư gián tiếp nước ngoài, nhà đầu tư nước ngoài tại các cơ quan quản lý nhà nước còn hạn chế. Hệ thống công nghệ thông tin chuyên biệt thu thập dữ liệu về sự vận động của dòng vốn gián tiếp nước ngoài chưa có, khiến cho cơ sở dữ liệu về dòng vốn đầu tư gián tiếp nước ngoài là không đầy đủ, không chính xác và không kịp thời. Năng lực, trình độ, kinh nghiệm của đội ngũ cán bộ trong các cơ quan quản lý nhà nước vẫn còn hạn chế, thể hiện ở việc hoạch định các chính sách điều tiết sự phát triển của thị trường chưa hợp lý, thường mang tính chất chạy theo sự biến động của thị trường hoặc vẫn còn những sai sót trong quá trình làm việc. Tất cả những vấn đề này ảnh hưởng rất lớn đến công tác hoạch định các chính sách trong thu hút, quản lý và phản ứng trước những biến động bất thường của dòng vốn đầu tư gián tiếp nước ngoài ở Việt Nam hiện nay.

2. MỘT SỐ GIẢI PHÁP NÂNG CAO NĂNG LỰC THU HÚT VÀ QUẢN LÝ VỐN ĐẦU TƯ GIÁN TIẾP NƯỚC NGOÀI ĐẢM BẢO CHO PHÁT TRIỂN BỀN VỮNG THỊ TRƯỜNG CHỨNG KHOÁN VIỆT NAM

Để nâng cao năng lực thu hút và quản lý vốn đầu tư gián tiếp nước ngoài đảm bảo cho phát triển bền vững thị trường chứng khoán Việt Nam, cần thực hiện tốt các giải pháp sau

Thứ nhất, cần nhanh chóng ban hành đầy đủ và đồng bộ các văn bản hướng dẫn các luật liên quan đến đầu tư gián tiếp và thu hút, quản lý vốn đầu tư gián tiếp nước ngoài.

Việc ban hành các văn bản pháp lý và cơ chế chính sách về thu hút vốn đầu tư gián tiếp nước ngoài, trước hết là thể chế quản lý và thu hút vốn đầu tư gián tiếp nước ngoài liên quan đến thị trường chứng khoán nói chung và đến nhà đầu tư nước ngoài nói riêng, phải đáp ứng yêu cầu hội nhập và được chuẩn hóa với một môi trường đầu tư thông thoáng, minh bạch, đảm bảo quyền và nghĩa vụ của các nhà đầu tư cũng như chủ thể liên quan. Đồng thời, thiết lập các quy định về quản lý ngoại hối; quy định về nguồn vốn đầu tư gián tiếp nước ngoài vào và ra trong những tình huống đặc biệt...

Cần khẩn trương xây dựng hệ thống khung pháp lý đầy đủ cho thị trường chứng khoán phái sinh cùng với sớm xây dựng và ban hành Luật chứng khoán mới để đảm bảo sự đồng bộ, thống nhất trong hệ thống văn bản pháp luật.

Mặt khác, cần xây dựng một cách cụ thể cơ chế quản lý, giám sát vốn đầu tư gián tiếp để đảm bảo tính cạnh tranh lành mạnh và sự an toàn của thị trường tài chính nói chung, thị trường chứng khoán nói riêng. Việt Nam cần phát triển hệ thống cảnh báo sớm và chủ động xây dựng các phương án đối phó thích hợp nhằm giám sát, phòng ngừa hiệu quả các nguy cơ biến động tiêu cực của thị trường chứng khoán do đầu cơ, độc quyền, lũng đoạn, thiếu thông tin về thị trường.

Thứ hai, xây dựng và ban hành cơ chế chính sách thu hút và quản lý nguồn vốn đầu tư gián tiếp nước ngoài.

Thực tế ngày càng cho thấy sự cần thiết phải sớm xây dựng và ban hành đầy đủ, đồng bộ các cơ chế chính sách thu hút và quản lý thống nhất nguồn vốn đầu tư gián tiếp nước ngoài vào thị trường Việt Nam đối với các cơ quan quản lý nhà nước. Quản lý vốn đầu tư gián tiếp nước ngoài là một vấn đề lớn, nếu chúng ta không quản lý được các tài khoản vốn và dòng tiền đầu tư gián tiếp một cách đồng bộ, linh hoạt thì có biến cố xảy ra thị trường tài chính sẽ rất nguy hiểm.

Một số nội dung cần thiết trong cơ chế chính sách thu hút và quản lý nguồn vốn đầu tư gián tiếp nước ngoài của Việt Nam như sau:

- Hoàn thiện các chính sách hỗ trợ phát triển thị trường chứng khoán như: Chính sách thu hút nhà đầu tư nước ngoài; chính sách về công bố thông tin; chính sách về thuế, phí, lệ phí trên thị trường chứng khoán; chính sách về giao dịch chứng khoán trên thị trường chứng khoán...; Quy định đối tượng tham gia vào thị trường chứng khoán Việt Nam, như: ban hành quy định tiêu chuẩn tham gia thị trường chứng khoán Việt Nam đối với các nhà đầu tư nước ngoài, chú trọng những nhà đầu tư có kinh nghiệm sẽ tạo điều kiện cho các nhà đầu tư Việt Nam có cơ hội học tập kinh nghiệm đầu tư của các nhà đầu tư nước ngoài; Quy định mức vốn nhất định khi tham gia vào thị trường của nhà đầu tư nước ngoài; Quy định thời gian rút vốn của nhà đầu tư nước ngoài ra khỏi thị trường chứng khoán Việt Nam; Quy định các hình thức khuyến khích về thuế đối với nguồn vốn đầu tư gián tiếp nước ngoài đầu tư dài hạn vào thị trường chứng khoán Việt Nam và có những biện pháp phù hợp nhằm hạn chế những nguồn vốn đầu tư vào thị trường chứng khoán mang tính chất ngắn hạn để đảm bảo sự ổn định trong phát triển thị trường chứng khoán; Quy định các tiêu chuẩn xem xét khi cấp phép hoạt động cho các quỹ đầu tư nước ngoài tại Việt Nam; Xây dựng các biện pháp phòng ngừa cần thiết trong trường hợp nguồn vốn đầu tư gián tiếp nước ngoài đảo chiều trên cơ sở cảnh báo trước nguy cơ cũng như là các biện pháp xử lý trong trường hợp xấu nhất xảy ra; Đảm bảo sự công bằng khi xây dựng các quy định điều chỉnh đối với nhà đầu tư trong nước và nhà đầu tư nước ngoài.

Thứ ba, thúc đẩy quá trình nâng hạng thị trường chứng khoán Việt Nam từ thị trường “cận biên” sang thị trường “mới nổi”

Nâng hạng thị trường không chỉ là cách xây dựng hình ảnh cho thị trường tài chính quốc gia mà nó còn tác động trực tiếp lên khả năng thu hút dòng vốn đầu tư gián tiếp nước ngoài. Không chỉ riêng Việt Nam

mà nhiều thị trường cận biên khác cũng đang nỗ lực để được nâng hạng lên thị trường mới nổi, bởi lợi ích đầu tiên khi Việt Nam được xếp vào nhóm thị trường mới nổi sẽ thu hút thêm dòng vốn từ các nhà đầu tư tổ chức nước ngoài.

Việc nâng hạng thị trường chứng khoán Việt Nam từ thị trường cận biên sang thị trường mới nổi cần tập trung vào các giải pháp nhằm giúp nhà đầu tư nước ngoài dễ tiếp cận thị trường chứng khoán Việt Nam và có thể bao gồm các giải pháp chủ yếu sau:

(i) Mở cửa thị trường đối với nhà đầu tư nước ngoài theo hướng: Giải quyết các vướng mắc về tỷ lệ sở hữu nhà đầu tư nước ngoài, nhất là đối với các ngành nghề kinh doanh có điều kiện mà pháp luật chuyên ngành không quy định cụ thể về tỷ lệ sở hữu nhà đầu tư nước ngoài; Cho phép nâng tỷ lệ sở hữu của nhà đầu tư nước ngoài lên đến 100% tại hầu hết các công ty đại chúng; Đối xử với các công ty đại chúng và các quỹ đầu tư đại chúng như nhà đầu tư trong nước; Cần cho phép tăng tỷ lệ sở hữu của nhà đầu tư nước ngoài đối với lĩnh vực ngân hàng; (ii) Đảm bảo hơn nữa quyền bình đẳng cho nhà đầu tư nước ngoài trong tiếp cận thông tin; (iii) Nâng cao chất lượng quản trị công ty niêm yết, tạo điều kiện thuận lợi cho nhà đầu tư gián tiếp nước ngoài đánh giá doanh nghiệp Việt Nam; (iv) Thực hiện tái cấu trúc hệ thống tổ chức thị trường giao dịch thông qua việc hợp nhất hai Sở giao dịch chứng khoán hiện nay là HOSE và HNX thành một Sở giao dịch chứng khoán nhằm nâng cao khả năng thanh khoản, quy mô thị trường, năng lực hạ tầng công nghệ, tiết giảm chi phí; (v) Tăng cường quảng bá, nâng cao hình ảnh về thị trường chứng khoán Việt Nam.

Thứ tư, nâng cao tính công khai, minh bạch thông tin của thị trường chứng khoán

Thông tin về chứng khoán và thị trường chứng khoán là cơ sở cho hoạt động của thị trường chứng khoán, là yếu tố để các nhà đầu tư định giá mua bán chứng khoán. Đã đến lúc phải pháp luật hóa một cách đầy đủ hơn về việc báo cáo thông tin, công bố thông tin của thị trường chứng khoán, cụ thể là: Ban hành khung pháp lý đầy đủ về nghĩa vụ báo cáo, công bố thông tin một cách công khai đối với các công ty đại chúng, công ty niêm yết theo đúng thông lệ và chuẩn mực quốc tế; Hoàn thiện phương thức và cơ chế công bố thông tin theo quy mô (vốn và số lượng cổ đông) của công ty mà không phân biệt là công ty đại chúng niêm yết hay chưa niêm yết; Thúc đẩy việc thực hiện nghĩa vụ báo cáo, công bố thông tin định kỳ, bất thường và theo yêu cầu đối với các công ty niêm yết, đăng ký giao dịch và công ty đại chúng chưa niêm yết/ đăng ký giao dịch để công việc báo cáo, công bố thông tin đi vào nề nếp, tuân thủ theo quy định của pháp luật; Từng bước áp dụng các chuẩn mực quốc tế về nghiệp vụ kế toán, kiểm toán và báo cáo tài chính nhằm cải thiện chất lượng các báo cáo tài chính, đảm bảo thông tin công bố là tin cậy, đầy đủ, chính xác và kịp thời, đặc biệt là các thông tin về các vấn đề tài chính trọng yếu của công ty; Tăng cường giám sát, kiểm soát chất lượng kiểm toán báo cáo tài chính của công ty niêm yết, đăng ký giao dịch và công ty đại chúng chưa niêm yết/ đăng ký giao dịch, qua đó nâng cao tính minh bạch và chất lượng thông tin của báo cáo tài chính công bố trên thị trường chứng khoán, đặc biệt tập trung đối với các công ty chưa tuân thủ nghĩa vụ báo cáo, công bố thông tin theo quy định, các công ty có hoạt động kinh doanh khó khăn, thua lỗ kéo dài, âm vốn chủ sở hữu, số liệu tài chính có sai lệch lớn...; Nâng cao tính minh bạch, công bằng của thị trường trong việc tiếp cận thông tin công bố theo hướng: đẩy mạnh ứng dụng công nghệ thông tin và sử dụng hệ thống công bố thông tin điện tử (IDS) để cho các công ty đại chúng thực hiện việc báo cáo và công bố thông tin bằng văn bản điện tử, thay thế cho việc báo cáo bằng văn bản giấy để hỗ trợ các công ty đại chúng thực hiện nghĩa vụ công bố thông tin được thuận tiện, đầy đủ, kịp thời.

Bên cạnh đó, cũng cần có cơ chế kiểm tra, giám sát chặt chẽ hoạt động của thị trường, ngăn ngừa các hiện tượng giao dịch nội gián gây thiệt hại cho nhà đầu tư. Xử lý nghiêm các vi phạm về quy định công bố thông tin trên thị trường chứng khoán.

Thứ năm, nâng cao năng lực và tính chuyên nghiệp cho hệ thống các tổ chức trung gian thị trường

- Thực hiện rà soát, đánh giá về năng lực cung ứng dịch vụ, khả năng quản trị, đảm bảo an toàn trong hoạt động của các tổ chức trung gian thị trường; phân loại các tổ chức trung gian thị trường theo các nhóm khác nhau để từ đó có các biện pháp hỗ trợ, điều chỉnh cần thiết đối với từng nhóm tổ chức trung gian thị trường.

- Tiếp tục rà soát để có các điều chỉnh, bổ sung cần thiết về chính sách nhằm tạo điều kiện cho các tổ chức trung gian thị trường hoạt động linh hoạt; khuyến khích các tổ chức trung gian thị trường đưa ra nhiều sản phẩm dịch vụ chứng khoán như quỹ cổ phiếu, quỹ trái phiếu, quỹ cân bằng, quỹ đầu tư đa mục tiêu kết nối thị trường bảo hiểm, thị trường trái phiếu, thị trường tiền tệ, thị trường bất động sản với thị trường chứng khoán...

- Nâng cao chất lượng hoạt động, năng lực tài chính, quản trị công ty và khả năng kiểm soát rủi ro của các tổ chức trung gian thị trường.

- Nâng cao chất lượng và đạo đức nghề nghiệp nhân viên hành nghề kinh doanh chứng khoán thông qua việc chuẩn hóa các chương trình đào tạo, đồng thời xây dựng hệ thống cơ sở dữ liệu để thực hiện công khai danh sách người hành nghề chứng khoán trên cổng thông tin điện tử của Ủy ban chứng khoán Nhà nước.

- Tăng cường công tác kiểm tra và xử lý nghiêm những trường hợp vi phạm nhằm kiểm soát rủi ro hoạt động, tăng cường sự minh bạch, hiệu quả hoạt động các tổ chức trung gian thị trường.

Thứ sáu, tăng cường hàng hóa cho thị trường và cải thiện chất lượng nguồn cung

(i) Cần tiếp tục quyết liệt trong công tác cổ phần hóa doanh nghiệp nhà nước; giảm dần tỷ lệ nắm giữ cổ phần của Nhà nước trong các doanh nghiệp không cần thiết phải có sự tham gia của Nhà nước;

(ii) Đẩy mạnh hoạt động giao dịch các chứng khoán phái sinh, trước mắt là các hợp đồng tương lai chỉ số cổ phiếu, hợp đồng tương lai trái phiếu Chính phủ và tiến tới đưa vào giao dịch quyền chọn chỉ số, quỹ chỉ số;

(iii) Tiếp tục đa dạng hóa các sản phẩm trái phiếu Chính phủ, trái phiếu doanh nghiệp như trái phiếu được bảo đảm bằng tài sản, được bảo đảm thanh toán, trái phiếu chuyển đổi,...

(iv) Nâng cao chất lượng nguồn cung hàng hóa cho thị trường. Trước mắt, cần nâng tiêu chí phát hành và niêm yết chứng khoán. Về lâu dài, chất lượng chứng khoán được phát hành và niêm yết trên thị trường chứng khoán được quyết định bởi chính hiệu quả kinh doanh của doanh nghiệp chứ không phải bởi giá cả chứng khoán trên thị trường.

Thứ bảy, thực hiện tốt công tác dự báo nguồn vốn đầu tư gián tiếp nước ngoài vào thị trường Việt Nam trong từng giai đoạn

Nếu như số liệu về vốn FDI vào Việt Nam đã thống kê khá chính xác, thì số liệu về vốn đầu tư gián tiếp nước ngoài vào Việt Nam lại có sự khác nhau giữa các cơ quan quản lý nhà nước cũng như giữa các cơ quan quản lý của Việt Nam với các tổ chức tài chính tiền tệ quốc tế.

Thực tế đã cho thấy rằng khả năng dự đoán, dự báo các số liệu kinh tế vĩ mô của Việt Nam vẫn còn nhiều hạn chế, điều này phần nào cản trở đến công tác quản lý nhà nước trong việc đề ra các biện pháp thu hút và quản lý vốn đầu tư nước ngoài phù hợp.

Trong thời gian tới, để thực hiện tốt công tác dự đoán, dự báo nguồn vốn đầu tư gián tiếp nước ngoài vào ra trong từng giai đoạn phát triển thị trường chứng khoán Việt Nam, có thể chú trọng các biện pháp sau: Nghiên cứu, xây dựng và quy định chế độ, văn bản báo cáo thống nhất, phù hợp với công việc quản lý chuyên môn cũng như phù hợp với việc tổng hợp số liệu phục vụ cho công tác quản lý vĩ mô; Quy định cụ

thể các đối tượng có nhiệm vụ báo cáo tình hình vốn đầu tư gián tiếp nước ngoài: Số vốn thực có, tình hình sử dụng vốn đầu tư gián tiếp nước ngoài; trên cơ sở đó có thể dự đoán, dự báo được xu hướng hoạt động của nguồn vốn này trong thời gian tới; Quy định thời hạn và đối tượng cần nộp báo cáo định kỳ về vốn đầu tư gián tiếp nước ngoài tại Việt Nam; Nâng cao trình độ của cán bộ làm công tác dự đoán, dự báo số liệu về vốn đầu tư gián tiếp nước ngoài vào ra tại Việt Nam.

Thứ tám, tăng cường hiệu quả kiểm tra và giám sát vốn đầu tư gián tiếp nước ngoài

Năng lực quản lý vốn đầu tư gián tiếp nước ngoài ở Việt Nam còn những tồn tại về khả năng kết nối giữa các cơ quan quản lý và giám sát hoạt động đầu tư, quá trình luân chuyển vốn đầu tư gián tiếp nước ngoài; thiếu những tiêu chí phù hợp và khả thi trong kiểm soát, giám sát quá trình luân chuyển vốn đầu tư trên thị trường, cảnh báo những rủi ro có thể phát sinh khi có các biến động lớn của dòng vốn đầu tư gián tiếp nước ngoài cả theo chiều gia tăng, bổ sung cho thị trường cũng như rút lui, thoái vốn khỏi thị trường thậm chí là rút ra khỏi nền kinh tế. Do vậy, cần thực hiện đồng bộ các biện pháp nhằm kiểm soát quá trình luân chuyển vốn trên thị trường, luân chuyển vốn vào - ra thị trường cũng như nền kinh tế:

Một là, quá trình quản lý dòng vốn đầu tư gián tiếp nước ngoài cần được thực hiện trên vị thế chủ động, hướng đến dòng vốn vào - ra thị trường, nền kinh tế ở trạng thái có thể dự báo.

Hai là, cần xây dựng hệ thống các chỉ tiêu đồng bộ, hiệu quả để giám sát quá trình vận động, luân chuyển của dòng vốn đầu tư gián tiếp nước ngoài trên thị trường chứng khoán.

Ba là, tăng cường nâng cao hiệu quả giám sát thị trường tài chính nói chung, tạo nền tảng vững chắc để kiểm soát và giám sát vốn đầu tư gián tiếp nước ngoài. Theo đó, cần tập trung thực hiện một số biện pháp: tiếp tục hoàn thiện khuôn khổ pháp luật về thanh tra, kiểm tra, giám sát hoạt động của thị trường tài chính; hoàn thiện mô hình giám sát theo hướng chuyển dần từ mô hình giám sát chuyên ngành sang mô hình kết hợp giữa giám sát theo chuyên ngành và giám sát hợp nhất; hoàn thiện và tăng cường ứng dụng các công cụ xác định rủi ro hệ thống đối với thị trường tài chính và rủi ro an toàn vĩ mô, các chỉ tiêu đánh giá an toàn hệ thống tài chính phù hợp với điều kiện thực tế của thị trường tài chính Việt Nam và thông lệ quốc tế; tăng cường đầu tư, hoàn thiện cơ sở hạ tầng kỹ thuật, phát triển hệ thống công nghệ thông tin đảm bảo đủ mạnh để hỗ trợ toàn diện hoạt động giám sát, đặc biệt là phần mềm giám sát phân tích số liệu, đánh giá hoạt động của các định chế tài chính phục vụ cho việc cảnh báo sớm của các cơ quan giám sát; xây dựng kho dữ liệu để các cơ quan giám sát khai thác chung nhằm đảm bảo thống nhất và không gây phiền hà cho các cơ quan chịu sự giám sát; tăng cường cơ chế phối hợp hiệu quả giữa các cơ quan giám sát nhằm nâng cao hiệu quả giám sát, tránh chồng chéo hoặc bỏ sót trong việc giám sát hoạt động tài chính ngân hàng.

Bên cạnh những giải pháp trên, cũng cần thực hiện đồng bộ với việc: Cải thiện căn bản chất lượng bên cầu về chứng khoán; Tăng dự trữ ngoại hối của quốc gia; Tăng cường ứng dụng các công nghệ thông tin mới đối với thị trường chứng khoán nhằm đáp ứng cuộc cách mạng công nghệ 4.0; Thực hiện sự hợp tác và trao đổi kinh nghiệm với các quốc gia trong việc thu hút, giám sát sự di chuyển của luồng vốn đầu tư gián tiếp nước ngoài.

ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI (FDI) VỚI VẤN ĐỀ TẠO VIỆC LÀM TẠI HƯNG YÊN

Đoàn Thị Thanh Tâm*

Tóm tắt: Đầu tư trực tiếp nước ngoài tác động đến mọi mặt của đời sống, kinh tế- xã hội và chính trị của nước tiếp nhận đầu tư. FDI không chỉ giúp huy động vốn đầu tư, các nguồn lực để phát triển kinh tế để tạo ra tăng trưởng kinh tế dẫn đến tăng thu nhập mà còn kích thích sản xuất trong nước, tạo thêm nhiều việc làm và tăng thu nhập cho người lao động. Bài viết tập trung nghiên cứu thực trạng thu hút FDI tại Hưng Yên giai đoạn 2005-2016; Vấn đề tạo việc làm thông qua đầu tư trực tiếp nước ngoài FDI Hưng Yên giai đoạn 2005 – 2016, từ đó chỉ ra những hạn chế tạo việc làm thông qua FDI tại tỉnh Hưng Yên. Tác giả cũng thực hiện nghiên cứu phân tích triển vọng thu hút FDI và tạo việc làm thông qua FDI tại Hưng Yên. Trên cơ sở đó đề xuất các giải pháp nhằm thúc đẩy hoạt động đầu tư trực tiếp nước ngoài (FDI) với vấn đề tạo việc làm cho người lao động tại Hưng Yên.

Từ khóa: FDI, đầu tư trực tiếp nước ngoài, tạo việc làm, Hưng Yên

1. ĐẶT VẤN ĐỀ

Vấn đề thu hút vốn đầu tư trực tiếp với việc tạo việc làm đã được các nhà nghiên cứu học thuyết kinh tế như: Adam Smith, Ricardo, Keynes... nghiên cứu và đã chỉ ra rằng: “ Việc làm chỉ có thể tăng tương ứng với sự tăng lên của đầu tư” đây là một trong những kết luận như “ Kim chỉ nam” để các quốc gia có những đường đi đúng hướng và nhận thức đúng nhất về tầm quan trọng của thu hút đầu tư trực tiếp nước ngoài, đặc biệt là các nước đang phát triển[1]. Ở Việt Nam thu hút đầu tư trực tiếp nước ngoài luôn nhận được sự quan tâm của Đảng, Nhà nước và Chính quyền địa phương, bởi một trong lý do là các doanh nghiệp FDI hiện đã và đang góp phần tích cực giải quyết việc làm cho lực lượng lao động ở nhiều địa phương, trong đó phải kể đến Hưng Yên - một tỉnh mới được tái lập từ năm 1997 với vô vàn khó khăn nhưng bằng những bước đi phù hợp, tỉnh Hưng Yên đã khai thác tốt tiềm năng, lợi thế về vị trí địa lý, nguồn nhân lực trong thu hút đầu tư, tạo bước phát triển nhảy vọt về mọi mặt. Nếu năm 1997, tại Hưng Yên lao động trong các doanh nghiệp FDI chỉ xấp xỉ 5.000 lao động thì đến năm 2010 đã có trên 30.000 lao động, tăng hơn 6 lần. Đến hết năm 2016, các doanh nghiệp FDI trên địa bàn tỉnh đã tạo ra khoảng 62.000 việc làm trực tiếp cho người lao động và hàng chục vạn việc làm gián tiếp cho các doanh nghiệp phụ trợ cũng như các đơn vị dịch vụ khác. [2]

Tuy nhiên, trong 20 năm qua hoạt động thu hút đầu tư nước ngoài với vấn đề tạo việc làm trên địa bàn tỉnh Hưng Yên vẫn còn gặp nhiều hạn chế và thách thức, dẫn đến việc thu hút FDI chưa tương xứng với tiềm năng và lợi thế của tỉnh cả về số lượng và chất lượng. Trong bài viết này tác giả chỉ ra thực trạng thu hút đầu tư trực tiếp nước ngoài trên địa bàn tỉnh Hưng Yên giai đoạn 2005 – 2016; vấn đề tạo việc làm thông qua đầu tư trực tiếp nước ngoài FDI Hưng Yên giai đoạn 2005 - 2016; đề xuất một số giải pháp thúc đẩy đầu tư trực tiếp nước ngoài (FDI) với vấn đề tạo việc làm cho người lao động Hưng Yên.

¹ Khoa Kinh tế và kinh doanh Quốc tế - Trường Đại học Tài chính – Quản trị kinh doanh

2. THỰC TRẠNG THU HÚT FDI VÀ VẤN ĐỀ TẠO VIỆC LÀM TẠI HƯNG YÊN GIAI ĐOẠN 2005-2016

2.1. Thực trạng thu hút FDI tại Hưng Yên giai đoạn 2005-2016

Dự án FDI đầu tiên đầu tư vào Hưng Yên do Bộ Kế hoạch và Đầu tư cấp ngày 17/01/1989 với vốn đầu tư 300.000 USD. Kể từ đó, kinh tế Hưng Yên có nhiều biến động do ảnh hưởng từ các dự án FDI vào Hưng Yên. Thực trạng thu hút vốn đầu tư trực tiếp nước ngoài vào Hưng Yên giai đoạn 2005-2016 được thể hiện thông qua bảng sau:

Bảng 2.1: Thu hút FDI tại tỉnh Hưng Yên giai đoạn 2005 -2016

Đơn vị: Nghìn Đô la

| Năm | Số dự án cấp mới (Dự án) | Tổng vốn đầu tư cấp mới | Tăng trưởng (%) |
|-------------|-----------------------------|-------------------------|-----------------|
| 2005 | 15 | 105.862 | - |
| 2006 | 27 | 317.119 | 199,56 |
| 2007 | 30 | 236.181 | -25,53 |
| 2008 | 51 | 594.810 | 151,85 |
| 2009 | 22 | 144.311 | -75,74 |
| 2010 | 23 | 238.713 | 65,42 |
| 2011 | 30 | 469.080 | 96,5 |
| 2012 | 28 | 318.020 | -32,2 |
| 2013 | 32 | 209.030 | -34,27 |
| 2014 | 49 | 378.536 | 81,1 |
| 2015 | 31 | 282.999 | -25,34 |
| 2016 | 39 | 320.747 | 13,34 |
| Tổng | 377 | 3.615.408 | |

(Nguồn: Niên giám thống kê tỉnh Hưng Yên 2005- 2016) [3]

Trong những năm 2005-2016, với những đổi mới tích cực về chính sách đầu tư của Nhà nước như hai lần thay đổi Luật Đầu tư và Luật Doanh nghiệp năm 2005 và năm 2014, và cùng với sự nỗ lực hết sức của mình, tỉnh Hưng Yên đã đạt được những kết quả đáng kể trong thu hút đầu tư trực tiếp nước ngoài cả về số lượng dự án mới lẫn số vốn đầu tư trực tiếp, cụ thể: năm 2008 là đỉnh điểm của số lượng dự án mới tăng vọt tới 51 dự án với tổng số vốn đầu tư là 594.810 nghìn đô la, năm 2014 với 49 dự án mới được cấp vốn với số vốn đầu tư 378.536 nghìn đô la.

Năm 2006 đánh dấu sự tăng vọt về thu hút vốn đầu tư nước ngoài tại Hưng Yên, số lượng dự án tăng, nhiều dự án triển khai nhanh, sớm đi vào hoạt động. Cụ thể, số vốn đầu tư thu hút trực tiếp năm 2006 đã tăng gấp 3 lần so với năm 2005 từ 105.862 nghìn đô la lên tới 317.119 nghìn đô la, tốc độ tăng đạt mức gần 200%, trong đó số vốn đầu tư cao nhất phải kể đến nhà máy sản xuất nhôm Hyundai Aluminum Vina với số vốn đầu tư hơn 131.375 nghìn đô la, nhà máy sản xuất giấy lụa của Công ty TNHH JP Corelex (Việt Nam) 38.000 nghìn đô la. Có được thành tựu như vậy là do tỉnh đã phát huy tích cực kết quả của chính sách đầu tư trong nước và ngoài nước theo Luật Đầu tư và Luật Doanh nghiệp năm 2005.

Trong năm 2007, tình hình đầu tư trực tiếp vào Hưng Yên ở mức ổn định với 30 dự án đầu tư mới, tăng 3 dự án so với năm 2006, với tổng số vốn đầu tư 236.181 nghìn đô la, giảm 25,53% so với cùng kỳ

năm trước do số vốn đầu tư bình quân vào mỗi dự án giảm nhẹ. Tuy vậy, đến năm 2008, cơ sở hạ tầng của một số khu công nghiệp như Phố Nối A, Phố Nối B, Thăng Long II đang dần hoàn thiện và mở rộng, triển khai tiếp nhận các dự án nên số lượng dự án đầu tư mới tăng vọt tới đỉnh điểm 51 dự án, tăng 21 dự án so với năm trước kéo theo số vốn đầu tư tăng tới 594.810 nghìn đô la, mức tăng trưởng hơn 150%. Riêng trong năm 2008, Hưng Yên thu hút nhiều dự án lớn, quan trọng đến từ các tập đoàn, công ty lớn trên thế giới như: Nhà máy Hoya Glass Disk Việt Nam II của công ty Công ty TNHH Hoya Glass Disk Việt Nam II với số vốn đầu tư 200.000 nghìn đô la, Nhà máy sản xuất lắp ráp các loại máy xử lý hình ảnh và các loại bộ phận, linh kiện và thiết bị điện tử liên quan bằng kỹ thuật cao của Công ty TNHH Điện tử Canon Việt Nam với số vốn đầu tư 128.568 nghìn đô la, Nhà máy Hamaden Việt Nam với số vốn đầu tư 88.000 nghìn đô la, Nhà máy sản xuất dao cạo Dorco Hưng Yên với số vốn đầu tư 74.500 nghìn đô la.

Giai đoạn 2009-2013, thu hút FDI biến động không ổn định do tác động mạnh mẽ của khủng hoảng kinh tế thế giới. Năm 2009 là năm chứng kiến sự sụt giảm mạnh đầu tiên của FDI không chỉ ở Hưng Yên mà còn ở hầu hết các địa phương, số dự án đầu tư nước ngoài tại Hưng Yên giảm xuống còn 22 dự án, giảm 29 dự án so với năm 2008, làm tổng số vốn cấp mới giảm đến 75,74% từ 594.810 nghìn đô la xuống còn 144.311 nghìn đô la. Nếu như năm 2010 và 2011 có một sự quay đầu tăng nhẹ cả về số dự án mới và tổng vốn đầu tư cấp mới, cụ thể số dự án cấp mới năm 2010 là 23 dự án tăng 1 dự án so với năm 2009, năm 2011 là 30 dự án tăng 7 dự án so với 2010, tổng mức tăng trưởng vốn hai năm này ở mức tương đối với 65,42% năm 2010 và 96,5% ở năm 2011; thì theo sau lại là một sự giảm nhẹ FDI năm 2012 và 2013 về tổng số vốn với mức giảm 32,2% năm 2012 và 34,27% năm 2013. Trong hai năm này, sản xuất gặp nhiều khó khăn, giá xăng dầu và nguyên vật liệu đầu vào tăng, sức mua giảm mạnh, sản phẩm tồn kho cao, lãi suất ngân hàng giảm nhưng sự tiếp xúc nguồn vốn của doanh nghiệp bị hạn chế, đã tác động đến giá thành sản phẩm, giá cả thị trường, tiêu thụ hàng hóa và ảnh hưởng lớn đến đầu tư doanh nghiệp, các doanh nghiệp phải hoạt động cầm chừng, nguồn vốn FDI đầu tư vào tỉnh cũng tăng trưởng ở mức cầm chừng.

Tình hình thu hút đầu tư nước ngoài năm 2014 có vẻ khả quan hơn với bước tăng vọt từ 32 dự án lên 49 dự án, tổng số vốn đầu tư là 378.536 nghìn đô la, mức tăng trưởng 81,1% so với năm 2013. Các dự án thu hút FDI lớn trong năm này đều từ các doanh nghiệp tên tuổi: Dự án nhà máy TOTO Việt Nam thứ 2 của Công ty TNHH TOTO Việt Nam chi nhánh Hưng Yên (100.000 nghìn đô la) và Dự án sản xuất khung tivi LCD/OLED bằng nhôm của Công ty Cổ phần Hyundai Aluminum Vina (73.366 nghìn đô la).

Năm 2015, tổng số vốn FDI đầu tư mới vào Hưng Yên giảm nhẹ 25,34% từ 378.536 nghìn đô la xuống 282.999 nghìn đô la, số lượng dự án mới cũng giảm từ 49 dự án xuống 31 dự án với mức giảm 18 dự án.

Năm 2016 là năm thực hiện khâu đột phá về thu hút đầu tư về địa phương, tỉnh Hưng Yên đã tập trung lãnh đạo, chỉ đạo mạnh mẽ các giải pháp cải thiện môi trường đầu tư kinh doanh, tháo gỡ khó khăn, thúc đẩy sản xuất kinh doanh, đã tổ chức 04 hội nghị lãnh đạo tỉnh gặp gỡ doanh nghiệp, ký cam kết về tạo môi trường kinh doanh thuận lợi với Phòng thương mại và công nghiệp Việt Nam trong đó các thời gian về các thủ tục đầu tư kinh doanh đều cam kết rút ngắn 2/3 so với quy định, xây dựng đề án cải cách hành chính, nâng cao chỉ số năng lực cạnh tranh cấp tỉnh, tạo môi trường đầu tư thuận lợi. Nhờ vậy, số dự án tăng lên đến 39 dự án, tổng vốn đầu tư cấp mới tăng thành 320.747 nghìn đô la, tăng 13,34% so với năm 2015.

Nhờ những kết quả đó, năm 2011, Hưng Yên đứng thứ 4, năm 2012 đứng thứ 2 và năm 2013 đứng thứ 3 toàn quốc về thu hút FDI và được Ủy ban quốc gia về hợp tác kinh tế quốc tế đánh giá là 1 trong 10 địa phương nằm trong top đầu về hội nhập kinh tế.

Tính cả giai đoạn 2005 - 2016, Hưng Yên đã thu hút được 377 dự án FDI mới, với tổng vốn đầu tư đăng ký đạt trên 3,6 tỷ đô la. Số vốn bình quân một dự án FDI thu hút mới giai đoạn 2005-2016 là 9.590 nghìn đô la. Về tốc độ tăng trưởng vốn, bình quân vốn FDI thu hút được giai đoạn 2005-2016 tăng 37,70%/năm, trong đó giai đoạn 2006-2008 tăng 108,63%/năm, giai đoạn 2009-2013 tăng 3,94%/năm và giai đoạn 2009-2013 tăng 23,03%/năm.

2.2. Vấn đề tạo việc làm thông qua đầu tư trực tiếp nước ngoài FDI Hưng Yên giai đoạn 2005 - 2016.

2.2.1 Về mặt số lượng:

Cùng với sự gia tăng dòng vốn FDI, sự xuất hiện ngày càng nhiều các doanh nghiệp, công ty, các dự án có quy mô lớn của các tập đoàn xuyên quốc gia thì số lượng lao động trực tiếp được tuyển vào làm việc trong khu vực này và số lượng lao động gián tiếp phát sinh từ khu vực này cũng tăng lên liên tục.

Bảng 2.2. Số lượng lao động trực tiếp khu vực FDI giai đoạn 2005 - 2016

| Năm | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|----------------------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Lao động trực tiếp (người) | 14,175 | 18,246 | 22,734 | 24,556 | 25,332 | 29,237 | 37,065 | 43,387 | 47,801 | 55,510 | 59,139 | 62,824 |
| Lao động gián tiếp | 3,9 | 4,5 | 4,7 | 5,2 | 6,6 | 6,3 | 6,4 | 6,6 | 6,6 | 6,5 | 6,9 | 7,1 |

Nguồn : Niên giám thống kê tỉnh Hưng Yên 2005- 2016 [3]

Dựa vào số liệu bảng 2.2 số lao động trực tiếp khu vực FDI giai đoạn 2005 -2016 có thể thấy rằng số lượng việc làm trực tiếp từ khu vực FDI cung cấp tăng mạnh qua các năm. Trong giai đoạn 2007- 2010 lượng việc tăng lên không đáng kể do ảnh hưởng của khủng hoảng kinh tế thế giới và khu vực. Khi nền kinh tế phục hồi, cơ hội việc làm trong khu vực FDI tăng mạnh. Tính đến năm 2016, tổng số việc làm trực tiếp mà khu vực FDI cung cấp lên tới 62,824 công việc, gấp gần 5 lần so với năm 2005.

Bên cạnh lao động trực tiếp các doanh nghiệp FDI đã tạo ra, lực lượng lao động gián tiếp cũng phát triển theo và tạo ra số việc làm đáng kể. Đó là các lao động làm việc cho ngành xây dựng trong nước thông qua nhu cầu xây dựng nhà xưởng, văn phòng, cơ sở hạ tầng,... của các doanh nghiệp FDI, lao động tại các đơn vị sản xuất và cung cấp các sản phẩm, dịch vụ phục vụ cho khu vực FDI còn gọi là các vệ tinh. Tính đến năm 2016, số lao động gián tiếp liên quan đến khu vực FDI tại Hưng Yên lên khoảng hơn 13 nghìn người thông qua vệ tinh cung cấp các sản phẩm và dịch vụ. Mặt khác, xu hướng liên kết giữa doanh nghiệp có vốn FDI và các vệ tinh được dự báo sẽ tiếp tục phát triển và mở rộng trong tương lai và là nguồn tạo việc làm quan trọng cho xã hội.

2.2. Về mặt chất lượng:

Có thể khẳng định chất lượng lao động trong các doanh nghiệp FDI cao hơn so với các loại hình doanh nghiệp khác. Một tỷ lệ lớn người lao động trong khu vực này đã được đào tạo và đào tạo lại để nâng cao kỹ năng quản lý, trình độ chuyên môn, nghiệp vụ tay nghề cũng như thay đổi tác phong làm việc nhằm thích ứng với điều kiện và cơ chế làm việc mới. Nhờ đó, người lao động có thể nắm bắt và làm chủ được các

công nghệ hiện đại, từng bước thay thế các chuyên gia nước ngoài, thậm chí có thể cải tiến và thích nghi với các công nghệ mới,...

Điều kiện lao động tại các doanh nghiệp có FDI cũng tốt hơn đáng kể so với các đơn vị khác cùng ngành. Khu vực FDI có điều kiện nhà xưởng, trang bị bảo hộ lao động tốt hơn, môi trường lao động cũng sạch sẽ hơn. Khu vực FDI chú trọng hơn vào việc đào tạo cho người lao động. Tỷ lệ vốn/lao động của khu vực FDI cao hơn hẳn so với các khu vực khác trong nước. Từ đó, góp phần nâng cao chất lượng và hiệu quả công việc, nâng cao tay nghề phát huy tính sáng tạo, tự chủ.

FDI đã góp phần cải thiện thu nhập của một số lượng lao động và tăng cường sức mua của người dân.

Theo kết quả thống kê về tình hình hoạt động của các doanh nghiệp FDI Hưng Yên do Cục Thống kê Hưng Yên tiến hành năm 2016, tình hình thu nhập, giá trị gia tăng và năng suất lao động của khu vực FDI Hưng Yên thể hiện qua bảng 2.3:

Bảng 2.3. Chất lượng lao động khu vực FDI giai đoạn 2005-2016

| Năm | 2005 | 2006 | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---------------------------|--------|--------|---------|---------|---------|---------|---------|---------|---------|------|---------|---------|
| Thu nhập (triệu đồng) | 1.41 | 1.85 | 2.11 | 2.4 | 2.77 | 3.15 | 3.95 | 4.52 | 5.49 | 5.46 | 6.71 | 7.02 |
| Giá trị gia tăng (VA) | 54,701 | 82,052 | 106,667 | 128,000 | 166,400 | 183,493 | 238,541 | 286,249 | 314,873 | | 412,685 | 448,241 |
| Năng suất lao động (VA/L) | 3.9 | 4.5 | 4.7 | 5.2 | 6.6 | 6.3 | 6.4 | 6.6 | 6.6 | 6.5 | 6.9 | 7.1 |

Nguồn: Niên giám thống kê tỉnh Hưng Yên 2005- 2016 [3]

Mức thu nhập bình quân của một lao động làm việc trong các doanh nghiệp FDI tăng dần theo các năm. Năm 2005, mức thu nhập bình quân đạt 1,410 triệu đồng/ tháng, cao hơn đáng kể so với doanh nghiệp Nhà nước (800 nghìn đồng) và các doanh nghiệp tư nhân (1,0 triệu đồng) thì con số này năm 2016 tăng gấp gần 7 lần (mức 7,02 triệu đồng). Giá trị gia tăng được tạo ra trên lượng lao động giá trị gia tăng được tạo ra trên lượng lao động của từng năm có xu hướng tăng nhưng tốc độ tăng không đồng đều. Giai đoạn 2005- 2009 giá trị gia tăng trên một lao động tăng nhanh từ 3,9 triệu đồng lên đến 6,6 triệu đồng tuy nhiên đến năm 2010 có sự sụt giảm nhẹ xuống chỉ còn 6,3 triệu đồng. Giai đoạn 2011- 2014, giá trị gia tăng trên một lao động gần như không có sự biến động nằm trong khoảng 6,3- 6,6 triệu đồng. Bắt đầu từ năm 2015 thì giá trị gia tăng trên một lao động có sự biến động tăng 6,9- 7,1. Đây là một tín hiệu khả quan

2.3- Những hạn chế tạo việc làm thông qua FDI tại tỉnh Hưng Yên

FDI là một trong những giải pháp quan trọng của nước ta trong quá trình phát triển kinh tế- xã hội, tạo việc làm, giảm thiểu thất nghiệp, tăng thu nhập, nâng cao đời sống cho người dân,.. của Việt Nam nói chung và Hưng Yên nói riêng. Nhưng hiện nay, việc thu hút nguồn vốn FDI, thu hút các nhà đầu tư vào Hưng Yên còn gặp nhiều khó khăn, thách thức. Vấn đề này xuất phát bởi những hạn chế sau:

Thứ nhất, Môi trường đầu tư, cơ sở vật chất hạ tầng còn thấp kém và lạc hậu.

Thứ hai, Hệ thống pháp luật còn bất cập, phức tạp và chồng chéo, hệ thống chính sách chưa đồng bộ và hiệu quả.

Thứ ba, Sức mua hạn chế của thị trường trong nước gây sự e ngại cho các nhà đầu tư nước ngoài.

Thứ tư, Chất lượng nguồn nhân lực còn thấp là yếu tố gây cản trở và làm chuyển hướng đầu tư sang các nước khác.

Thứ năm, Thiếu giải pháp khuyến khích đầu tư vào nông nghiệp, công nghiệp chế biến nông sản và khu vực nông nghiệp,... Điều kiện ăn, ở, đi lại của người lao động làm việc xa nhà nhất là trong các khu công nghiệp và khu chế xuất gây e ngại cho lao động đến làm ở đây,...

2.4- Triển vọng thu hút FDI và tạo việc làm thông qua FDI tại Hưng Yên.

2.4.1. Về tình hình thu hút FDI:

Hoạt động thu hút vốn đầu tư trực tiếp nước ngoài (FDI) vào địa bàn tỉnh Hưng Yên đạt được nhiều kết quả, các dự án đi vào hoạt động sản xuất, kinh doanh đã tăng năng lực sản xuất, kim ngạch xuất khẩu, đóng góp vào ngân sách nhà nước, tạo thêm việc làm và thu nhập ổn định cho nhiều lao động trên địa bàn tỉnh.

Triển vọng tích cực trong thu hút đầu tư FDI tại Hưng Yên thời gian qua là có nhiều dự án FDI có vốn đầu tư đăng ký lớn, sử dụng công nghệ tiên tiến và có khả năng đóng góp ngân sách cao. Điển hình như: Dự án sản xuất, lắp ráp và gia công máy vi tính, các thiết bị và sản phẩm internet, viễn thông, thông tin, phụ tùng, linh kiện các sản phẩm của Công ty TNHH Hoya Glass Disk Việt Nam II (200 triệu USD); dự án sản xuất các linh kiện ô tô và mô tô của Công ty TNHH Hamaden Việt Nam (133 triệu USD); dự án sản xuất phôi nhôm, nhôm thanh, nhôm định hình của Công ty cổ phần Hyundai Aluminum ViNa (131 triệu USD); dự án sản xuất, lắp ráp các loại máy xử lý hình ảnh và các loại bộ phận, linh kiện và thiết bị điện tử liên quan bằng kỹ thuật cao của Công ty TNHH Điện tử Canon Việt Nam (128,6 triệu USD); dự án sản xuất bảng mạch in dùng cho các thiết bị điện tử của Công ty TNHH Mektec Manufacturing Việt Nam (100 triệu USD); dự án sản xuất các thiết bị vệ sinh và các phụ kiện liên quan đến thiết bị vệ sinh của Công ty TNHH Toto Việt Nam (90 triệu USD); dự án sản xuất máy điều hòa không khí của Công ty cổ phần Daikin Air Conditioning Việt Nam (82,5 triệu USD)...

2.4.2. Về vấn đề tạo việc làm:

Dự báo của Vụ Lao động - Việc làm, từ nay đến 2020, mỗi năm sẽ có khoảng 1,4 - 1,5 triệu thanh niên bước vào tuổi lao động. Bên cạnh đó số lượng lao động thiếu việc làm và thất nghiệp là còn lớn. Do đó, chỉ tiêu mà Bộ Lao động - Thương binh và Xã hội đề ra cho năm 2017 là tạo việc làm cho 1,6 triệu lao động trong đó tạo việc làm trong nước là 1,52 triệu lao động, xuất khẩu lao động là 80.000 người. Giảm tỷ lệ thất nghiệp khu vực thành thị dưới 5%.

Hiện nay Khu vực FDI Hưng Yên đã tạo việc làm cho hơn 70.000 người. Với mục tiêu đạt được tốc độ tăng trưởng kinh tế bình quân 18 phần trăm vào năm 2020, trong khi thu nhập bình quân đầu người đạt 45,4 đô la Mỹ/năm và tỷ lệ hộ nghèo dưới 3 phần trăm, thành phố đang cố gắng đẩy nhanh việc thực hiện tất cả các dự án phù hợp với Kế hoạch tập trung, tập trung vào khu dân cư mới, khu công nghiệp, cơ sở hạ tầng đô thị như cấp thoát nước, chiếu sáng công cộng ...

Khu vực doanh nghiệp có vốn đầu tư nước ngoài sẽ tuyển dụng thêm 21.800 lao động trực tiếp trong đó làm việc cho khu vực FDI 10.000 lao động, đưa tổng số lao động trong khu vực FDI lũy kế đến cuối năm 2020 lên 100 nghìn người.

3. NHỮNG GIẢI PHÁP THỨC ĐẨY ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI (FDI) VỚI VẤN ĐỀ TẠO VIỆC LÀM CHO NGƯỜI LAO ĐỘNG HUNG YÊN

3.1. Những giải pháp cơ bản nhằm tăng cường thu hút FDI vào Việt Nam và Hưng Yên

Với triển vọng lớn trong hoạt động đầu tư trực tiếp nước ngoài (FDI) của Việt Nam nói chung và Hưng Yên nói riêng, mở ra giai đoạn phát triển mới với sự hội nhập sâu rộng hơn vào nền kinh tế thế giới, chúng ta cần thực hiện đồng bộ hệ thống các giải pháp sau:

Thứ nhất, Nhà nước cần hoàn thiện hệ thống luật pháp và chính sách liên quan đến hoạt động đầu tư trực tiếp nước ngoài, cụ thể là: hoàn thiện các văn bản hướng dẫn thi hành Luật Đầu tư, Luật Doanh nghiệp và các luật mới có liên quan đến hoạt động đầu tư, kinh doanh. Bên cạnh đó, sẽ tiến hành rà soát để sửa đổi, bổ sung các chính sách thuế, chính sách ưu đãi đầu tư và các chính sách khác nhằm tạo môi trường minh bạch, thông thoáng và dỡ bỏ mọi cản trở đối với hoạt động đầu tư. Rà soát và có chương trình triển khai đầy đủ theo đúng tiến độ các cam kết hội nhập liên quan đến mở cửa thị trường.

Thứ hai, Cần minh bạch hóa quy trình, thủ tục hành chính đối với đầu tư nước ngoài. Hoàn thiện việc thực hiện cơ chế “một cửa” trong việc giải quyết thủ tục đầu tư, đặc biệt cần đẩy nhanh thời gian thực hiện các thủ tục hành chính liên quan đến đầu tư, rà soát các vướng mắc về thủ tục hành chính ở tất cả các lĩnh vực, các cấp nhằm đẩy nhanh tiến độ cấp phép đầu tư mới và điều chỉnh giấy chứng nhận đầu tư; các thủ tục liên quan tới triển khai dự án đầu tư như thủ tục về đất đai, xuất nhập khẩu, cấp dấu, xử lý tranh chấp... nhanh chóng giải quyết các vướng mắc trong quá trình cấp, điều chỉnh giấy chứng nhận đầu tư và các vấn đề vướng mắc trong quá trình hoạt động của doanh nghiệp.

Thứ ba, Tập trung sức nâng cấp hệ thống cơ sở hạ tầng, đầu tiên cần giải quyết tốt nhu cầu năng lượng cho các nhà đầu tư theo hướng bảo đảm không để xảy ra tình trạng thiếu điện đối với cơ sở sản xuất trong mọi trường hợp. Cần có cơ chế khuyến khích đầu tư tư nhân phát triển các công trình cơ sở hạ tầng, trong đó có các nhà máy điện độc lập, các công trình giao thông cảng...

Thứ tư, cần đẩy nhanh việc xây dựng các kế hoạch, quy hoạch còn thiếu, tạo điều kiện thuận lợi cho nhà đầu tư trong việc xây dựng, thực hiện các dự án. Đồng thời thực hiện thống nhất các quy định mới của Luật Đầu tư trong công tác quy hoạch, đảm bảo cho việc xây dựng các quy hoạch ngành, lĩnh vực, sản phẩm phải phù hợp với các điều lệ, cam kết quốc tế.

Thứ năm, về xúc tiến đầu tư nước ngoài, nhà nước cần phải công bố Danh mục dự án đầu tư quốc gia, kêu gọi đầu tư nước ngoài giai đoạn 2020-2030 và tiếp tục cập nhật các tài liệu đầu tư để làm cơ sở tiến hành đẩy mạnh xúc tiến đầu tư. Tăng cường vận động xúc tiến đầu tư tại địa bàn trọng điểm, tập trung vào các đối tác lớn, các tập đoàn xuyên quốc gia để kêu gọi đầu tư vào các dự án trọng điểm. Chủ động tiếp cận hỗ trợ các nhà đầu tư tiềm năng có nhu cầu đầu tư vào Việt Nam và Hưng Yên. Cần đẩy nhanh quá trình chuẩn bị để mở ra các văn phòng đại diện xúc tiến đầu tư tại một số nước tiềm năng. Thêm vào đó, Chính phủ và nhà nước cần tổ chức các buổi đối thoại với doanh nghiệp trong và ngoài nước để tiếp thu các ý kiến đóng góp, khắc phục các điểm yếu, từ đó đưa ra các quy chế cải cách và chống tham nhũng.

Thứ sáu, một giải pháp quan trọng trong thu hút đầu tư nước ngoài là việc nâng cao chất lượng nguồn nhân lực. Cần phải đổi mới tư duy về phát triển nguồn nhân lực, đẩy mạnh công tác giáo dục và đào tạo. Đa dạng hóa các hình thức đào tạo đặc biệt là đào tạo nghề, đào tạo mới khi bắt đầu làm việc; nâng cao sức khỏe thể chất của người lao động, thúc đẩy tăng năng suất lao động và chất lượng công việc, đảm bảo sử dụng có hiệu quả nguồn lực lao động đã qua đào tạo; Đồng thời cần có các chính sách khuyến khích nâng cao trình độ, tay nghề của lao động; tăng cường áp dụng khoa học công nghệ hiện đại vào môi trường làm việc, đảm bảo an toàn lao động.

Ngoài ra, Nhà nước cần có những chính sách tích cực thu hút FDI tạo việc làm cho người lao động trong Nông nghiệp và khu vực nông thôn, các vùng, miền có tiềm lực, nguồn lực lao động dồi dào nhưng chưa được chú trọng.

3.2. Các giải pháp thu hút lao động làm việc trong khu vực FDI

Việc thu hút nguồn vốn FDI, các doanh nghiệp có vốn FDI đóng vai trò ngày càng quan trọng trong việc tạo việc làm, tăng thu nhập, nâng cao trình độ chuyên môn kỹ thuật... Để có nhiều việc làm trực tiếp và gián tiếp từ nguồn vốn FDI, Chính quyền các cấp cần phải thực hiện được các giải pháp sau:

Một là, tiếp tục cải tiến và đổi mới các hình thức đào tạo nhằm nâng cao chất lượng nguồn nhân lực để đáp ứng được các yêu cầu về việc làm trong các doanh nghiệp FDI, cụ thể là:

Mở rộng đào tạo đại học và trên đại học; nhanh chóng đổi mới phương pháp giáo dục để tạo ra một đội ngũ lao động có chuyên môn, tay nghề, kỹ thuật cao đáp ứng nhu cầu về lao động của nền kinh tế nói chung và của khu vực doanh nghiệp FDI nói riêng; tăng cường cơ sở vật chất- kỹ thuật đào tạo, có chính sách đãi ngộ thỏa đáng với các giáo sư, giảng viên; dành ưu tiên cho một số lĩnh vực mang tính mũi nhọn như công nghệ cao, điện, điện tử, cơ khí, dầu khí, quản trị kinh doanh, quản lý Nhà nước, ...

Cần đẩy mạnh hoạt động hướng nghiệp và dạy nghề; phân luồng đối tượng học để đảm bảo cho bộ phận lớn học sinh chuyển vào trung học chuyên nghiệp và dạy nghề ngay sau khi học xong trung học phổ thông; đa dạng hóa các hình thức và mở rộng quy mô dạy nghề, hình thành mạng lưới dạy nghề rộng khắp; nâng cao chất lượng dạy nghề đáp ứng nhu cầu thay đổi nghề giúp người lao động thích ứng với công nghệ mới và thị trường lao động.

Cần có chính sách hỗ trợ nâng cao hoạt động hợp tác giáo dục với các nhà đầu tư nước ngoài, từ đó, tạo điều kiện cho người lao động đáp ứng được các nhu cầu trình độ, chuyên môn đặt ra, giúp trang bị đầy đủ kiến thức, trình độ khoa học kỹ thuật cho lao động Việt Nam tham gia vào làm việc cho các doanh nghiệp nước ngoài.

Hai là, Chính phủ cần tiếp tục hoàn thiện cơ chế thị trường, đổi mới các công cụ quản lý của Nhà nước trong lĩnh vực lao động, tạo điều kiện thuận lợi cho thị trường lao động phát triển. Cùng với việc thay đổi cơ chế thị trường, nhà nước cũng cần ban hành động bộ, kịp thời các văn bản pháp quy cho sự phát triển thị trường lao động trong điều kiện hội nhập, thúc đẩy chuyển dịch cơ cấu lao động, tăng cơ hội tìm việc làm. Có cơ chế khuyến khích và ưu đãi đặc biệt đối với những doanh nghiệp FDI thu hút lao động và phát triển kinh tế- xã hội miền núi, vùng sâu, vùng xa, những vùng có nhiều tiềm năng, có lực lượng lao động đông đảo nhưng còn thấp về chất lượng.

Ba là, các quy định pháp lý và xây dựng các tiêu chuẩn lao động cần được cải thiện để phù hợp với thông lệ quốc tế, đồng thời cần tăng cường hiệu lực thực thi pháp luật và có các biện pháp bảo vệ quyền lợi chính đáng của người lao động trong các doanh nghiệp FDI một cách hữu hiệu. Mặt khác, cũng cần phải tạo động lực lao động và khuyến khích tích cực lao động nhằm nâng cao tính sáng tạo, năng suất và hiệu quả lao động. Bên cạnh động lực vật chất, Nhà nước cần quan tâm đến việc tạo động lực về tinh thần như lòng yêu nước, thái độ tự hào dân tộc, sự say mê và lương tâm nghề nghiệp, niềm tin, quyền tự do, dân chủ, tính công bằng xã hội, ...

Bốn là hoàn thiện hệ thống thông tin và giao dịch trên thị trường lao động, tạo điều kiện phát triển các giao dịch trực tiếp giữa người lao động và nhà đầu tư. Cần Đẩy mạnh hoạt động dịch vụ tư vấn, giới thiệu việc làm, chẳng hạn như phát triển hệ thống các trung tâm giới thiệu việc làm; tổ chức nhiều hội chợ việc làm, các sàn giao dịch việc làm ở các địa phương, đặc biệt là tại các tỉnh, thành thu hút nhiều nguồn vốn FDI, ...

Bên cạnh đó, cần xây dựng và thực hiện có hiệu quả Chương trình mục tiêu quốc gia về việc làm và đẩy mạnh xuất khẩu lao động và phát triển dạy nghề gắn với chiến lược kinh tế - xã hội khu vực và của từng địa phương, lồng ghép chương trình dạy nghề với các chương trình việc làm, chương trình giảm nghèo và các chương trình khác

4. KẾT LUẬN

Qua nghiên cứu thực tế về thực trạng FDI với vấn đề tạo việc làm cho người lao động tại Hưng Yên, bài viết đã chỉ ra được tầm quan trọng của FDI đối với vấn đề tạo việc làm cả về số lượng và chất lượng. Về mặt số lượng các doanh nghiệp FDI không chỉ tạo ra việc làm trực tiếp mà còn tạo ra nhiều việc làm gián tiếp cho người dân địa phương. Về mặt chất lượng, FDI giúp nâng cao trình độ chuyên môn, tay nghề cũng như năng xuất lao động, điều đó gián tiếp nâng cao thu nhập cho người lao động. Vì vậy, vấn đề đặt ra là cần phải thu hút được nhiều vốn đầu tư nước ngoài thì mới tạo ra nhiều việc làm cho người lao động. Đây là vấn đề không chỉ dừng lại ở chính quyền địa phương mà bản thân những người lao động phải không ngừng học tập và nâng cao trình độ chuyên môn để đáp ứng yêu cầu của các nhà tuyển dụng nước ngoài.

TÀI LIỆU THAM KHẢO

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Ủy ban nhân dân tỉnh Hưng Yên, Báo cáo tình hình thực hiện kế hoạch phát triển kinh tế xã hội và mục tiêu nhiệm vụ các năm 2005 – 2016.

Niên giám thống kê tỉnh Hưng Yên 2005- 2016

VẤN NẠN Ô NHIỄM MÔI TRƯỜNG Ở VIỆT NAM HIỆN NAY. THỰC TRẠNG, NGUYÊN NHÂN VÀ GIẢI PHÁP GIẢM Ô NHIỄM MÔI TRƯỜNG BỀN VỮNG.

Dương Đức Tâm*¹

TÓM TẮT: Hiện nay, vấn đề ô nhiễm môi trường đang là chủ đề nóng trên các mặt báo và nhận được rất nhiều sự quan tâm của người dân. Trong đó, đặc biệt là vấn đề ô nhiễm nguồn nước, không khí ở Việt Nam đã và đang ngày càng trở nên nghiêm trọng. Tình trạng tách rời công tác bảo vệ môi trường với sự phát triển kinh tế - xã hội diễn ra phổ biến ở nhiều ngành, nhiều cấp đã làm cho ô nhiễm môi trường ngày càng trở nên đặc biệt nghiêm trọng, ảnh hưởng trực tiếp đến tình hình phát triển kinh tế, chính trị, xã hội và cuộc sống của người dân. Đối tượng gây ô nhiễm môi trường chủ yếu là hoạt động sản xuất của nhà máy trong các khu công nghiệp, hoạt động làng nghề và sinh hoạt tại các đô thị lớn. Ô nhiễm môi trường bao gồm 3 loại chính, đó là: Ô nhiễm đất; Ô nhiễm nước và ô nhiễm không khí. Trong ba loại ô nhiễm đó thì ô nhiễm không khí tại các đô thị lớn, khu công nghiệp và làng nghề là nghiêm trọng nhất, mức độ ô nhiễm vượt nhiều lần tiêu chuẩn cho phép đã và đang đe dọa trực tiếp tới sự phát triển kinh tế - xã hội bền vững, sự tồn tại, phát triển của các thể hệ hiện tại và tương lai.

Từ khóa: ô nhiễm môi trường; thực trạng ô nhiễm môi trường ở Việt Nam; nguyên nhân gây ô nhiễm môi trường; giải pháp khắc phục.

1. CHỨC NĂNG CỦA MÔI TRƯỜNG ĐỐI VỚI CON NGƯỜI:

Trước hết, ta cần phải hiểu thế nào là môi trường và ô nhiễm môi trường. Môi trường thực chất là tập hợp tất cả các yếu tố tự nhiên và xã hội bao quanh con người, ảnh hưởng tới con người và tác động đến các hoạt động sống của con người như: không khí, nước, độ ẩm, sinh vật, xã hội loài người và các thể chế. còn ô nhiễm môi trường là hiện tượng môi trường tự nhiên bị bẩn, đồng thời các tính chất vật lý, hóa học, sinh học của môi trường bị thay đổi, gây tác hại tới đời sống của con người và các sinh vật khác.

Trong cuộc sống hàng ngày, mỗi một người đều cần một không gian nhất định để phục vụ cho các hoạt động sống như: nhà ở, nơi để sản xuất... Với chức năng này, đòi hỏi môi trường phải có một phạm vi không gian thích hợp cho mỗi con người. Không gian này lại đòi hỏi phải đạt đủ những tiêu chuẩn nhất định về các yếu tố vật lý, hoá học, sinh học, cảnh quan và xã hội. Với ý nghĩa đó, môi trường có các chức năng sau:

- *Môi trường là nơi chứa đựng các nguồn tài nguyên cần thiết cho đời sống và sản xuất của con người:*

Nhu cầu của con người về các nguồn tài nguyên không ngừng tăng lên về cả số lượng, chất lượng và mức độ phức tạp theo trình độ phát triển của xã hội. Chức năng này của môi trường còn gọi là nhóm chức năng sản xuất tự nhiên, gồm: Rừng tự nhiên; Các thủy vực; Động, thực vật cung cấp lương thực, thực phẩm và các nguồn gen quý, hiếm; Không khí, nhiệt độ, năng lượng mặt trời, gió, nước; Các loại quặng, dầu mỏ...

- *Môi trường là nơi chứa đựng các chất phế thải do con người tạo ra.*

* Khoa Môi Trường và Đô Thị, Trường Đại học Kinh tế Quốc dân, Hà Nội, Việt Nam.

Trong quá trình sống, con người luôn đào thải ra các chất thải vào môi trường. Tại đây các chất thải dưới tác động của vi sinh vật và các yếu tố môi trường khác sẽ bị phân huỷ, biến đổi từ phức tạp thành đơn giản và tham gia vào hàng loạt các quá trình sinh địa hoá phức tạp. Sự gia tăng dân số thế giới nhanh chóng, quá trình công nghiệp hoá, đô thị hoá làm số lượng chất thải tăng lên không ngừng dẫn đến chức năng này nhiều nơi, nhiều chỗ trở nên quá tải, gây ô nhiễm môi trường. Khi lượng chất thải lớn hơn khả năng đệm, hoặc thành phần chất thải có nhiều chất độc, vi sinh vật gặp nhiều khó khăn trong quá trình phân huỷ thì chất lượng môi trường sẽ giảm và môi trường có thể bị ô nhiễm.

- *Chức năng lưu trữ và cung cấp thông tin cho con người.*

Môi trường trái đất được xem là nơi lưu trữ và cung cấp thông tin cho con người. Bởi vì chính môi trường trái đất là nơi: Cung cấp sự ghi chép và lưu trữ lịch sử trái đất, lịch sử tiến hoá của vật chất và sinh vật, lịch sử xuất hiện và phát triển văn hoá của loài người; Cung cấp các chỉ thị không gian và tạm thời mang tín hiệu, báo động sớm các hiểm hoạ đối với con người và sinh vật sống trên trái đất, như: Phản ứng sinh lý của cơ thể sống trước khi xảy ra các tai biến tự nhiên và các hiện tượng tai biến tự nhiên, đặc biệt như bão, động đất, núi lửa.; Cung cấp và lưu giữ cho con người các nguồn gen, các loài động thực vật, các hệ sinh thái tự nhiên và nhân tạo, các vẻ đẹp, cảnh quan có giá trị thẩm mỹ để thưởng ngoạn, tôn giáo và văn hoá khác.

- *Bảo vệ con người và sinh vật khỏi những tác động từ bên ngoài.*

Các thành phần trong môi trường còn có vai trò trong việc bảo vệ cho đời sống của con người và sinh vật tránh khỏi những tác động từ bên ngoài như: tầng Ozon trong khí quyển có nhiệm vụ hấp thụ và phản xạ trở lại các tia cực tím từ năng lượng mặt trời.

2. THỰC TRẠNG VÀ NGUYÊN NHÂN GÂY Ô NHIỄM MÔI TRƯỜNG Ở VIỆT NAM HIỆN NAY:

2.1. Thực trạng ô nhiễm môi trường ở Việt Nam hiện nay:

Theo báo cáo giám sát của Ủy ban Khoa học, Công nghệ và Môi trường của Quốc hội, tỉ lệ các khu công nghiệp có hệ thống xử lý nước thải tập trung ở một số địa phương rất thấp, có nơi chỉ đạt 15 - 20%, như tỉnh Bà Rịa - Vũng Tàu, Vĩnh Phúc. Một số khu công nghiệp có xây dựng hệ thống xử lý nước thải tập trung nhưng hầu như không vận hành vì để giảm chi phí. Đến nay, mới có 60 khu công nghiệp đã hoạt động có trạm xử lý nước thải tập trung (chiếm 42% số khu công nghiệp đã vận hành) và 20 khu công nghiệp đang xây dựng trạm xử lý nước thải. Bình quân mỗi ngày, các khu, cụm, điểm công nghiệp thải ra khoảng 30.000 tấn chất thải rắn, lỏng, khí và chất thải độc hại khác. Dọc lưu vực sông Đồng Nai, có 56 khu công nghiệp, khu chế xuất đang hoạt động nhưng chỉ có 21 khu có hệ thống xử lý nước thải tập trung, số còn lại đều xả trực tiếp vào nguồn nước, gây tác động xấu đến chất lượng nước của các nguồn tiếp nhận... Có nơi, hoạt động của các nhà máy trong khu công nghiệp đã phá vỡ hệ thống thủy lợi, tạo ra những cánh đồng hạn hán, ngập úng và ô nhiễm nguồn nước tưới, gây trở ngại rất lớn cho sản xuất nông nghiệp của bà con nông dân. Nhìn chung, hầu hết các khu, cụm, điểm công nghiệp trên cả nước chưa đáp ứng được những tiêu chuẩn về môi trường theo quy định. Thực trạng đó làm cho môi trường sinh thái ở một số địa phương bị ô nhiễm nghiêm trọng. Cộng đồng dân cư, nhất là các cộng đồng dân cư lân cận với các khu công nghiệp đang phải đối mặt với thảm hoạ về môi trường. Họ phải sống chung với khói bụi, uống nước từ nguồn ô nhiễm chất thải công nghiệp... Từ đó, gây bất bình, dẫn đến những phản ứng, đấu tranh quyết liệt của người dân đối với những hoạt động gây ô nhiễm môi trường, có khi bùng phát thành các xung đột xã hội gay gắt.

Cùng với sự ra đời ở các khu, cụm, điểm công nghiệp, các làng nghề thủ công truyền thống cũng có sự phục hồi và phát triển mạnh mẽ. Việc phát triển các làng nghề có vai trò quan trọng đối với sự phát triển kinh tế - xã hội và giải quyết việc làm ở các địa phương. Tuy nhiên, hậu quả về môi trường do các hoạt động sản xuất làng nghề đưa lại cũng ngày càng nghiêm trọng. Tình trạng ô nhiễm không khí, chủ yếu là do nhiên

liệu sử dụng trong các làng nghề là than, lượng bụi và khí CO, CO₂, SO₂ và Nox thải ra trong quá trình sản xuất khá cao. Theo thống kê của Hiệp hội Làng nghề Việt Nam, hiện nay cả nước có 2.790 làng nghề, trong đó có 240 làng nghề truyền thống, đang giải quyết việc làm cho khoảng 11 triệu lao động, bao gồm cả lao động thường xuyên và lao động không thường xuyên. Các làng nghề được phân bố rộng khắp cả nước, trong đó các khu vực tập trung phát triển nhất là đồng bằng sông Hồng, Bắc Trung Bộ, Tây Bắc Bộ, đồng bằng sông Cửu Long. Hoạt động gây ô nhiễm môi trường sinh thái tại các làng nghề không chỉ ảnh hưởng trực tiếp đến cuộc sống, sinh hoạt và sức khoẻ của những người dân làng nghề mà còn ảnh hưởng đến cả những người dân sống ở vùng lân cận, gây phản ứng quyết liệt của bộ phận dân cư này, làm nảy sinh các xung đột xã hội gay gắt.

Bên cạnh các khu công nghiệp và các làng nghề gây ô nhiễm môi trường, tại các đô thị lớn, tình trạng ô nhiễm cũng ở mức báo động. Đó là các ô nhiễm về nước thải, rác thải sinh hoạt, rác thải y tế, không khí, tiếng ồn... Những năm gần đây, dân số ở các đô thị tăng nhanh khiến hệ thống cấp thoát nước không đáp ứng nổi và xuống cấp nhanh chóng. Nước thải, rác thải sinh hoạt (vô cơ và hữu cơ) ở đô thị hầu hết đều trực tiếp xả ra môi trường mà không có bất kỳ một biện pháp xử lý nào ngoài việc vận chuyển đến bãi chôn lấp. Theo thống kê của cơ quan chức năng, mỗi ngày người dân ở các thành phố lớn thải ra hàng nghìn tấn rác; các cơ sở sản xuất thải ra hàng trăm nghìn mét khối nước thải độc hại; các phương tiện giao thông thải ra hàng trăm tấn bụi, khí độc. Trong tổng số khoảng 34 tấn rác thải rắn y tế mỗi ngày thì Hà Nội và thành phố Hồ Chí Minh chiếm đến 1/3; bầu khí quyển của Hà Nội và Thành phố Hồ Chí Minh có mức benzen và sunfua dioxit đáng báo động. Theo một kết quả nghiên cứu mới nhất của Ngân hàng thế giới (WB), trên 10 tỉnh thành phố Việt Nam, xếp theo thứ hạng về ô nhiễm đất, nước, không khí thì Thành phố Hồ Chí Minh và Hà Nội là những địa bàn ô nhiễm đất nặng nhất. Theo báo cáo của Chương trình môi trường của Liên hợp quốc, Hà Nội và Thành phố Hồ Chí Minh đứng đầu Châu Á về mức độ ô nhiễm bụi.

Cũng theo đánh giá mới đây của Ngân hàng thế giới tại Việt Nam, với 59 điểm trong bảng xếp hạng *chỉ số hiệu quả hoạt động môi trường*, Việt Nam đứng ở vị trí 85/163 các nước được xếp hạng. Các nước khác trong khu vực như Philippines đạt 66 điểm, Thái Lan 62 điểm, Lào 60 điểm, Trung Quốc 49 điểm, Indonesia 45 điểm,... Còn theo kết quả nghiên cứu khác vừa qua tại Diễn đàn Kinh tế thế giới Davos, Việt Nam nằm trong số 10 quốc gia có chất lượng không khí thấp và ảnh hưởng nhiều nhất đến sức khỏe. Mới đây, hai trung tâm nghiên cứu môi trường thuộc Đại học Yale và Columbia của Mỹ thực hiện báo cáo thường niên khảo sát ở 132 quốc gia. Kết quả nghiên cứu cho thấy: Về ảnh hưởng của chất lượng không khí, Việt Nam đứng thứ 123/132 Quốc gia khảo sát; Về ảnh hưởng của môi trường đến sức khỏe đứng vị trí 77; Về chất lượng nước Việt Nam được xếp hạng 80. Tính theo chỉ số chung EPI, Việt Nam xếp thứ 79. Đó là những đánh giá chung, còn nếu xem xét cụ thể trên từng khía cạnh thì sẽ càng thấy rõ hơn bức tranh chung của môi trường Việt Nam hiện nay.

2.2. Nguyên nhân gây ô nhiễm môi trường ở Việt Nam

Trên thực tế có rất nhiều nguyên nhân cả chủ quan lẫn khách quan làm cho môi trường bị ô nhiễm. Trong bài viết này tác giả đề cập đến một số nguyên nhân cơ bản sau đây.

- Ý thức của người dân:

Nguyên nhân đầu tiên là do sự thiếu ý thức nghiêm trọng và thờ ơ của người dân. Nhiều người cho rằng những việc mình làm là quá nhỏ bé, không đủ để làm hại môi trường. Một số người lại cho rằng việc bảo vệ môi trường là trách nhiệm của Nhà nước, của các cấp chính quyền... Trong khi số khác lại nghĩ rằng việc môi trường đã bị ô nhiễm thì có làm gì cũng “*chẳng ăn thua*”, và ô nhiễm môi trường cũng không ảnh hưởng đến mình nhiều và chính những suy nghĩ này sẽ ảnh hưởng không nhỏ đến việc giáo dục cũng như tư duy bảo vệ môi trường của các thế hệ trẻ về sau.

- Các doanh nghiệp thiếu trách nhiệm, quan liêu, thiếu chặt chẽ:

Nguyên nhân thứ hai gây ra ô nhiễm môi trường chính là sự thiếu trách nhiệm của các doanh nghiệp. Do đặt nặng mục tiêu tối đa hóa lợi nhuận, không ít doanh nghiệp đã vi phạm quy trình khai thác, góp phần gây ô nhiễm môi trường đáng kể. Mặt khác, hệ thống xử lý nước thải tại một số khu công nghiệp chưa hoạt động hiệu quả, nước thải sinh hoạt bị ô nhiễm được thải liên tục ra Sông, Hồ gây nhiễm độc nguồn nước tự nhiên. Bên cạnh đó, chính sự quan liêu, thiếu chặt chẽ trong công tác quản lý bảo vệ môi trường của nhà nước cũng đang tiếp tay cho hành vi phá hoại môi trường.

- Những hạn chế, bất cập của cơ chế, chính sách, pháp luật về bảo vệ môi trường và việc tổ chức thực hiện của các cơ quan chức năng:

Theo thống kê của Bộ Tư pháp, hiện nay có khoảng 300 văn bản pháp luật về bảo vệ môi trường để điều chỉnh hành vi của các cá nhân, tổ chức, các hoạt động kinh tế, các quy trình kỹ thuật, quy trình sử dụng nguyên liệu trong sản xuất. Tuy nhiên, hệ thống các văn bản này vẫn còn chưa hoàn thiện, thiếu đồng bộ, thiếu chi tiết, tính ổn định không cao, tình trạng văn bản mới được ban hành chưa lâu đã phải sửa đổi, bổ sung là khá phổ biến, từ đó làm hạn chế hiệu quả điều chỉnh hành vi của các cá nhân, tổ chức, các hoạt động kinh tế... trong việc bảo vệ môi trường.

- Quyền hạn pháp lý của các tổ chức bảo vệ môi trường, nhất là của lực lượng Cảnh sát môi trường chưa thực sự đủ mạnh:

Việc giao quyền pháp lý cho các tổ chức bảo vệ môi trường còn hạn chế, từ đó đã hạn chế hiệu quả hoạt động nắm tình hình, phát hiện, đấu tranh, ngăn chặn các hành vi vi phạm pháp luật về bảo vệ môi trường. Các cơ sở pháp lý, chế tài xử phạt đối với các loại hành vi gây ô nhiễm môi trường và các loại tội phạm về môi trường vừa thiếu, vừa chưa đủ mạnh, dẫn đến hạn chế tác dụng giáo dục, phòng ngừa, răn đe đối với những hành vi xâm hại môi trường. Rất ít trường hợp gây ô nhiễm môi trường bị xử lý hình sự; những đơn vị gây ô nhiễm chưa được xử lý dứt điểm, việc đóng cửa và đình chỉ hoạt động của các cơ sở gây ô nhiễm môi trường cũng không được áp dụng nhiều, hoặc có áp dụng nhưng các cơ quan chức năng thiếu kiên quyết nên đạt được còn thấp so với yêu cầu.

- Các cấp chính quyền chưa nhận thức đầy đủ và quan tâm đúng mức đối với công tác bảo vệ môi trường:

Việc thiếu quan tâm của các cấp chính quyền trong công tác bảo vệ môi trường đã dẫn đến buông lỏng quản lý, thiếu trách nhiệm trong việc kiểm tra, giám sát về môi trường. Công tác thanh tra, kiểm tra về môi trường của các cơ quan chức năng đối với các cơ sở sản xuất dường như vẫn mang tính hình thức, hiện tượng “phạt để tồn tại” còn phổ biến. Công tác thẩm định và đánh giá tác động môi trường đối với các dự án đầu tư còn tồn tại nhiều bất cập và chưa được coi trọng đúng mức, thậm chí chỉ được tiến hành một cách hình thức, qua loa đại khái cho đủ thủ tục, dẫn đến chất lượng thẩm định và phê duyệt không cao.

- Công tác tuyên truyền, giáo dục về bảo vệ môi trường trong xã hội còn hạn chế:

Việc tuyên truyền, giáo dục ý thức của cộng đồng về bảo vệ môi trường trong xã hội còn chưa được coi trọng một cách đúng mức, dẫn đến chưa phát huy được ý thức tự giác, trách nhiệm của các tổ chức, cá nhân, cộng đồng trong việc tham gia gìn giữ và bảo vệ môi trường.

- Trình độ chuyên môn, nghiệp vụ của đội ngũ cán bộ chuyên trách công tác bảo vệ môi trường còn hạn chế; phương tiện kỹ thuật phục vụ công tác kiểm tra chưa đáp ứng được đòi hỏi của thực tiễn:

Do trình độ chuyên môn, nghiệp vụ của đội ngũ cán bộ chuyên trách công tác bảo vệ môi trường cũng như các điều kiện trang thiết bị kỹ thuật phục vụ công tác kiểm tra còn nhiều hạn chế, chưa đáp ứng được yêu cầu của thực tế. Vì vậy, trong nhiều trường hợp, đoàn kiểm tra không thể phát hiện được những thủ đoạn tinh vi của doanh nghiệp thải các chất gây ô nhiễm ra môi trường.

- Rừng tiếp tục bị thu hẹp

Trước năm 1945, nước ta có 14 triệu ha rừng, chiếm hơn 42% diện tích tự nhiên của cả nước, năm 1975 diện tích rừng chỉ còn 9,5 triệu ha (chiếm 29%), đến nay chỉ còn khoảng 6,5 triệu ha (tương đương 19,7%). Độ che phủ của rừng nước ta đã giảm sút đến mức báo động. Chất lượng rừng ở các vùng còn rừng bị hạ xuống mức quá thấp. Trên thực tế chỉ còn khoảng 10% là rừng nguyên sinh.

- Đa dạng sinh học bị ảnh hưởng nghiêm trọng

Thế giới thừa nhận Việt Nam là một trong những nước có tính đa dạng sinh học vào nhóm cao nhất thế giới. Với các điều tra đã công bố, Việt Nam có 21.000 loài động vật, 16.000 loài thực vật, bao gồm nhiều loài đặc hữu, quý hiếm. Tổ chức vi sinh vật học châu Á thừa nhận Việt Nam có không ít loài vi sinh vật mới đối với thế giới. Thế nhưng, trong 4 thập kỷ qua, theo ước tính sơ bộ đã có 200 loài chim bị tuyệt chủng và 120 loài thú bị diệt vong. Trong khi đó, hơn 100 loài sinh vật ngoại lai đang hiện diện tại nước ta cũng là mối nguy lớn cho môi trường sinh thái, như: ốc bươu vàng, cây mai dương, bọ cánh cứng hại dừa,...

- Ô nhiễm sông ngòi

Với những dòng sông ở các thành phố lớn như Hà Nội hay Thành phố Hồ Chí Minh, tình trạng bị ô nhiễm nặng nề là điều dễ dàng nhận thấy qua thực tế, cũng như qua sự phản ánh trên các phương tiện thông tin đại chúng. Tuy nhiên, sông ở nhiều vùng nông thôn cũng đang phải đối mặt với tình trạng ô nhiễm nặng nề do rác thải sinh hoạt, rác thải làng nghề, rác thải nông nghiệp và rác thải từ các khu công nghiệp vẫn đang từng ngày, từng giờ đổ xuống.

- Bãi rác công nghệ và chất thải

Hiện các doanh nghiệp ở Việt Nam là chủ sở hữu của hơn một nghìn con tàu biển trọng tải lớn, cũ nát. Hầu hết các Cảng biển trên thế giới đều không cho phép loại tàu này vào, vì nó quá cũ, gây ô nhiễm môi trường và không bảo đảm an toàn hàng hải. Thế nhưng, hơn một nghìn con tàu cũ nát đó vẫn đang được neo đậu vật vờ ở các tuyến sông, cửa biển Việt nam để chờ tháo dỡ thành phế liệu mà việc phá dỡ loại tàu biển cũ này sẽ thải ra rác thải nguy hại làm ô nhiễm môi trường sống.

- Ô nhiễm từ sản xuất nông nghiệp

Báo cáo mới đây của Bộ Nông nghiệp và Phát triển nông thôn cho thấy, nguồn chất thải vào môi trường từ trồng trọt và chăn nuôi đang có xu hướng gia tăng, trong khi việc kiểm soát chưa đạt hiệu quả cao. Trong đó, lo ngại nhất là chất thải từ chăn nuôi. Hiện cả nước có 16.700 trang trại chăn nuôi, tập trung chủ yếu ở đồng bằng sông Hồng (45%) và Đông Nam Bộ (13%), với tổng đàn gia súc 37,8 triệu con và trên 214 triệu con gia cầm. Theo tính toán của Vụ Khoa học, Công nghệ và Môi trường (Bộ Nông nghiệp và Phát triển nông thôn), lượng phân thải của bò khoảng 10 - 15 kg/con/ngày, trâu là 15 - 20 kg/ con/ngày, lợn là 2,5 - 3,5 kg/con/ngày và gia cầm là 90 gr/con/ngày. Như vậy, tính ra tổng khối lượng chất thải trong chăn nuôi của nước ta hiện khoảng hơn 73 triệu tấn/năm.

- Ô nhiễm từ các làng nghề

Một khảo sát mới đây của Viện Khoa học và Công nghệ Môi trường (Đại học Bách khoa Hà Nội) và Bộ Khoa học và Công nghệ cho thấy, 100% mẫu nước thải ở các làng nghề đều cho thông số ô nhiễm vượt tiêu chuẩn cho phép. Riêng Hà Nội, khảo sát tại 40 xã cho kết quả khoảng 60% số xã bị ô nhiễm nặng từ các hoạt động sản xuất. Ở các làng tái chế kim loại, khí độc không qua xử lý đã thải trực tiếp vào không khí như ở làng nghề tái chế chì Đông Mai (Hưng Yên), nồng độ chì vượt quá 2.600 lần tiêu chuẩn cho phép. Nghề thuộc da, làm miến dong ở Hà Tây cũng thường xuyên thải ra các chất như bột, da, mỡ làm cho nước nhanh bị hôi thối, ô nhiễm nhiều dòng sông chảy qua làng nghề.

- Khai thác khoáng sản

Cùng với nhịp độ tăng trưởng xuất khẩu, nguồn tài nguyên khoáng sản dưới lòng đất của nước ta đã bị khai thác khá mạnh. Theo thống kê của Tổng cục Hải quan, từ năm 2009 - 2011, mỗi năm Việt Nam

xuất khẩu 2,1 - 2,6 triệu tấn khoáng sản các loại (không kể than, dầu thô) với điểm đến chủ yếu là Trung Quốc, nhưng chỉ mang lại giá trị 130 - 230 triệu USD. Riêng năm 2012, lượng khoáng sản xuất khẩu vẫn gần 800.000 tấn thông qua đường chính ngạch. Nếu cộng cả số xuất lậu thì số lượng xuất khẩu còn lớn hơn nữa (vào năm 2008, chỉ riêng xuất lậu quặng ti-tan ước tính đã lên đến 200.000 tấn). Qua điều tra, cứ 4.000 người dân Quảng Ninh có 2.500 người mắc bệnh, chủ yếu là mắc bệnh bụi phổi, hen phế quản, tai mũi họng (80%). Kết quả quan trắc của các cơ quan chuyên môn cho thấy nồng độ bụi ở khu vực Cẩm Phả vượt từ 3 - 4 lần tiêu chuẩn cho phép,

- Ô nhiễm không khí

Việt Nam cũng đang bị coi là nước có ô nhiễm không khí cao tới mức báo động. Tại Thành phố Hồ Chí Minh, nồng độ chất ô nhiễm trong không khí khu vực ven đường giao thông, trong đó chủ yếu là khí CO tăng 1,44 lần và bụi PM10 (tức bụi có kích thước bé hơn 10 μ) tăng 1,07 lần. Kênh rạch ở khu vực nội thành bị ô nhiễm hữu cơ và vi sinh ở mức độ cao. Phần lớn nước thải sinh hoạt chỉ mới được xử lý sơ bộ qua bể tự hoại gia đình. Nhiều nhà máy, cơ sở sản xuất chưa có hệ thống xử lý nước thải, hoặc nếu có trang bị thì không vận hành thường xuyên.

3. GIẢI PHÁP GIẢM Ô NHIỄM MÔI TRƯỜNG:

Bảo vệ môi trường sinh thái trong quá trình CHN, HĐH hiện nay là yêu cầu cấp thiết đặt ra đối với cả hệ thống chính trị, các cấp, các ngành, các tổ chức, doanh nghiệp và của mọi công dân. Nhận thức rõ tầm quan trọng của vấn đề này, những năm qua Đảng và Nhà nước ta đã ban hành nhiều chủ trương, chính sách về bảo vệ môi trường, điển hình là Nghị quyết số 41-NQ/TW ngày 15/11/2004 của Bộ Chính trị (Khoá IX) về bảo vệ môi trường trong thời kỳ đẩy mạnh CNH, HĐH đất nước; Chỉ thị số 29-CT/TW ngày 21/01/2009 của Ban Bí thư về tiếp tục thực hiện Nghị quyết số 41-NQ/TW của Bộ Chính trị; Luật Bảo vệ môi trường (sửa đổi); các nghị định của Chính phủ hướng dẫn thực hiện Luật Bảo vệ môi trường... Các chỉ thị, nghị quyết, văn bản pháp quy này đi vào cuộc sống đã bước đầu tạo ra một số chuyển biến tích cực trong hoạt động bảo vệ môi trường, song vẫn còn nhiều mặt chưa đáp ứng được đòi hỏi của thực tiễn. Để ngăn chặn, khắc phục và xử lý có hiệu quả những hành vi gây ô nhiễm môi trường, cần thực hiện đồng bộ một số giải pháp chủ yếu sau đây:

Một là: Tiếp tục hoàn thiện hệ thống pháp luật về bảo vệ môi trường:

Pháp luật về bảo vệ môi trường mặc dù đã được bổ sung, sửa đổi nhiều lần, song chế tài xử phạt (cưỡng chế hành chính và xử lý hình sự) chưa thật sự đủ mạnh để đủ sức răn đe các đối tượng vi phạm. Vì vậy, việc tiếp tục hoàn thiện hệ thống pháp luật về bảo vệ môi trường là cần thiết, mang tính thời sự cấp bách của cả hệ thống chính trị và xã hội. Bên cạnh đó, cần xây dựng đồng bộ hệ thống quản lý môi trường trong các nhà máy, các khu công nghiệp theo các tiêu chuẩn quốc tế. Tiếp tục hoàn thiện cơ chế chính sách nội bộ phù hợp với các quy định mới của pháp luật và điều kiện thực tế, ổn định và tăng cường hệ thống quản lý môi trường các cấp, phát triển lực lượng làm công tác môi trường chuyên sâu trong DN, đủ năng lực đảm bảo nhiệm vụ đặt ra trong giai đoạn mới, tổ chức giám sát chặt chẽ tình hình thực hiện pháp luật về bảo vệ môi trường, nhằm hướng tới một môi trường tốt đẹp và thân thiện hơn với con người.

Hai là: Tăng cường công tác nắm tình hình, thanh tra, kiểm tra, giám sát về môi trường:

Việc tăng cường công tác thanh tra, kiểm tra, giám sát về môi trường (thường xuyên, định kỳ, đột xuất); phối hợp chặt chẽ giữa các cơ quan chuyên môn, nhất là giữa lực lượng thanh tra môi trường với lực lượng cảnh sát môi trường các cấp, nhằm phát hiện, ngăn chặn và xử lý kịp thời, triệt để những hành vi gây ô nhiễm môi trường của các tổ chức, cá nhân. Đồng thời, nâng cao năng lực chuyên môn, nghiệp vụ cho đội ngũ cán bộ chuyên trách công tác môi trường; trang bị các phương tiện kỹ thuật hiện đại để phục vụ có hiệu quả hoạt động của các lực lượng này.

Ba là: Chú trọng công tác quy hoạch phát triển các khu, cụm, điểm công nghiệp, các làng nghề, các đô thị, đảm bảo tính khoa học cao:

Thực hiện tốt công tác quy hoạch, phát triển các khu, cụm, điểm công nghiệp, các làng nghề, các đô thị trên cơ sở tính toán kỹ lưỡng, toàn diện các xu thế phát triển, từ đó có chính sách phù hợp; tránh tình trạng quy hoạch tràn lan, thiếu đồng bộ, chồng chéo như ở nhiều địa phương thời gian vừa qua, gây khó khăn cho công tác quản lý nói chung, quản lý môi trường nói riêng. Đối với các khu công nghiệp, cần có quy định bắt buộc các công ty đầu tư hạ tầng phải xây dựng hệ thống thu gom, xử lý nước thải tập trung hoàn chỉnh mới được phép hoạt động, đồng thời thường xuyên có báo cáo định kỳ về hoạt động xử lý nước thải, rác thải tại đó.

Bốn là: Chú trọng và tổ chức thực hiện nghiêm túc việc thẩm định, đánh giá tác động môi trường đối với các dự án đầu tư:

Quan tâm và tổ chức thực hiện nghiêm túc việc thẩm định, đánh giá tác động của môi trường đối với các dự án đầu tư trên cơ sở đó, cơ quan chuyên môn tham mưu chính xác cho cấp có thẩm quyền xem xét quyết định việc cấp hay không cấp giấy phép đầu tư. Việc quyết định các dự án đầu tư cần được cân nhắc kỹ lưỡng giữa lợi ích đem lại trước mắt với những ảnh hưởng của nó đến môi trường về lâu dài. Thực hiện công khai, minh bạch các quy hoạch, các dự án đầu tư và tạo điều kiện để mọi tổ chức và công dân có thể tham gia phản biện xã hội về tác động môi trường của những quy hoạch và dự án đó.

Năm là: Đẩy mạnh công tác tuyên truyền, giáo dục về môi trường trong toàn xã hội:

Tiếp tục phổ biến, tuyên truyền kết hợp với tăng cường kiểm tra, giám sát để nâng cao nhận thức về bảo vệ môi trường chung, nhất là đối với đội ngũ cán bộ chủ chốt nhằm tạo chuyển biến căn bản về ý thức, trách nhiệm và sự chủ động trong công tác bảo vệ môi trường. Như vậy, việc đẩy mạnh công tác tuyên truyền, giáo dục về môi trường trong toàn xã hội nhằm tạo sự chuyển biến và nâng cao nhận thức, ý thức chấp hành pháp luật bảo vệ môi trường, trách nhiệm xã hội của người dân, doanh nghiệp trong việc gìn giữ và bảo vệ môi trường; xây dựng ý thức sinh thái để giúp cho mọi người nhận thức một cách tự giác về vị trí, vai trò, mối quan hệ mật thiết giữa tự nhiên - con người - xã hội.

Sáu là: Quan tâm đầu tư nghiên cứu ứng dụng các công nghệ bảo vệ môi trường, tăng cường hợp tác quốc tế để đào tạo và phát triển nguồn nhân lực:

Phải quan tâm hơn nữa trong đầu tư nghiên cứu, nắm bắt và áp dụng các công nghệ kỹ thuật, bảo vệ môi trường tiên tiến phù hợp với điều kiện của DN. Đầu tư, đổi mới công nghệ sản xuất theo hướng hiện đại, thân thiện môi trường và tiết kiệm tài nguyên. Huy động các nguồn vốn cho công tác bảo vệ môi trường, chi tối thiểu 1,0 – 1,5% doanh thu sản xuất cho công tác bảo vệ môi trường trực tiếp, và từ 1 - 1,5% cho Quỹ môi trường tập trung của DN để đầu tư các công trình môi trường, từ 0,5-1% cho công việc bảo vệ môi trường thường xuyên); Huy động vốn từ hợp tác quốc tế, xã hội hóa, vốn đầu tư khác để di dời cơ sở sản xuất, di dời dân cư, đầu tư công nghệ...

Bảy là: các giải pháp khác:

- *Sử dụng các chất liệu từ thiên nhiên:* Để giảm thiểu tác động của môi trường sống đến sức khỏe con người thì mọi người dân phải có ý thức bảo vệ môi trường, như: Tăng cường sử dụng các loại hóa chất có nguồn gốc từ thiên nhiên thay vì sử dụng các hóa chất độc hại để bảo vệ cây trồng và vật nuôi. Sự lạm dụng thuốc bảo vệ thực vật trong nông nghiệp, chất kích thích, tăng trọng trong chăn nuôi sẽ là nguồn gốc, nguy cơ gây ra các bệnh cho người sử dụng, như: Ung thư; Parkinson và một số bệnh mãn tính khác.

- *Sử dụng năng lượng sạch:* Tăng cường sử dụng các nguồn năng lượng từ thiên nhiên, như: Năng lượng từ gió, ánh nắng mặt trời... Đây là các loại năng lượng sạch. Vì việc sản xuất và tiêu thụ loại năng lượng này không làm phát sinh khí thải gây hiệu ứng nhà kính, từ đó mà giảm các khí thải độc ra môi trường.

- *Giảm sử dụng túi nilong*: Túi nilong được sử dụng hầu hết trong các gia đình Việt nam, theo ước tính bình quân mỗi gia đình người Việt dùng từ 6- 7 chiếc túi nilong mỗi ngày để đựng thực phẩm các loại. Tuy nhiên, túi nilong lại không thể phân hủy trong môi trường tự nhiên được, chúng có thể tồn tại hàng trăm năm trong lòng đất hoặc môi trường không khí, túi nilong chính là thủ phạm gây ra ô nhiễm nguồn nước, đất và ảnh hưởng đến môi trường sống của chúng ta. Vì vậy, để giảm thiểu tác động của túi nilong mọi người dân Việt nam hãy sử dụng các loại vật dụng dễ phân hủy để thay thế, như: giấy, các loại lá... trong bao gói sản phẩm thay vì sử dụng loại túi này.

4. KẾT LUẬN:

Qua phân tích trên, có thể khẳng định: Giải quyết vấn đề ô nhiễm môi trường trong thời kỳ đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước theo xu thế hội nhập là trách nhiệm của cả hệ thống chính trị và của toàn xã hội. Để công tác bảo vệ môi trường đạt hiệu quả thì Nhà nước cần tiếp tục hoàn thiện pháp luật về bảo vệ môi trường một cách đồng bộ, đồng thời thực hiện các biện pháp thưởng phạt nghiêm minh đủ sức răn đe. Thực hiện tốt công tác tuyên truyền, giáo dục, phổ biến pháp luật đến mọi tổ chức, doanh nghiệp, cá nhân, cộng đồng, giúp họ nhận thức đầy đủ, đúng đắn về môi trường cũng như tác hại của ô nhiễm môi trường đến kinh tế - xã hội của đất nước. Tăng cường cơ sở vật chất, kỹ thuật, củng cố tổ chức và đào tạo đội ngũ cho các đơn vị được giao nhiệm vụ kiểm soát môi trường, gìn giữ môi trường trong sạch, lành mạnh, góp phần đảm bảo sự phát triển toàn diện về trí, thể, mỹ cho các thế hệ hiện tại cũng như trong tương lai nhằm bảo vệ nòi giống của dân tộc Việt nam.

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Báo người đưa tin, cơ quan của hội luật gia Việt nam.

Thực trạng ô nhiễm môi trường vùng Tây Nam bộ.

Tư vấn môi trường, xử lý môi trường, phân tích môi trường.

Theo bài viết về thực trạng ô nhiễm môi trường nước ta hiện nay (Bộ tài nguyên và môi trường) .

Hội bảo vệ thiên nhiên và môi trường Việt nam, Hội thảo khoa học, tư liệu trang vàng môi trường VACNE.

Theo PÓSTED ON MARCH 12, 2015. PÓSTED IN TIN TỨC, TƯ VẤN, các nguyên nhân gây ô nhiễm môi trường ở Việt nam.13.

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BẤT CẬP TRONG THANH TOÁN KHÔNG DÙNG TIỀN MẶT VÀ MỘT SỐ GIẢI PHÁP ĐẨY MẠNH THANH TOÁN KHÔNG DÙNG TIỀN MẶT Ở NÔNG THÔN VIỆT NAM TRONG THỜI KỲ CÁCH MẠNG 4.0

Nguyễn Xuân Thạch*

TÓM TẮT: Mục tiêu thanh toán không dùng tiền mặt ở dưới mức 10% vào năm 2020 theo Đề án phát triển thanh toán không dùng tiền mặt giai đoạn 2016-2020 là khó khả thi, nhất là tại vùng nông thôn nếu không đưa ra các giải pháp hỗ trợ, tạo niềm tin để người dân tiếp cận, sử dụng dịch vụ. Mặc dù, hệ thống pháp lý về đẩy mạnh thanh toán không dùng tiền mặt tại Việt Nam đã có nhiều chuyển biến mạnh mẽ; khuôn khổ pháp lý ngày càng được hoàn thiện, hệ thống văn bản từ luật, nghị định đến thông tư được ban hành, tạo sự đồng bộ để đáp ứng yêu cầu quản lý nhà nước trong lĩnh vực thanh toán; thúc đẩy ứng dụng công nghệ trong phát triển thanh toán không dùng tiền mặt (TTKDTM); tăng cường công tác quản lý thanh toán bằng tiền mặt và bảo đảm an ninh, an toàn trong hoạt động thanh toán. Nhưng trên thực tế, việc thanh toán không dùng tiền mặt mới chỉ phổ biến tại các thành phố lớn, còn tại khu vực nông thôn thì dường như dậm chân tại chỗ.

Từ khóa: Thanh toán không dùng tiền mặt, nông thôn, cách mạng công nghệ 4.0

1. MỘT SỐ KẾT QUẢ

Theo khảo sát của Ngân hàng Thế giới, thanh toán không dùng tiền mặt (TTKDTM) đã trở thành phương thức thanh toán phổ biến tại nhiều quốc gia phát triển với giá trị chỉ tiêu của người dân chiếm tới hơn 90% tổng số giao dịch hàng ngày. Tỷ lệ tiền mặt trong tổng lượng tiền của nền kinh tế chỉ chiếm khoảng hơn 7,7% ở Mỹ và 10% ở khu vực đồng tiền chung châu Âu vào năm 2016. Điển hình tại Thụy Điển tiền mặt chỉ chiếm khoảng 2% tổng lượng tiền trong nền kinh tế.

Việt Nam, ngày 8/8/2018, Chính phủ đã ban hành Quyết định số 986/QĐ-TTg về Chiến lược phát triển ngành Ngân hàng Việt Nam đến năm 2025, định hướng đến năm 2030. Trong đó định hướng đẩy mạnh phát triển TTKDTM, tối ưu hóa mạng lưới ATM và POS. Đến cuối năm 2020, tỷ trọng tiền mặt trên tổng phương tiện thanh toán ở dưới mức 10%; đến cuối năm 2025, con số này rút xuống còn 8% và đặc biệt quan tâm phát triển TTKDTM ở khu vực nông thôn. Với chiến lược phát triển đó, thời gian qua, TTKDTM tại Việt Nam nói chung đã có nhiều chuyển biến mạnh mẽ; khuôn khổ pháp lý ngày càng được hoàn thiện; cơ sở hạ tầng, công nghệ phục vụ TTKDTM đã có bước phát triển theo hướng hiện đại; các phương tiện và dịch vụ thanh toán phát triển đa dạng, nhiều phương tiện thanh toán và dịch vụ thanh toán mới, hiện đại, tiện ích đã ra đời, đáp ứng tốt hơn các nhu cầu của người sử dụng dịch vụ thanh toán cũng như yêu cầu của nền kinh tế; nhận thức, thói quen của người dân, doanh nghiệp về TTKDTM có sự chuyển biến mới.

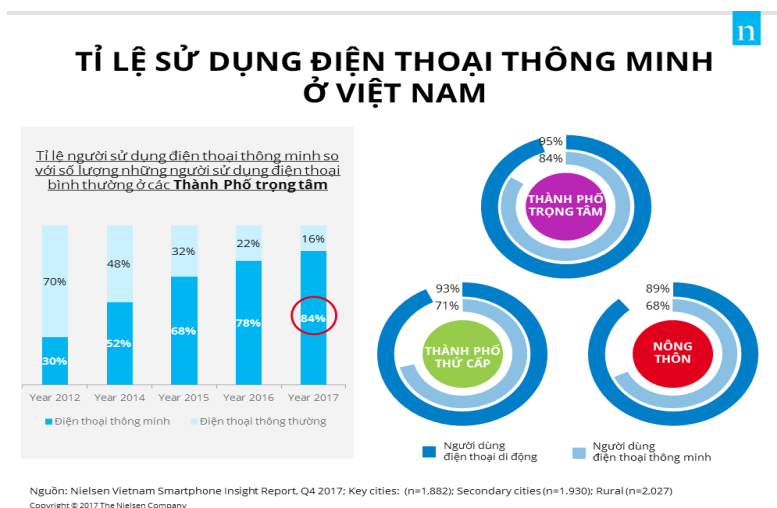
Trên cả nước hiện nay, hệ thống thanh toán không dùng tiền mặt đã được lắp đặt tại hầu hết các cơ sở, chuỗi phân phối, bán lẻ, khách sạn lớn, đang mở rộng dần ra các cơ sở y tế, bệnh viện, trường học. Các

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phương tiện thanh toán, dịch vụ thanh toán phát triển mạnh, đa dạng, nhất là các phương tiện, dịch vụ thanh toán mới, hiện đại ứng dụng công nghệ thông tin và viễn thông. Tính đến thời điểm tháng 7/2018, trên cả nước có hơn 18.280 ATM và hơn 289.070 POS đang hoạt động (tăng tương ứng 4,2% và 7,5% so cuối năm 2017)¹.

Tại các khu vực nông thôn, các hình thức thanh toán không dùng tiền mặt đã phát triển hơn trước như thanh toán qua thẻ, qua điện thoại di động thông minh... Ngân hàng Nhà nước đã chấp thuận triển khai thí điểm ba mô hình: Dịch vụ chuyển tiền nhanh của NHTMCP Xăng dầu Petrolimex trên cơ sở hợp tác sử dụng mạng lưới các chi nhánh, cửa hàng xăng dầu của Petrolimex tại các khu vực nông thôn; dịch vụ chuyển tiền giá trị nhỏ của NHTMCP Ngoại thương Việt Nam trên cơ sở hợp tác sử dụng mạng lưới các đại lý viễn thông của Công ty Cổ phần Di động Trực tuyến (M_Service) khu vực nông thôn; dịch vụ chuyển tiền của NHTMCP Quân đội trên cơ sở hợp tác sử dụng mạng lưới của Tổng công ty Viễn thông Quân đội (Viettel) ở địa bàn nông thôn, miền núi, hải đảo, đã có 72.000 điểm cung cấp dịch vụ thanh toán, chuyển tiền trên cả nước được lắp đặt và phục vụ cho khoảng bảy triệu lượt khách hàng.

Mặt khác, tỉ lệ người sử dụng điện thoại thông minh tại Việt Nam tăng lên nhanh chóng trong những năm gần đây. Cụ thể, tỉ lệ người sử dụng điện thoại thông minh so với số lượng những người sử dụng điện thoại thông thường chiếm 84% vào năm 2017, tăng 10% so với một năm trước (78%). Ở các thành phố thứ cấp, 71% người dân sử dụng điện thoại thông minh trong số 93% người sử dụng điện thoại di động. Khu vực nông thôn được chú ý hơn cả, trong khi 89% dân số sử dụng điện thoại di động, thì đã có 68% trong số đó sở hữu 1 chiếc điện thoại thông minh. Đây là một trong những tín hiệu tốt để phát triển hơn TTKDTM ở nông thôn.



2. MỘT SỐ HẠN CHẾ

Đề thúc đẩy TTKDTM ở khu vực nông thôn, hiện Ngân hàng Nhà nước đã xây dựng và triển khai Đề án thí điểm một số hình thức TTKDTM ở khu vực nông thôn, qua đó sử dụng các phương thức thanh toán hiện đại nhưng dễ sử dụng, phù hợp với địa bàn nông thôn để mở rộng, thúc đẩy TTKDTM trên địa bàn nông thôn, vùng sâu, vùng xa, hải đảo.

Đến nay, Ngân hàng Nhà nước đã chấp thuận triển khai thí điểm 3 mô hình: Dịch vụ chuyển tiền nhanh của Ngân hàng Thương mại cổ phần Xăng dầu Petrolimex trên cơ sở hợp tác sử dụng mạng lưới các chi

¹ Báo cáo của Vụ Thanh toán ngân hàng Nhà nước năm 2017.

nhánh, cửa hàng xăng dầu của Petrolimex tại các khu vực nông thôn; dịch vụ chuyển tiền giá trị nhỏ của Ngân hàng Ngoại thương Việt Nam trên cơ sở hợp tác sử dụng mạng lưới các đại lý viễn thông của Công ty Cổ phần Di động Trực tuyến (M_Service) ở khu vực nông thôn; dịch vụ chuyển tiền của Ngân hàng Quân đội trên cơ sở hợp tác sử dụng mạng lưới của Tổng công ty Viễn thông Quân đội (Viettel) ở địa bàn nông thôn, miền núi, hải đảo. Theo số liệu từ Vụ Thanh toán (Ngân hàng Nhà nước), tính đến cuối quý I/2018, các mô hình thí điểm trên đã xây dựng được trên 72.000 điểm cung cấp dịch vụ thanh toán, chuyển tiền trên toàn quốc, phục vụ cho khoảng 7 triệu lượt khách hàng bao gồm cả các khách hàng chưa có tài khoản tại ngân hàng.

Thứ nhất, hạn chế từ phía người dân: Có thể nói thói quen tiêu dùng bằng tiền mặt đã ăn sâu, bén rễ vào tiềm thức của dân chúng, cho nên việc triển khai thanh toán TTKDTM gặp nhiều khó khăn. Đến thời điểm hiện nay việc phát triển TTKDTM ở Việt Nam đặc biệt là khu vực nông nghiệp, nông thôn còn nhiều hạn chế. Số liệu công bố mới nhất cho biết, 40% số dân Việt Nam đã có tài khoản ngân hàng, nhưng vẫn còn tới 90% chi tiêu hằng ngày sử dụng tiền mặt, 99% sử dụng tiền mặt khi thanh toán các mặt hàng dưới 100 nghìn đồng và có tới gần 85% giao dịch tại ATM là giao dịch rút tiền. Những số liệu này cho thấy, việc phát triển TTKDTM hướng tới mục tiêu năm 2020, tiền mặt chỉ xuất hiện ở mức thấp hơn 10% trên tổng phương diện thanh toán là hết sức khó khăn, nhiều thách thức. Riêng đối với những vùng như nông thôn, miền núi, vùng sâu vùng xa, đại bộ phận người dân chưa có điều kiện tiếp cận với các dịch vụ và tiện ích thanh toán hiện đại. Hiện hệ thống cơ sở hạ tầng thúc đẩy TTKDTM tại vùng nông nghiệp, nông thôn còn ít. Mặc dù số lượng tài khoản ngân hàng gia tăng nhưng việc tiếp cận các dịch vụ ngân hàng truyền thống ở vùng sâu, vùng xa hoặc nông thôn vẫn còn thấp. Mặt khác, các doanh nghiệp, nhất là doanh nghiệp vừa và nhỏ việc rút, sử dụng và trả nợ của người vay bằng tiền mặt còn rất lớn. Đối với các hợp tác xã, các hộ sản xuất kinh doanh cá thể, chủ trang trại, tỷ trọng sử dụng tiền mặt còn lớn hơn.

Tại cuộc hội thảo của NHNN về “Đẩy mạnh thanh toán không dùng tiền mặt khu vực nông thôn” diễn ra ngày 28/9 tại Hà Nội, ông Nghiêm Thanh Sơn - Phó Vụ trưởng Vụ Thanh toán (Ngân hàng Nhà nước) phát biểu rằng, TTKDTM ở nông thôn chưa phổ biến vì tâm lý e ngại khi tiếp cận với công nghệ thanh toán mới, lo ngại về an ninh an toàn khi sử dụng các phương thức thanh toán điện tử của người dân. Mặt khác, chưa có cơ sở pháp lý cho hoạt động ngân hàng đại lý; thiếu cơ sở hạ tầng dữ liệu định danh điện tử; đảm bảo an ninh, an toàn, bảo mật trước rủi ro an ninh mạng, các hành vi lừa đảo; gian lận; đảm bảo an toàn dữ liệu cá nhân; mạng lưới chi nhánh, cơ sở hạ tầng thanh toán chủ yếu tập trung ở khu vực đô thị, chưa vươn tới được khu vực nông thôn... Bên cạnh đó, hiện còn khá nhiều rào cản để người dân nông thôn tiếp cận dịch vụ, như: các sản phẩm, dịch vụ tài chính chưa được thiết kế để phù hợp với hành vi, nhu cầu người sử dụng ở khu vực nông thôn, nhất là dịch vụ tài chính số, thanh toán qua điện thoại di động; quy trình xử lý giao dịch như mở tài khoản, nộp rút tiền, gửi tiết kiệm, vay vốn, ... còn nặng nề giấy tờ, thủ tục, chưa thuận tiện cho khách hàng ở khu vực nông thôn... Muốn TTKDTM thì phải có tài khoản ở ngân hàng và tài khoản đó phải có tiền. Còn ở Việt Nam, tỷ lệ người dân sống ở nông thôn cao (khoảng 70%), do đó những người có tài khoản ở ngân hàng chủ yếu là cán bộ, công chức, viên chức được trả lương qua tài khoản theo Chỉ thị 20/2007 của Chính phủ và người dân sống ở các đô thị.

Thứ hai, khó khăn đến từ phía các ngân hàng khi triển khai các hình thức thanh toán không dùng tiền mặt. Tại các địa bàn nông thôn rộng lớn, dân số đông đòi hỏi các ngân hàng phải đầu tư lớn cho hệ thống thanh toán làm cho chi phí hoạt động tăng cao. Thí dụ, tại ngân hàng Nông nghiệp và phát triển nông thôn (Agribank), số lượng điểm giao dịch của các ngân hàng thương mại bao gồm cả chi nhánh hoặc phòng giao dịch, bình quân/1 đơn vị hành chính cấp huyện chỉ ở mức 2 -3 điểm giao dịch ở khu vực nông thôn (huyện,

huyện đảo). Trong khi đó, con số này tại các quận/thành phố/thị xã xấp xỉ 40 điểm giao dịch, tức chênh lệch nhau 16,7 lần. Số liệu này đặc biệt thấp tại khu vực Trung du và Miền núi phía Bắc (0,7 điểm giao dịch/huyện) và khu vực Duyên hải miền Trung (1,3 điểm giao dịch/huyện)¹

Những vấn đề liên quan tới hạ tầng công nghệ trong thanh toán không dùng tiền mặt tại nông thôn. Mặc dù số lượng tài khoản ngân hàng gia tăng nhưng việc tiếp cận các dịch vụ ngân hàng truyền thống ở vùng sâu vùng xa hoặc nông thôn vẫn còn thấp. Thanh toán thẻ vẫn qua rút tiền tại cây ATM (chiếm tới 85%), chỉ có 15% là phát sinh qua thanh toán. Hiện nay, 40% số dân Việt Nam đã có tài khoản ngân hàng, nhưng còn tới 90% người dân chi tiêu hàng ngày sử dụng tiền mặt, 99% sử dụng tiền mặt khi thanh toán các mặt hàng dưới 100 nghìn đồng và có gần 85% giao dịch tại ATM là giao dịch rút tiền. Tỷ lệ người dân sống ở nông thôn cao (khoảng 70%), hầu hết những người có tài khoản ở ngân hàng chủ yếu là cán bộ, công chức, viên chức được trả lương qua tài khoản theo Chỉ thị 20/2007 của Chính phủ và người dân sống ở các đô thị. Còn người dân ở vùng nông thôn chưa thực sự làm quen với tài khoản ngân hàng. Các dịch vụ của ngân hàng còn khó tiếp cận được với người dân nông thôn như các sản phẩm, dịch vụ tài chính chưa được thiết kế để phù hợp với hành vi, nhu cầu người sử dụng ở khu vực nông thôn, nhất là dịch vụ tài chính số, thanh toán qua điện thoại di động; quy trình xử lý giao dịch như mở tài khoản, nộp rút tiền, gửi tiết kiệm, vay vốn, ... còn nặng nề giấy tờ, thủ tục, chưa thuận tiện cho khách hàng ở khu vực nông thôn...

3. MỘT SỐ KIẾN NGHỊ NHẪM ĐẨY MẠNH PHƯƠNG THỨC THANH TOÁN KHÔNG DÙNG TIỀN MẶT TẠI NÔNG THÔN

Thứ nhất, để thúc đẩy việc TTKDTM ở khu vực nông thôn, Ngân hàng Nhà nước đã đưa ra một số giải pháp chính: Xây dựng hành lang pháp lý, cơ chế chính sách tạo thuận lợi, lĩnh vực phi ngân hàng tham gia vào việc cung ứng dịch vụ thanh toán hiện đại, phù hợp với địa bàn nông thôn; ứng dụng mạnh mẽ các thành tựu công nghệ; hoàn thiện quy trình xử lý giao dịch của ngân hàng theo hướng số hóa, tự động hóa, an toàn và thuận tiện.

Thứ hai, Nhà nước phải có chính sách bảo mật tốt, đảm bảo an toàn hình thức giao dịch này, giúp người dân yên tâm sử dụng, tuyên truyền một cách cụ thể cho các hoạt động TTKDTM hiện nay trong nền kinh tế chứ không phải tung hô cho các hình thức thanh toán mới sẽ khiến khách hàng hiểu hơn, nắm được ưu nhược điểm của từng hình thức, rồi từ đó tự quyết định chọn lựa hình thức phù hợp nhất với mình, giúp người dân tiếp cận và sử dụng các dịch vụ viễn thông, công nghệ hiện đại như điện thoại di động, Internet, dịch vụ 3G, 4G..., trên cơ sở đó tiếp cận các dịch vụ thanh toán không dùng tiền mặt qua các kênh ngân hàng hiện đại như Mobile Banking, Internet Banking...

Thứ ba, Trong thời kỳ Cách mạng công nghiệp 4.0 đang bùng nổ như hiện nay đã và đang tạo ra nhiều cơ hội để phát triển các dịch vụ thanh toán hiện đại phi tiền mặt và dễ dàng trong sử dụng. Các ngân hàng thương mại, các tổ chức cung ứng dịch vụ thanh toán cần phát triển hệ thống và dịch vụ thanh toán bán lẻ như: Tăng cường dịch vụ thanh toán thẻ; xây dựng, phát triển Hệ thống bù trừ điện tử tự động cho các giao dịch thanh toán bán lẻ (ACH); hoàn thiện hệ thống thanh toán nội bộ của các ngân hàng; phát triển thanh toán điện tử phục vụ thương mại điện tử; phát triển thanh toán không dùng tiền mặt ở khu vực nông thôn. Về tăng cường dịch vụ thanh toán thẻ, cần tiếp tục phát triển (cả về số lượng và chất lượng) kết hợp với sắp xếp hợp lý, nâng cao chất lượng, hiệu quả mạng lưới POS; phát triển mạng lưới POS dùng chung, thanh toán POS trên thiết bị di động (mPOS); tăng cường chấp nhận thanh toán thẻ trong các giao dịch thanh toán trực tuyến; mở rộng ra các cơ sở y tế, bệnh viện, trường học...

¹ Theo báo cáo của Ngân hàng nông nghiệp và phát triển nông thôn Việt Nam năm 2018

TÀI LIỆU THAM KHẢO:

Ngân hàng nhà nước, hội thảo “Đẩy mạnh thanh toán không dùng tiền mặt khu vực nông thôn” tháng 9/2018

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BÁO CÁO TÀI CHÍNH THEO GIÁ GỐC VÀ CON ĐƯỜNG DẪN TỚI KẾ TOÁN THEO GIÁ TRỊ HỢP LÝ

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TÓM TẮT: *Khuôn mẫu lý thuyết kế toán IFRS Framework FASB đã chỉ rõ mục tiêu của Báo cáo tài chính là cung cấp thông tin tài chính về doanh nghiệp báo cáo, các thông tin này hữu ích cho nhà đầu tư, người cho vay và các chủ nợ khác về quá khứ, hiện tại và tương lai. Sự kết hợp giữa các loại giá sử dụng trên báo cáo tài chính nhằm mục tiêu cung cấp thông tin đầy đủ và đa dạng, đáp ứng yêu cầu thông tin của người sử dụng, dẫn tới sự ra đời của kế toán theo giá trị hợp lý. Trong thời đại khoa học kỹ thuật phát triển vượt bậc, môi trường kinh doanh luôn thay đổi và vấn đề lạm phát là tất yếu như hiện nay, thông tin về giá trị tài sản trên báo cáo tài chính nếu chỉ trình bày theo giá gốc thì sẽ không thích hợp với các đối tượng sử dụng thông tin để đưa ra quyết định kinh tế. Trong bối cảnh đó, nhiều hệ thống định giá khác nhau đã hình thành và có tác động nhất định tới thực tiễn kế toán. Tuy nhiên, các hệ thống này vẫn chưa thuyết phục hoàn toàn được xã hội và các tổ chức lập quy. Trên cơ sở kế thừa các phương pháp kế toán trước đó, kế toán theo giá trị hợp lý đang là xu hướng phát triển trong những năm tới.*

Từ khóa: *Giá trị hợp lý, kế toán, Báo cáo tài chính (BCTC), giá gốc*

ABSTRACT: *The IFRS Framework FASB specifies that the objective of Financial report is to provide financial information of the enterprise, which is useful for investors, lenders and other creditors in the past, present and in the future. The combination of prices used in the financial report is intended to provide complete information that meets the user's requirements, leading to the invention of Fair Value accounting. In the era of technological advances, the changing business environment and the problem of inflation are indispensable nowadays, information about the value of assets on the financial statement if only presented at cost. it will not be appropriate for the user to use the information to make economic decisions. In this context, various valuation systems have emerged and have a definite impact on accounting practices. However, these systems have not yet fully convinced society and regulatory organizations. Basing on previous accounting methods, fair value accounting is a trend in the coming years.*

Keywords: *Fair Value, accounting, Financial report, historical cost*

1. BÁO CÁO TÀI CHÍNH THEO GIÁ GỐC

1.1. Bản chất của kế toán theo giá gốc

Kế toán giá gốc (historical cost accounting) dựa trên giá mua vào quá khứ để ghi nhận các giao dịch và lập BCTC. Đây là hệ thống định giá truyền thống đã phát triển nhiều năm từ khi các kỹ thuật ghi sổ kép của Pacioli ra đời. Kế toán giá gốc, ghi nhận theo giao dịch thực tế xảy ra, do đó cung cấp bằng chứng để đánh giá người quản lý có hoàn thành trách nhiệm một cách có hiệu quả hay không.

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Các quan điểm về giá trị, giá cả và phương pháp tính giá đã có nhiều thay đổi qua các giai đoạn lịch sử khác nhau trên các phương diện kinh tế chính trị học. Tuy vậy, do nhiều lí do khác nhau, việc ghi nhận, xử lý và trình bày các đối tượng kế toán trên cơ sở giá gốc vẫn được chấp nhận là nền tảng cho đo lường trong kế toán. Một cách tổng quát, cơ sở giá gốc đòi hỏi kế toán phải ghi chép giá trị của một tài sản được mua theo phí tổn được tính bằng tiền trên cơ sở trao đổi ngang giá tại thời điểm hoàn tất việc mua hay bán, và giá trị này được giữ nguyên kể cả trong trường hợp sau đó giá cả của những tài sản tương tự có thể thay đổi trên thị trường. Cơ sở giá gốc có các đặc trưng:

- Thông qua đo lường giá trị bằng tiền và tôn trọng trao đổi ngang giá
- Sự hi sinh lợi ích trong hiện tại (chi phí mua tài sản) được xem là chắc chắn và gắn liền với lợi ích tương lai (khả năng sinh lợi của tài sản).
- Có đủ minh chứng về việc thực hiện (chứng từ mua) để đảm bảo tính pháp lý đáng tin cậy và phù hợp của thông tin về tài sản.

Theo mô hình giá gốc, tài sản và nợ phải trả được ghi nhận ban đầu theo giá gốc. Sau thời điểm ghi nhận ban đầu tài sản và nợ phải trả vẫn được trình bày theo giá gốc. Hệ quả của việc ghi nhận theo giá gốc là trong quá trình nắm giữ tài sản và nợ phải trả kế toán không ghi nhận sự biến động về giá thị trường của tài sản và nợ phải trả này. Mô hình giá gốc được vận dụng gắn với từng loại tài sản và nợ phải trả cụ thể có khác nhau:

+ Đối với các tài sản ngắn hạn như: Hàng tồn kho, nợ phải thu, các khoản đầu tư tài chính ngắn hạn, khi giá trị thuần có thể thực hiện được của tài sản thấp hơn giá gốc thì kế toán đánh giá và trình bày theo giá trị thuần có thể thực hiện được. Khoản dự phòng chênh lệch giá trị thuần có thể thực hiện được thấp hơn giá gốc được ghi nhận vào chi phí trên báo cáo kết quả hoạt động kinh doanh. Các khoản dự phòng được trình bày ở phần tài sản trên bảng cân đối kế toán. Các khoản dự phòng có thể được coi là biến tướng của giá trị hợp lý. Nếu giá trị thuần có thể thực hiện được của tài sản cao hơn giá gốc thì khoản chênh lệch này không được phản ánh và ghi nhận.

+ Đối với các tài sản dài hạn mà giá trị có sự suy giảm trong quá trình sử dụng thì kế toán ghi nhận giá gốc. Đồng thời, ghi nhận sự phân bổ giá gốc một cách có hệ thống trong thời gian sử dụng của tài sản. Như vậy, tài sản được trình bày trên Bảng cân đối kế toán theo các chỉ tiêu: Giá gốc (nguyên giá), giá trị khấu hao lũy kế và giá trị còn lại. Trong trường hợp tài sản của doanh nghiệp bị giảm giá (giá trị ghi sổ còn lại cao hơn giá trị có thể thu hồi) do thanh lý hoặc nhượng bán, kế toán phải ghi nhận khoản giảm giá tính vào chi phí kinh doanh. Trên Bảng cân đối kế toán, tài sản được trình bày theo các chỉ tiêu: Nguyên giá trừ (-) giá trị khấu hao lũy kế và khoản giảm giá (nếu có).

1.2. Ưu điểm của Báo cáo tài chính theo giá gốc

+ Hiện nay, trên thế giới giá gốc vẫn giữ vai trò chủ đạo, BCTC lập trên cơ sở giá gốc vẫn cung cấp thông tin hữu ích cho hoạt động quản lý tại doanh nghiệp cũng như hoạt động đầu tư trên thị trường vốn. Cách tiếp cận đơn giản và đảm bảo được tính thích hợp và đáng tin cậy của thông tin kế toán cho các đối tượng sử dụng.

+ Đảm bảo tính khách quan: Giá gốc được hình thành trên cơ sở sự thương lượng với đầy đủ sự hiểu biết và thỏa mãn về lợi ích giữa người mua và người bán, việc ghi chép các giao dịch này hoàn toàn có thể kiểm tra được, nên giá gốc đảm bảo được yêu cầu khách quan.

+ Xét về tổng thể thì sử dụng giá gốc sẽ thuận lợi hơn các phương pháp khác để đảm bảo tính chất so sánh được của thông tin do đòi hỏi các chính sách, phương pháp kế toán phải được sử dụng một cách thống nhất và kiên định.

1.3. Các quan điểm phê phán Báo cáo tài chính theo giá gốc

+ Hạch toán theo giá gốc không phản ánh được tình hình biến động tài sản và nợ phải trả tại thời điểm lập BCTC. Một số lĩnh vực kinh doanh như tín dụng, chứng khoán nếu phản ánh theo giá gốc sẽ không thấy được thực chất của vốn, tài sản trong kinh doanh.

+ Mô hình giá gốc thiên về cung cấp thông tin quá khứ nên không thích hợp với các quyết định kinh tế trong môi trường kinh doanh hiện tại theo nền kinh tế thị trường.

+ Thông tin theo giá hiện hành sẽ hữu ích hơn vì phản ánh điều kiện kinh doanh hiện tại. Đặc biệt, trong điều kiện nền kinh tế lạm phát, lợi nhuận theo giá gốc sẽ cao hơn giá hiện hành dẫn đến nhà quản lý có thể chia cổ tức vượt hồi lợi nhuận thực và ăn vào vốn. Giá gốc bị phê phán về ý nghĩa kinh tế, theo kinh tế học chi phí dùng để tính ra lợi nhuận là chi phí cơ hội là cái phải hy sinh khi lựa chọn phương án thay vì bán ra ở thời điểm sử dụng nên giá hiện hành sẽ phù hợp hơn giá gốc.

+ Các giả định cơ bản làm nền tảng cho giá gốc được coi là phi hiện thực: Hoạt động liên tục: Khó có thể có cơ sở do nền kinh tế ngày càng bất ổn. Đơn vị tiền tệ luôn bị thách thức vì lạm phát. Nguyên tắc phù hợp bị phê phán do cho phép áp dụng việc phân bổ chi phí và không có cơ sở cho việc lựa chọn phương pháp phân bổ. Áp dụng nguyên tắc phù hợp làm suy giảm vai trò của bảng cân đối kế toán do có các khoản mục Chi phí chờ phân bổ và chi phí trả trước. Trong bối cảnh hiện nay, mô hình giá gốc còn phải áp dụng các phương pháp dự phòng trên quan điểm thận trọng.

2. CON ĐƯỜNG DẪN TỚI KẾ TOÁN THEO GIÁ TRỊ HỢP LÝ

Kế toán theo chi phí gốc vẫn mang tính thời đại qua nhiều thập kỷ và đã thể hiện tốt vai trò cho tới khi toàn cầu hóa trở thành xu hướng mạnh mẽ, dẫn đường thế giới tài chính tiến vào một kỷ nguyên mới với sự phát triển các sản phẩm tài chính với độ phức tạp cao. Các nỗ lực của các chuyên gia tài chính nhằm “cơ cấu” lại bảng CĐKT, các công cụ đạo hàm tài chính chiếm vị trí trung tâm tới mức được coi như “vũ khí tài chính hủy diệt lớn”, đỉnh điểm là khi tập đoàn Tập đoàn năng lượng Enron và Tập đoàn viễn thông lớn nhất nước Mỹ Worldcom sụp đổ vào đầu năm 2000. Câu chuyện tiếp tục cho đến năm 2008, khủng hoảng tài chính bùng phát tại Mỹ và lan rộng toàn cầu, kéo theo sự sụp đổ đồng loạt của nhiều định chế tài chính khổng lồ, thị trường chứng khoán khuynh đảo. Nguyên nhân sâu xa của cơn địa chấn tài chính bắt nguồn từ khủng hoảng tín dụng và nhà đất tại Mỹ. Bong bóng bất động sản càng lúc càng phình to đã đặt thị trường nhà đất và tiếp đó là tín dụng tại Mỹ cũng như nhiều quốc gia châu Âu vào thế nguy hiểm. Cho vay dưới chuẩn tăng mạnh là khởi điểm cho quả bong bóng tại thị trường nhà đất. Trước tình hình trên, các ngân hàng, công ty bảo hiểm, tổ chức tài chính... đã mua lại các hợp đồng thế chấp và biến chúng thành tài sản đảm bảo để phát hành trái phiếu ra thị trường. Chiến lược trên được đưa ra với mục đích giảm rủi ro cho những khoản vay bất động sản. Tuy nhiên, trái lại nó tạo ra hiệu ứng sụp đổ dây chuyền và khiến rủi ro bị đẩy lên cao hơn. Những bất ổn từ hoạt động cho vay dưới chuẩn khiến giá nhà sụt giảm mạnh, thị trường nhà đất đóng băng. Cuộc khủng hoảng từ đó lan từ thị trường bất động sản sang thị trường tín dụng và cuối cùng dẫn đến khủng hoảng tài chính tại Mỹ và tràn sang nhiều nước châu Âu, khiến nhiều công ty lớn phá sản. Tiêu chuẩn cho vay thấp do các tổ chức tài chính đưa ra nhằm tiếp liệu cho sự tăng trưởng nhà đất trong những năm đó khiến “bong bóng nhà đất” vỡ tan dưới tác động giá dầu tăng và tỷ suất không trả nợ được cũng tăng. Công cụ và công cụ phái sinh có thu nhập cố định gắn liền với các khoản cho vay nhà đất trong chứng khoán hóa tài sản theo đó đã phải chịu hậu quả thua lỗ do không trả được nợ và phải đăng ký trước những khoản thua lỗ sao cho phù hợp với kế toán theo giá trị hợp lý. Sự tin tưởng và niềm tin vào mức tín nhiệm giữa các tổ chức tài chính đã giảm sút tới mức thấp nhất trong mọi thời đại. Do đó khả năng thanh toán kém hiệu quả khi việc các tổ chức tài chính cho vay đã đến lúc chấm dứt.

Sự suy giảm được ghi nhận trong bảng CĐKT của các doanh nghiệp đã khởi đầu chuỗi phản ứng trên toàn bộ thị trường tài chính do nợ của doanh nghiệp là tài sản của doanh nghiệp theo một số loại hình đầu tư. Do vậy, nợ không trả được của một doanh nghiệp trở thành tài sản nợ của một doanh nghiệp khác trong chuỗi xoắn ốc tài chính đi xuống bởi giá giao dịch chứng khoán là nguồn tham chiếu trước nhất được sử dụng khi muốn kế toán theo giá trị hợp lý (tùy từng thời điểm mà coi đó là định giá theo thị trường). Nhiều doanh nghiệp tìm ra phương thức phá vỡ kế toán theo chi phí gốc bằng cách sử dụng đạo hàm tài chính để nâng cao lợi nhuận và tăng giá trị bảng CĐKT nhờ vào kết quả mà hệ thống BCTC có được tại thời điểm đó.

Chuỗi các doanh nghiệp sụp đổ vào đầu năm 2000 đã khiến bánh xe lịch sử kế toán biến động đến một lý thuyết mới, đẩy các chuyên gia tài chính trên toàn thế giới vào thế phải cân nhắc một loại hình kế toán mới. Và từ từ tàn, kế toán theo giá trị hợp lý xuất hiện theo cách đó. Bất kể tính phức tạp của Chuẩn mực BCTC quốc tế IFRS, kế toán theo giá trị hợp lý cần có sự phản ánh các tài sản và nợ phải trả được bán theo giá mà người mua và người bán đều hài lòng. Tất cả các sản phẩm, công cụ tài chính không thể tiếp tục nằm ngoài suy xét của các nhà đầu tư; lỗ hay lãi giờ đây đã được ghi nhận thậm chí trước khi các công cụ tài chính trở nên hoàn thiện, và thực sự nhà đầu tư sẽ nhìn ra được hiệu quả kinh tế và tình hình kinh doanh của các doanh nghiệp.

3. VAI TRÒ CỦA GIÁ TRỊ HỢP LÝ TRONG GIAI ĐOẠN HIỆN NAY

Ban đầu, giá trị hợp lý được sử dụng riêng rẽ trên các báo cáo tài chính trong những tình huống khác nhau: Xác định giá trị của tài sản thuần của bên mua trong một giao dịch hợp nhất kinh doanh theo phương pháp mua. Sử dụng như một loại giá thay thế của giá gốc trong ghi nhận ban đầu trong trường hợp không có giá gốc; sử dụng trong một số mô hình định giá sau ghi nhận ban đầu (tài sản cố định hữu hình, bất động sản đầu tư...). Giá trị hợp lý phát triển mạnh trong kế toán, nhất là trong các hoạt động liên quan đến công cụ tài chính, tạo thành một trào lưu kế toán theo giá trị hợp lý hay theo thị trường.

Giá trị hợp lý (Fair Value) lần đầu tiên được IASB đề cập trong IAS 16 (Chuẩn mực kế toán quốc tế 16) - Tài sản, nhà cửa và thiết bị - như sau: Giá trị hợp lý là giá trị tài sản có thể đem trao đổi giữa các bên có hiểu biết, có thiện chí trong một giao dịch trao đổi ngang giá.

Tháng 5/2009, IASB công bố Dự thảo Chuẩn mực về đo lường Giá trị hợp lý, theo đó, Giá trị hợp lý được hiểu là giá trị sẽ nhận được khi bán một tài sản hay giá trị thanh toán để chuyển giao một khoản nợ phải trả trong một giao dịch có tổ chức giữa các bên tham gia thị trường tại ngày đo lường. Giá trị hợp lý trong dự thảo này tương tự như định nghĩa Giá trị hợp lý được đưa ra trong báo cáo số 157 Đo lường Giá trị hợp lý của Hội đồng kế toán tài chính Mỹ (FASB) ban hành năm 2006. Tháng 9/2010, IASB công bố dự thảo IFRS 13 về Giá trị hợp lý.

Tháng 5/2011 IASB phát hành Chuẩn mực quốc tế về Báo cáo tài chính 13 (IFRS 13) – Đo lường giá trị hợp lý (Fair Value Measurement) - có hiệu lực từ 01/01/2013. Theo IFRS 13, giá trị hợp lý là giá trị sẽ nhận được khi bán một tài sản hay giá trị thanh toán để chuyển giao một khoản nợ phải trả trong một giao dịch có tổ chức giữa các bên tham gia thị trường tại ngày đo lường. Khái niệm giá trị hợp lý trong chuẩn mực này nhấn mạnh giá trị hợp lý được xác định trên cơ sở giá thị trường, chứ không phải doanh nghiệp. Do đó, IFRS 13 về Giá trị hợp lý ra đời là bước tiến quan trọng, khẳng định ý nghĩa của giá trị hợp lý trong việc cải thiện tính nhất quán của thông tin tài chính toàn cầu.

IFRS 13 cũng đưa ra 3 cấp độ xác định Giá trị hợp lý, bao gồm:

- Cấp độ 1: Các dữ liệu tham chiếu là giá niêm yết của các tài sản hay nợ phải trả đồng nhất trong các thị trường hoạt động (active market) mà tổ chức có thể thu thập tại ngày đo lường:

- Cấp độ 2: Các dữ liệu tham chiếu có thể thu thập cho tài sản hay nợ phải trả, trực tiếp (giá thị trường), khác giá niêm yết cấp độ 1;

- Cấp độ 3: dữ liệu tham chiếu không sẵn có tại ngày đo lường, doanh nghiệp phát triển các dữ liệu tham chiếu bằng cách sử dụng các thông tin tốt nhất đã có, mà có thể bao gồm dữ liệu riêng của doanh nghiệp.

Như vậy, IFRS 13 đã phát triển tính nhất quán và giảm thiểu độ phức tạp bằng cách cung cấp, lần đầu tiên, một định nghĩa chính thức về Giá trị hợp lý, thống nhất phương pháp đo lường Giá trị hợp lý và yêu cầu công bố thông tin để sử dụng trong hệ thống Chuẩn mực Báo cáo tài chính quốc tế.

Theo quy định của các chuẩn mực kế toán và chuẩn mực Báo cáo tài chính quốc tế hiện hành, giá trị hợp lý được vận dụng trong đánh giá và ghi nhận các yếu tố của Báo cáo tài chính là khá phổ biến. Tuy nhiên, việc sử dụng cơ sở giá trị hợp lý có sự khác nhau trong từng tình huống, từng chuẩn mực cụ thể. Có thể khái quát việc sử dụng giá trị trong các chuẩn mực kế toán quốc tế hiện hành theo một số khía cạnh nổi bật như sau:

Một là, Giá trị hợp lý được sử dụng để đánh giá và ghi nhận ban đầu. Giá trị hợp lý trong trường hợp này được sử dụng là giá gốc khi nhận ban đầu (Ghi nhận ban đầu “Nhà xưởng, máy móc, thiết bị”; “Bất động sản đầu tư”; “Tài sản sinh học”; “Tài sản thuê tài chính”...)

Hai là, Giá trị hợp lý được sử dụng sau ghi nhận ban đầu. Sau ghi nhận ban đầu, giá trị hợp lý được xác định tại mỗi thời điểm lập báo cáo tài chính. (Ví dụ: Đánh giá sau khi nhận ban đầu đối với tài sản tài chính, bất động sản đầu tư...; Xác định giá trị đánh giá lại của nhà xưởng, máy móc thiết bị theo mô hình đánh giá lại của IAS 16, tài sản vô hình theo IAS 38)...

Ba là, Ghi nhận chênh lệch phát sinh do sự biến động của giá trị hợp lý. Các khoản chênh lệch phát sinh do sự thay đổi giá trị hợp lý giữa các thời điểm báo cáo có thể được ghi là thu nhập, chi phí trong báo cáo lãi, lỗ (Ví dụ: Tài sản tài chính ghi nhận theo giá trị hợp lý qua báo cáo lãi lỗ, bất động sản đầu tư, tài sản sinh học và sản phẩm nông nghiệp) hoặc điều chỉnh chỉ tiêu thuộc nguồn vốn chủ sở hữu trên Bảng cân đối kế toán như chênh lệch đánh giá tăng (giảm) tài sản....

Trong hầu hết các trường hợp, việc sử dụng giá trị hợp lý trong đánh giá và ghi nhận tài sản, nợ phải trả được quy định trong các chuẩn mực kế toán quốc tế đều kèm theo điều kiện nhất định, đặc biệt là điều kiện về sự tồn tại của thị trường hoạt động của tài sản, nợ phải trả và doanh nghiệp có thể thu thập được thông tin từ thị trường một cách đáng tin cậy để áp dụng các phương pháp kỹ thuật xác định giá trị hợp lý. Vì vậy, việc sử dụng giá trị hợp lý trong đo lường và ghi nhận tài sản và nợ phải trả thường được xác định là một mô hình mà đơn vị báo cáo có thể lựa chọn. Bên cạnh đó các chuẩn mực còn quy định các mô hình định giá và ghi nhận thay thế như mô hình ghi nhận theo giá gốc (Cost model) hoặc mô hình ghi nhận theo giá gốc được phân bổ (Cost amortised model).

Cho đến nay, vẫn còn không ít những tranh luận xung quanh việc sử dụng Giá trị hợp lý (vấn đề được tranh luận nhiều nhất là tính đáng tin cậy và phương pháp xác định Giá trị hợp lý). Song, những ưu điểm của Giá trị hợp lý và lợi ích của sử dụng Giá trị hợp lý là không thể phủ nhận. Điều này thể hiện qua một số khía cạnh sau: (i) Giá trị hợp lý phản ánh được những thay đổi của thị trường; (ii) những giả định dùng để ước tính Giá trị hợp lý có thể được xác định và kiểm chứng, ngày càng mang tính khách quan hơn với sự phát triển của hệ thống thông tin và sự phát triển của các thị trường chuyên ngành, nó cũng được yêu cầu công bố, vì vậy khả năng lạm dụng Giá trị hợp lý được hạn chế đáng kể; (iii) các mô hình định giá cho những trường hợp không có giá thị trường hiện đang phát triển và từng bước hoàn thiện.

KẾT LUẬN

Như vậy, những ưu điểm nổi bật của Giá trị hợp lý đã được bộc lộ về lý thuyết lẫn thực tiễn. Cùng với những nỗ lực của IASB và FASB và một số quốc gia trong việc thúc đẩy việc tạo lập cơ sở và ứng dụng Giá trị hợp lý, có thể khẳng định, việc sử dụng Giá trị hợp lý để định giá trong kế toán đang trở thành một xu hướng tất yếu hiện nay. Ưu điểm của giá trị hợp lý và lợi ích sử dụng được thể hiện rất rõ trên nhiều khía cạnh như: giá trị hợp lý phản ánh được những thay đổi của thị trường; Những giả định dùng để ước tính giá trị hợp lý có thể được xác định và kiểm chứng, ngày càng mang tính khách quan hơn với sự phát triển của hệ thống thông tin và sự phát triển của các thị trường chuyên ngành, nó cũng được yêu cầu công bố, vì vậy khả năng lạm dụng giá trị hợp lý được hạn chế đáng kể; các mô hình định giá cho những trường hợp không có giá thị trường hiện đang phát triển và từng bước hoàn thiện. Giá trị hợp lý là cơ sở tính giá phản ánh mức giá kỳ vọng của thị trường hiện tại và tương lai đối với một tài sản hoặc một khoản nợ phải trả. Do vậy, trong mối quan hệ với các cơ sở định giá khác thay thế, giá trị hợp lý được coi là cơ sở định giá giúp thông tin tài chính phản ánh tốt nhất dòng tiền tương lai của đơn vị cũng như khả năng thanh khoản và linh hoạt tài chính của đơn vị.

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NHÌN LẠI BA THẬP KỶ THỰC HIỆN LUẬT ĐẦU TƯ NƯỚC NGOÀI TẠI VIỆT NAM VÀ NHỮNG VẤN ĐỀ ĐẶT RA

Phan Thị Thoa* - Trần Phương Thúy**

TÓM TẮT: Đại hội toàn quốc lần thứ VI của Đảng cộng sản Việt Nam (tháng 12 năm 1986) đã thông qua đường lối đổi mới toàn diện đất nước mà trọng tâm là đổi mới kinh tế. Để thực hiện chủ trương đúng đắn của Đảng về mở rộng hợp tác kinh tế, Luật Đầu tư nước ngoài tại Việt Nam được Quốc hội thông qua tại kỳ họp thứ 2, Quốc hội khoá VIII ngày 29-12-1987. Từ khi Luật ra đời đến nay, trải qua nhiều lần sửa đổi, bổ sung, Luật Đầu tư nước ngoài ngày càng trở nên hoàn thiện, đáp ứng được yêu cầu phát triển của đất nước trong giai đoạn mới và phù hợp với chuẩn mực, thông lệ quốc tế về hoạt động đầu tư trực tiếp nước ngoài. Bài viết đi sâu nghiên cứu về sự ra đời, quá trình bổ sung, hoàn thiện và những kết quả đạt được trong việc thực hiện Luật đầu tư nước ngoài ở Việt Nam ba thập kỷ qua, chỉ ra vấn đề cần khắc phục nhằm tiếp tục tạo môi trường đầu tư thuận lợi trong thu hút đầu tư nước ngoài tại Việt Nam thời gian tới.

Từ khóa: đầu tư nước ngoài, Luật đầu tư nước ngoài, ba thập kỷ, Việt Nam.

MỞ ĐẦU

Vốn đầu tư nước ngoài là một bộ phận không thể thiếu trong tổng vốn đầu tư kinh tế xã hội của mỗi quốc gia, là điều kiện cần thiết để khai thác và sử dụng có hiệu quả các nguồn lực trong nước. Cũng giống như nhiều quốc gia khác, đầu tư trực tiếp nước ngoài (FDI) có vai trò ngày càng trở nên quan trọng đối với Việt Nam, bởi vì FDI không chỉ cung cấp vốn, mà còn góp phần thực hiện chuyển giao công nghệ, kinh nghiệm quản lý tiên tiến, mở rộng quy mô sản xuất, nâng cao năng lực cạnh tranh của các doanh nghiệp Việt Nam trong quá trình hội nhập quốc tế. Chính vì thế, cùng với quá trình đổi mới đất nước thì vấn đề xây dựng, hoàn thiện hệ thống văn bản pháp luật tạo hành lang pháp lý thuận lợi để tăng cường thu hút đầu tư trực tiếp nước ngoài là chủ trương, chính sách nhất quán của Đảng và Nhà nước ta. Nhìn lại quá trình ra đời và hoàn thiện hệ thống pháp luật đầu tư nước ngoài trong ba thập kỷ qua, đánh giá những kết quả đạt được và chỉ ra những vấn đề cần khắc phục sẽ mở ra những triển vọng mới trong việc thu hút FDI vào Việt Nam thời gian tới.

1. GIAI ĐOẠN 1988-2004

Vào giữa những năm 1980 của thế kỷ XX, đứng trước tình trạng khủng hoảng trầm trọng về kinh tế xã hội, Đại hội toàn quốc lần thứ VI của Đảng (tháng 12 năm 1986) đã đề ra đường lối đổi mới toàn diện trên mọi mặt của đời sống xã hội, mà trọng tâm là đổi mới kinh tế. Cụ thể hoá đường lối đổi mới kinh tế của Đảng, tại kỳ họp thứ 2, Quốc hội khoá VIII ngày 29-12-1987 đã thông qua Luật Đầu tư nước ngoài tại Việt Nam và chính thức có hiệu lực từ ngày 09-1-1988. Luật gồm 6 chương với 42 điều được soạn thảo

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xuất phát từ yêu cầu thực tiễn Việt Nam và tham khảo kinh nghiệm của các nước khác trên thế giới. Với nội dung tương đối đầy đủ và phù hợp với thông lệ quốc tế lúc bấy giờ, Luật Đầu tư nước ngoài năm 1987 đã đáp ứng được mong mỏi của các nhà đầu tư và được dư luận quốc tế lúc đó đánh giá cao.

Luật đã chi tiết hoá các lĩnh vực cần khuyến khích kêu gọi đầu tư cho phù hợp với hoàn cảnh đất nước khi bước vào thời kỳ đổi mới. Đó là: “*Thực hiện các chương trình kinh tế lớn, sản xuất hàng xuất khẩu và thay thế hàng nhập khẩu; sử dụng kỹ thuật cao, công nhân lành nghề, đầu tư theo chiều sâu để khai thác, tận dụng các khả năng và nâng cao công suất của các cơ sở kinh tế hiện có; sử dụng nhiều lao động, nguyên liệu, tài nguyên thiên nhiên sẵn có ở Việt Nam; xây dựng các công trình kết cấu hạ tầng; dịch vụ thu tiền nước ngoài như du lịch, sửa chữa tàu, dịch vụ sân bay, cảng khẩu và các dịch vụ khác*”¹. Luật đầu tư đã quy định rõ về các đối tác tham gia hợp tác đầu tư nước ngoài, xác định 3 hình thức đầu tư là hình thức hợp đồng hợp tác kinh doanh, hình thức xí nghiệp liên doanh và hình thức xí nghiệp 100% vốn nước ngoài. Các hình thức đầu tư trên đã được quy định trong Điều lệ đầu tư năm 1977 nhưng còn rất sơ sài thì nay đã được chuẩn xác và quy định rõ ràng hơn, khoa học hơn.

Một trong những quy định quan trọng mà nhà đầu tư nước ngoài rất quan tâm, đó là vấn đề bảo đảm đầu tư. Về vấn đề này, Luật Đầu tư nước ngoài năm 1987 đã quy định: “*Nhà nước Việt Nam bảo đảm quyền sở hữu đối với vốn đầu tư và các quyền lợi khác của các tổ chức, cá nhân nước ngoài, tạo những điều kiện thuận lợi và định các thủ tục dễ dàng cho các tổ chức, cá nhân có đầu tư tại Việt Nam*”² đồng thời khẳng định: “*Trong quá trình đầu tư vào Việt Nam, vốn và tài sản của các tổ chức, cá nhân nước ngoài không bị trưng dụng hoặc tịch thu bằng biện pháp hành chính, xí nghiệp có vốn đầu tư nước ngoài không bị quốc hữu hóa*”³. Ngoài ra, điều 20, 22 và 23, Luật Đầu tư nước ngoài năm 1987 còn quy định bảo đảm đối đãi công bằng và thoả đáng với nhà đầu tư, cho phép nhà đầu tư nước ngoài chuyển về nước vốn, lợi nhuận và mọi khoản tiền khác thuộc quyền sở hữu hợp pháp của họ, cho phép nhân viên người nước ngoài làm việc trong xí nghiệp liên doanh, xí nghiệp có vốn 100% của nước ngoài hoặc để thực hiện các hợp đồng hợp tác kinh doanh được chuyển về nước thu nhập hợp pháp của mình sau khi đã nộp đủ thuế thu nhập. Các quy định về thuế, tài chính, quy định về ngân hàng và quản lý ngoại hối, quy định về lao động, về tổ chức quản lý và điều hành doanh nghiệp, thời hạn đầu tư, thủ tục cấp phép đầu tư, các quy định về giải thể, giải quyết tranh chấp cũng được thể hiện khá toàn diện và chi tiết trong Luật Đầu tư nước ngoài năm 1987.

Có thể nói Luật Đầu tư nước ngoài năm 1987 là một bước tiến dài về việc cải thiện môi trường đầu tư ở Việt Nam. Luật đã quan tâm đến lợi ích không chỉ của Việt Nam – nước nhận đầu tư mà cả lợi ích của nhà đầu tư nước ngoài, nên đã tạo ra được tâm lý vững vàng cho nhà đầu tư khi đầu tư vào Việt Nam. Điều đó lý giải vì sao chỉ một thời gian ngắn Luật Đầu tư ban hành và có hiệu lực, Việt Nam đã thu hút nhiều nhà đầu tư quan tâm và triển khai dự án đầu tư. Tính đến ngày 31-5-1990 (trước thời điểm ban hành Luật Đầu tư sửa đổi, bổ sung lần thứ nhất vào tháng 6 năm 1990), ta đã cấp được 211 giấy phép đầu tư với tổng vốn đầu tư là 1,603 tỷ USD. Số vốn trên còn khá khiêm tốn nhưng đã chứng minh tính đúng đắn chủ trương của Đảng và chính sách của Nhà nước về mở rộng phát triển kinh tế đối ngoại của Việt Nam, góp phần tăng thêm nguồn lực phát triển kinh tế xã hội, đưa đất nước từng bước thoát khỏi khủng hoảng kinh tế xã hội, đồng thời làm cầu nối giữa Việt Nam với thế giới trong điều kiện mới. Chính vì thế, khi tiến hành tổng kết các chính sách quan trọng trong 5 năm 1986-1990, Chính phủ đã xếp việc ban hành Luật Đầu tư nước ngoài là một trong 9 nội dung quan trọng nhất, cùng với các nội dung đã đi vào lịch sử như khoán nông nghiệp,

¹ Bộ Tư pháp, *Luật Đầu tư nước ngoài tại Việt Nam ngày 29-12-1987*, <http://vbpl.vn/Pages/portal.aspx>, Điều 3.

² Bộ Tư pháp, *Luật Đầu tư nước ngoài tại Việt Nam ngày 29-12-1987, tldd*, Điều 1 đoạn 2.

³ Bộ Tư pháp, *Luật Đầu tư nước ngoài tại Việt Nam ngày 29-12-1987, tldd*, Điều 21.

trao quyền tự chủ kinh doanh cho xí nghiệp quốc doanh, xóa bỏ cơ chế tập trung quan liêu bao cấp, chuyển hoạt động của hệ thống ngân hàng sang hạch toán kinh doanh XHCN.

Như đã phân tích, Luật Đầu tư nước ngoài năm 1987 được ban hành có hiệu lực đã nhanh chóng đi vào thực tiễn, mở ra bước ngoặt quan trọng trong hợp tác kinh tế quốc tế của Việt Nam. Tuy nhiên, trong quá trình thực hiện, Luật Đầu tư nước ngoài năm 1987 cũng bộc lộ những hạn chế cả về nhận thức, quan điểm lẫn chính sách. Điều 15 của Luật chỉ đề cập đến xí nghiệp có vốn đầu tư nước ngoài nhưng không đề cập đến hợp đồng hợp tác kinh doanh. Điều 6, Luật Đầu tư nước ngoài năm 1987 cũng mới chỉ hạn chế liên doanh hai bên. Hoặc Điều 2 khoản 2 của Luật quy định: “*Các tư nhân Việt Nam có thể chung vốn với tổ chức kinh tế Việt Nam thành Bên Việt Nam để hợp tác kinh doanh với Bên nước ngoài*”. Điều này có nghĩa là tư nhân không được tự hợp tác với Bên nước ngoài mà đối tượng phía Việt Nam được phép hợp tác đầu tư chỉ giới hạn các tổ chức kinh tế có tư cách pháp nhân và tư nhân phải chung vốn với tổ chức kinh tế có tư cách pháp nhân để thành Bên Việt Nam. Ngoài những hạn chế trên còn là vấn đề chưa đạt được sự đồng thuận giữa các nhà hoạch định chính sách như quy định tại Điều 15: “*Thời hạn hoạt động của xí nghiệp có vốn đầu tư nước ngoài không quá 20 năm. Trong trường hợp cần thiết, thời hạn này có thể dài hơn*”, bởi vì vào thời điểm đó, kinh tế có vốn đầu tư nước ngoài chưa được coi là bộ phận hữu cơ của nền kinh tế quốc dân; hay Điều 27 chỉ cho xí nghiệp liên doanh miễn giảm thuế lợi tức và chuyển lỗ 5 năm mà không áp dụng cho các hình thức đầu tư khác là thể hiện sự phân biệt đối xử giữa các nhà đầu tư¹. Những hạn chế trên là rào cản đối với Việt Nam trong tiến trình hội nhập khu vực và quốc tế, làm cho các nhà đầu tư chưa hoàn toàn tin tưởng vào môi trường đầu tư của Việt Nam. Vì vậy, để phù hợp với sự vận động, phát triển của công cuộc đổi mới và yêu cầu của quá trình hội nhập quốc tế, việc bổ sung, hoàn thiện hệ thống pháp luật về đầu tư nước ngoài tại Việt Nam đã được thực hiện trong ba thập kỷ qua.

Từ năm 1987 đến 2000 luật đã được sửa đổi, bổ sung lần thứ nhất vào năm 1990, lần thứ hai vào năm 1992. Đến kỳ họp thứ 10 ngày 12-11-1996, Quốc hội khoá IX đã thông qua Luật Đầu tư nước ngoài mới được soạn thảo trên cơ sở Luật Đầu tư nước ngoài năm 1987, Luật Đầu tư nước ngoài sửa đổi năm 1990, Luật Đầu tư nước ngoài sửa đổi năm 1992. Luật này luật này cũng đã được tiếp tục sửa đổi, bổ sung vào năm 2000. Nếu như Luật Đầu tư nước ngoài năm 1996 được ban hành theo xu hướng giảm bớt ưu đãi về thuế thu nhập doanh nghiệp, thuế nhập khẩu máy móc, thiết bị, nguyên liệu để xây dựng cơ sở sản xuất, kinh doanh tạo ra tâm lý lo ngại đối với nhà đầu tư quốc tế và doanh nghiệp đầu tư nước ngoài đang hoạt động, thì Luật Đầu tư nước ngoài sửa đổi năm 2000 đã đưa ra nhiều quy định mới nhằm tháo gỡ những vướng mắc khó khăn, giảm thiểu rủi ro cho các doanh nghiệp có vốn đầu tư nước ngoài liên quan đến cơ chế, chính sách về thuế, ngoại tệ, đất đai, thế chấp, xử lý tranh chấp, bảo đảm, bảo lãnh đối với các dự án quan trọng.... Bên cạnh đó, nhằm thu hút đầu tư nước ngoài nhiều hơn với chất lượng cao hơn, Luật Đầu tư nước ngoài sửa đổi năm 2000 cũng đã bổ sung thêm các biện pháp khuyến khích ưu đãi đầu tư hơn trước trên cơ sở luật hoá các văn bản dưới luật đã ban hành làm cho môi trường kinh doanh của Việt Nam hấp dẫn, thông thoáng hơn so với trước đây và so với một số nước trong khu vực đồng thời tạo thế chủ động của Việt Nam trong tiến trình hội nhập, đảm bảo thực hiện đúng các cam kết quốc tế.

Là một thị trường đầy tiềm năng, nên từ khi Luật Đầu tư nước ngoài được ban hành và có hiệu lực năm 1987, Việt Nam đã thu hút hàng trăm nhà đầu tư quốc tế, trong đó có các nước đang thi hành chính sách cấm vận đối với nước ta cho đến thời điểm đó, điển hình là Mỹ. Mặc dù ngày 3-2-1994, Tổng thống Bill Clinton mới tuyên bố dỡ bỏ lệnh cấm vận thương mại đối với Việt Nam, nhưng một số nhà đầu tư của Mỹ thông qua nước thứ ba đã thực hiện một số dự án FDI ở nước ta từ năm 1989.

¹ Bộ Tư pháp, *Luật Đầu tư nước ngoài tại Việt Nam ngày 29-12-1987, tldd*, Điều 2, Điều 6, Điều 15, Điều 27.

Bảng 1: Vốn đầu tư trực tiếp nước ngoài tại Việt Nam 1988-2004

| Năm | Số dự án | Tổng vốn đăng ký (tỷ USD) | Tổng vốn thực hiện (tỷ USD) |
|-------------------|--------------|------------------------------|--------------------------------|
| 1988 | - | 0,342 | - |
| 1989 | - | 0,526 | - |
| 1990 | - | 0,735 | - |
| 1988 -1990 | 211 | 1,603 | - |
| 1991 | 152 | 1,284 | 0,429 |
| 1992 | 196 | 2,078 | 0,575 |
| 1993 | 274 | 2,830 | 1,118 |
| 1994 | 372 | 4,262 | 2,241 |
| 1995 | 415 | 7,925 | 2,792 |
| 1996 | 372 | 9,635 | 2,938 |
| 1997 | 349 | 5,956 | 3,277 |
| 1991-1997 | 2.130 | 33.970 | 13.370 |
| 1998 | 285 | 4,873 | 2,372 |
| 1999 | 327 | 2,283 | 2,528 |
| 2000 | 391 | 2,763 | 2,399 |
| 2001 | 555 | 3,266 | 2,226 |
| 2002 | 808 | 2,993 | 2,885 |
| 2003 | 791 | 3,173 | 2,723 |
| 2004 | 811 | 4,534 | 2,708 |
| 1998-2004 | 3.968 | 23.885 | 17.841 |
| Tổng | 6.309 | 59.458 | 31.211 |

Nguồn: Tổng hợp từ số liệu Niên giám thống kê năm 2004, Nxb Thống kê, 2005, và số liệu đầu tư trực tiếp nước ngoài hàng năm do Cục Đầu tư nước ngoài, Bộ Kế hoạch và Đầu tư công bố, <http://fia.mpi.gov.vn>.

Nhìn vào Bảng 1 ta thấy, trong 3 năm đầu, sau khi Luật Đầu tư nước ngoài được ban hành (1988 – 1990), FDI chưa tác động rõ rệt đến tình hình kinh tế - xã hội đất nước, nhưng từ năm 1991 đến năm 1997 đã diễn ra làn sóng FDI thứ nhất, với 2.130 dự án và vốn đăng ký 33,970 tỷ USD, vốn thực hiện 13,370 tỷ USD. Trong đó, chỉ riêng năm 1997, vốn thực hiện đã đạt 3,277 tỷ USD, gấp 7,5 lần năm 1991. Từ năm 1998 đến năm 2004, dù chịu tác động tiêu cực của cuộc khủng hoảng tài chính khu vực, FDI vào Việt Nam tuy có giảm, quy mô nhỏ hơn nhưng vẫn thu hút tới 3.968 dự án mới, vốn đăng ký năm 1998 là 4.873 tỷ USD, năm 2000 là 2,763 tỷ USD, năm 2004 là 4,534 tỷ USD. Vốn thực hiện giai đoạn này là 17,841 tỷ USD, tăng 33% so với giai đoạn 1991-1997¹.

2. Giai đoạn 2005-2018

Trong quá trình hội nhập ngày càng sâu rộng với nền kinh tế thế giới, Việt Nam thấy cần thiết phải ban hành một bộ luật thống nhất, có thể điều chỉnh và chi phối các hoạt động đầu tư trong nước và ngoài nước, mặt khác nhằm cải thiện môi trường đầu tư kinh doanh, tạo sự thống nhất trong hệ thống pháp luật về đầu tư và sự bình đẳng, không phân biệt đối xử giữa các nhà đầu tư nên năm 2005, Quốc hội đã ban hành Luật Đầu tư và có hiệu lực từ ngày 01-7-2006. Luật Đầu tư 2005 thay thế Luật Đầu tư nước ngoài và Luật Khuyến khích đầu tư trong nước. Tiếp đó, Chính phủ đã ban hành Nghị định 108/2006/NĐ-CP ngày 22-9-2006 quy định chi tiết và hướng dẫn một số điều của Luật Đầu tư. Khác cơ bản với Luật Đầu tư nước ngoài trước đây, Luật Đầu tư năm 2005 được thiết kế theo hướng chỉ quy định các nội dung liên quan đến hoạt động đầu tư,

¹ Cục Đầu tư nước ngoài, Bộ Kế hoạch và Đầu tư, *20 năm đầu tư nước ngoài tại Việt Nam (1988 - 2007)*, <http://fia.mpi.gov.vn>.

còn các nội dung liên quan đến cơ cấu tổ chức và hoạt động của doanh nghiệp thì chuyển sang Luật Doanh nghiệp điều chỉnh, các mức ưu đãi về thuế chuyển sang quy định tại các văn bản pháp luật về thuế và các nội dung mang tính chất đặc thù thì chuyển sang pháp luật chuyên ngành điều chỉnh.

Có thể thấy rằng, việc ban hành Luật Đầu tư năm 2005 là một bước tiến quan trọng trong tiến trình xây dựng, hoàn thiện hệ thống pháp luật về đầu tư đồng thời đánh dấu mốc quan trọng trong tiến trình hội nhập kinh tế quốc tế của Việt Nam. Cùng với Luật Doanh nghiệp năm 2005, Luật Đầu tư năm 2005 đã tạo ra hệ thống pháp luật đầu tư chung áp dụng thống nhất cho nhà đầu tư trong nước và nhà đầu tư nước ngoài. Những quy định của Luật Đầu tư năm 2005 đã mở rộng quyền tự chủ trong hoạt động đầu tư, kinh doanh của các nhà đầu tư bằng việc xóa bỏ một loạt rào cản đầu tư không phù hợp với thông lệ kinh tế thị trường và cam kết hội nhập của Việt Nam, tạo cơ sở pháp lý cho việc cải thiện môi trường đầu tư, kinh doanh theo hướng ngày càng thuận lợi, minh bạch và bình đẳng giữa các nhà đầu tư. Như vậy, sau gần 20 năm thực hiện đường lối đổi mới, Việt Nam mới có một khung pháp luật về đầu tư, doanh nghiệp áp dụng thống nhất cho các nhà đầu tư và doanh nghiệp thuộc mọi thành phần kinh tế.

Ngay sau khi Luật Đầu tư 2005 ra đời và có hiệu lực, năm 2005 lại mở đầu làn sóng FDI thứ hai vào Việt Nam, với vốn đăng ký 6,840 tỷ USD và vốn thực hiện 3,301 tỷ USD. Từ năm 2006 đến 2010, Việt Nam đã thu hút được một lượng lớn vốn FDI là 148,076 tỷ USD với tổng số vốn thực hiện là 44,635 tỷ USD¹. FDI đã góp phần quan trọng vào việc thực hiện mục tiêu phát triển kinh tế - xã hội của đất nước như hình thành nhiều ngành kinh tế quan trọng, thúc đẩy tăng trưởng kinh tế, nâng cao hiệu quả của việc sử dụng các nguồn đầu tư trong nước. Đóng góp của FDI cho tổng vốn đầu tư toàn xã hội là rất đáng kể. Từ 1991-2000, vốn đầu tư trực tiếp nước ngoài thực hiện tăng từ 20,67 tỷ USD, chiếm 24,32% tổng vốn đầu tư toàn xã hội lên 69,47 tỷ USD chiếm 22,75% giai đoạn 2001-2011². Các lĩnh vực như dịch vụ tài chính, bảo hiểm, ngân hàng, bán buôn, bán lẻ thông qua hoạt động đầu tư trực tiếp nước ngoài đã tiếp thu và thực hiện phương thức kinh doanh hiện đại, công nghệ tiên tiến, thỏa mãn nhu cầu ngày càng cao của các tầng lớp dân cư. Đầu tư trực tiếp nước ngoài cũng đã góp phần hình thành nhiều khu đô thị văn minh, hiện đại làm thay đổi diện mạo của đất nước. Một thành tựu khác nữa đó là, tính đến cuối năm 2011, khu vực FDI tạo ra hơn 2,3 triệu việc làm trực tiếp và hàng triệu việc làm gián tiếp, trong đó có hàng vạn kỹ sư, nhà quản lý trình độ cao, đội ngũ công nhân lành nghề, với thu nhập ngày càng tăng, với phương thức lao động, kinh doanh, quản lý tiên tiến.

Từ cuối năm 2011 đến 2013, tình hình kinh tế xã hội đất nước gặp nhiều khó khăn, việc thu hút FDI có phần chững lại. Nguyên nhân của tình trạng trên là do cơ cấu kinh tế phát triển theo chiều rộng một thời gian dài đã không tạo được động lực mạnh để thu hút đầu tư như giai đoạn trước, mặt khác do tác động của cuộc khủng hoảng tài chính và suy thoái kinh tế toàn cầu nên dòng đầu tư trực tiếp nước ngoài suy giảm, tác động trực tiếp đến Việt Nam. Một nguyên nhân nữa là bởi Luật Đầu tư năm 2005, sau 9 năm thực hiện đã bộc lộ những hạn chế cần tháo gỡ. Những hạn chế đó là tính thiếu đồng bộ, sự chông chéo giữa Luật Đầu tư và các đạo luật liên quan đến điều kiện đầu tư, thủ tục đầu tư và ưu đãi, hỗ trợ đầu tư... Luật Đầu tư hiện hành còn tồn tại một số quy định khác biệt giữa nhà đầu tư trong nước và nhà đầu tư nước ngoài trong việc thành lập doanh nghiệp và thực hiện dự án đầu tư, đồng thời chưa xác định rõ hồ sơ, trình tự, thủ tục cấp Giấy chứng nhận đầu tư và triển khai thực hiện dự án. Các thủ tục đầu tư, đất đai, xây dựng chưa được quy định thống nhất giữa các luật nên đã dẫn đến sự chông chéo về mục tiêu, nội dung quản lý cũng như cơ

¹ Tổng hợp số liệu công bố hàng năm (từ 2005 đến 2013) của Cục Đầu tư nước ngoài – Bộ kế hoạch và Đầu tư, <http://fia.mpi.gov.vn>.

² Đào Quang Thu, *Đầu tư trực tiếp nước ngoài tại Việt Nam: 25 năm thu hút và phát triển*, Kỷ yếu hội nghị 25 năm đầu tư trực tiếp nước ngoài tại Việt Nam, Bộ Kế hoạch và Đầu tư, 2013, tr. 9.

quan thẩm định, phê duyệt. Những hạn chế nêu trên đã làm cho môi trường đầu tư trở nên kém hấp dẫn đối với các nhà đầu tư, nhất là trong bối cảnh Việt Nam đang phải đối mặt với xu hướng cạnh tranh thu hút đầu tư nước ngoài ngày càng gay gắt từ các nước trong khu vực và trên thế giới.

Trước tình hình đó, tại kỳ họp thứ 8, Quốc hội khóa XIII, Luật Đầu tư (sửa đổi) được thông qua ngày 26-11-2014 và có hiệu lực thi hành kể từ ngày 01-7-2015. Luật bao gồm 7 chương, 76 điều, quy định về hoạt động đầu tư kinh doanh tại Việt Nam và đầu tư kinh doanh từ Việt Nam ra nước ngoài; điều kiện và thủ tục đầu tư; quyền và nghĩa vụ của nhà đầu tư; chính sách ưu đãi và bảo đảm đầu tư; quản lý nhà nước đối với hoạt động đầu tư. Luật được sửa đổi, bổ sung theo hướng cải cách thủ tục đầu tư theo hướng đơn giản, thuận lợi và minh bạch; tăng cường cơ chế khuyến khích, bảo hộ, giám sát đầu tư để có môi trường thu hút, cạnh tranh nhà đầu tư; bảo đảm nâng cao quản lý Nhà nước với hoạt động đầu tư. Ví như Luật Đầu tư 2014 đã xóa bỏ cơ chế cấp phép đầu tư và thành lập doanh nghiệp chuyển sang nhà đầu tư đăng ký dự án đầu tư, doanh nghiệp đăng ký thành lập doanh nghiệp. Luật cũng quy định một số ngành và lĩnh vực cấm thì không được đầu tư, những ngành, lĩnh vực có điều kiện thì phải đáp ứng đủ điều kiện mới được đầu tư và kinh doanh, còn lại được tự do hoạt động mà không ghi ngành nghề cụ thể trong Giấy chứng nhận đăng ký kinh doanh. Điểm khác nữa là, Luật Đầu tư 2005 trước đây quy định tất cả các dự án đầu tư có vốn nước ngoài (dù chỉ là 1% vốn điều lệ) cũng cần phải xin giấy chứng nhận đầu tư nhưng Luật Đầu tư 2014 chỉ yêu cầu nhà đầu tư xin giấy chứng nhận đăng ký đầu tư đối với dự án của nhà đầu tư nước ngoài (tức là người nước ngoài đầu tư vào Việt Nam) và dự án của doanh nghiệp có vốn đầu tư nước ngoài trong đó nhà đầu tư nước ngoài nắm giữ từ 51% hoặc có nhà đầu tư nước ngoài và doanh nghiệp FDI nắm giữ từ 51% vốn điều lệ trở lên. Các dự án có vốn FDI còn lại (có nhà đầu tư nước ngoài hoặc doanh nghiệp FDI nắm giữ dưới 51% vốn điều lệ) thì sẽ được đối xử như dự án đầu tư trong nước và không cần phải xin giấy chứng nhận đăng ký đầu tư. Bên cạnh đó, Luật Đầu tư 2014 cũng có quy định đột phá, rút ngắn thời gian cấp giấy chứng nhận đầu tư: Luật quy định thời hạn cấp giấy chứng nhận đăng ký đầu tư cho các dự án đầu tư thuộc diện quyết định chủ trương đầu tư là 5 ngày làm việc kể từ ngày nhận được văn bản quyết định chủ trương đầu tư, đối với các dự án khác là 15 ngày làm việc kể từ ngày cơ quan cấp phép nhận đủ hồ sơ; thời hạn cấp giấy chứng nhận đăng ký đầu tư điều chỉnh là 10 ngày làm việc kể từ ngày cơ quan cấp phép nhận đủ hồ sơ...

Những quy định trong Luật Đầu tư 2014 đã thật sự đổi mới theo hướng coi đầu tư và kinh doanh là công việc của doanh nghiệp và nhà đầu tư, họ có toàn quyền quyết định từ dự án đầu tư cho đến việc hình thành và kinh doanh của doanh nghiệp. Nhà nước chỉ hướng dẫn, tạo môi trường pháp lý thông thoáng, có cơ chế và thủ tục thuận lợi, giám sát, kiểm tra thực thi luật pháp. Có thể khẳng định, Luật Đầu tư sửa đổi năm 2014 là sự đổi mới toàn diện, đột phá về thể chế, đáp ứng được chuẩn mực quốc tế, hình thành hành lang pháp lý, minh bạch, nhất quán, tạo ra môi trường đầu tư và kinh doanh thông thoáng hơn, do đó thu hút tốt hơn các dự án FDI mới tại Việt Nam.

Cùng với sự phục hồi của nền kinh tế toàn cầu, sự dịch chuyển của dòng vốn FDI và đặc biệt là sự cải thiện mạnh mẽ môi trường đầu tư của Việt Nam, trải qua gần hơn 3 năm thực hiện Luật đầu tư 2014, kết quả thu hút và thực hiện vốn đầu tư nước ngoài của Việt Nam có nhiều khởi sắc. Nếu như năm 2014, tổng vốn đăng ký cấp mới và tăng thêm là 21,922 tỷ USD thì năm 2015, tổng vốn FDI đăng ký cấp mới và tăng thêm là 24,115 tỷ USD, tăng 10% so với cùng kỳ năm 2014. Điều đáng chú ý là năm 2015 các dự án quy mô trên 1 tỷ USD đã đóng góp tới 6,6 tỷ USD và khu vực đầu tư nước ngoài xuất siêu đạt gần 17,15 tỷ USD. Năm 2016, tình hình thu hút FDI tiếp tục có những cải thiện với tổng vốn đầu tư FDI đăng ký cấp mới, tăng thêm và góp

vốn, mua cổ phần đạt 26,891 tỷ USD, vốn thực hiện đạt 15,8 tỷ USD¹. Trong năm 2016, số dự án cấp mới và tăng vốn vẫn tăng mạnh so với năm 2015 dù vốn tăng thêm có giảm hơn so với cùng kỳ năm 2015 do trong năm 2016 không có nhiều dự án quy mô lớn được cấp giấy chứng nhận đăng ký đầu tư. Trên đà đó, năm 2017, vốn đầu tư trực tiếp nước ngoài vào Việt Nam tiếp tục tăng mạnh với tổng vốn đăng ký cấp mới, tăng thêm và góp vốn mua cổ phần của nhà đầu tư nước ngoài là 35,88 tỷ USD, tăng 44,4% so với cùng kỳ năm 2016. Vốn thực hiện của dự án đầu tư trực tiếp nước ngoài ước đạt 17,5 tỷ USD, tăng 10,8% so với cùng kỳ năm 2016. Nhìn vào Bảng 2 chúng ta thấy, kể từ mùa thu năm 2008 –thời điểm bắt đầu cuộc khủng hoảng tài chính và suy thoái kinh tế toàn cầu đến nay, thì đây là năm vốn FDI vào Việt Nam đạt mức cao nhất.

Bảng 2: Vốn đầu tư trực tiếp nước ngoài tại Việt Nam 2005-2017

| Năm | Số dự án | Tổng vốn đăng ký (tỷ USD) | Tổng vốn thực hiện (tỷ USD) |
|------------------|---------------|------------------------------|-----------------------------------|
| 2005 | 970 | 6,840 | 3,301 |
| 2006 | 987 | 12,005 | 4,100 |
| 2007 | 1.544 | 21,349 | 8,034 |
| 2008 | 1.171 | 71,727 | 11,500 |
| 2009 | 1.208 | 23,108 | 10,001 |
| 2010 | 1.237 | 19,887 | 11,000 |
| 2006-2010 | 6.147 | 148,076 | 44,635 |
| 2011 | 1.186 | 15,598 | 11,000 |
| 2012 | 1.287 | 16,348 | 10,047 |
| 2013 | 1.530 | 22,352 | 11,500 |
| 2014 | 1.843 | 21,922 | 12,500 |
| 2015 | 2.120 | 24,115 | 14,500 |
| 2011-2015 | 7.966 | 100,335 | 59,547 |
| 2016 | 2.613 | 26,891 | 15,800 |
| 2017 | 2.591 | 35,880 | 17,500 |
| Tổng | 20.341 | 318.022 | 140.783 |

Nguồn: Tổng hợp từ số liệu Niên giám thống kê năm 2016, Nxb Thống kê, 2017, tr.237 và số liệu đầu tư trực tiếp nước ngoài hàng năm do Cục đầu tư nước ngoài, Bộ Kế hoạch và đầu tư công bố, <http://fia.mpi.gov.vn>

Năm 2018 đã đi qua được hơn nửa chặng đường, theo công bố của Cục đầu tư nước ngoài, Bộ Kế hoạch và Đầu tư, tính đến ngày 20 tháng 8 năm 2018, cả nước có 1.918 dự án mới được cấp giấy chứng nhận đăng ký đầu tư với tổng vốn đăng ký cấp mới là 13,48 tỷ USD, tăng 0,2% so với cùng kỳ năm 2017; có 736 lượt dự án đăng ký điều chỉnh vốn đầu tư với tổng vốn đăng ký tăng thêm 5,58 tỷ USD, bằng 87,2% so với cùng kỳ năm 2017. Trong 8 tháng đầu năm 2018, cả nước có 4.551 lượt góp vốn, mua cổ phần của nhà đầu tư nước ngoài với tổng giá trị vốn góp gần 5,28 tỷ USD, tăng 50,9% so với cùng kỳ 2017. Như vậy, tính chung trong 8 tháng đầu năm 2018, Việt Nam đã thu hút được tổng vốn đăng ký cấp mới, tăng thêm và góp vốn mua cổ phần của nhà đầu tư nước ngoài là 24,35 tỷ USD, tăng 4,2% so với cùng kỳ năm 2017, đồng thời thiết lập đỉnh cao mới. Trong số dự án và tổng vốn đầu tư trên, có 3 dự án đình đám trên 1 tỷ USD, đó là: (1) Dự án Thành phố thông minh tại xã Hải Bối, Vĩnh Ngọc, Đông Anh Hà Nội, tổng vốn đầu tư 4,138 tỷ USD do Sumitomo Corporation (Nhật Bản) đầu tư với mục tiêu xây dựng khu đô thị thông minh, đồng bộ về hạ tầng kỹ thuật và hạ tầng xã hội... (2) Dự án Nhà máy sản xuất polypropylene (PP) và kho ngầm chứa khí dầu mỏ hóa lỏng (LPG) tại Việt Nam, cấp phép ngày 30-5-2018 với tổng vốn đầu tư

¹ Tổng hợp số liệu công bố hàng năm (từ 2014 đến 8 tháng đầu năm 2018) của Cục Đầu tư nước ngoài – Bộ Kế hoạch và Đầu tư, <http://fia.mpi.gov.vn>.

đăng ký 1,201 tỷ USD do HYOSUNG CORPORATION (Hàn Quốc) đầu tư tại Bà Rịa – Vũng Tàu; (3) Dự án Công ty TNHH Laguna (Việt Nam), cấp giấy chứng nhận đăng ký đầu tư ngày 07-03-2007 do nhà đầu tư Singapore đầu tư tại Thừa Thiên Huế đã điều chỉnh tăng vốn đầu tư thêm 1,12 tỷ USD vào ngày 25/5/2018¹. Đây thực sự là con số rất ấn tượng vì một mặt nó chứng tỏ nền kinh tế Việt Nam đang phát triển tốt và được các nhà kinh tế trên thế giới cũng như các nhà đầu tư đánh giá cao, mặt khác điều đó cũng chứng tỏ luật đầu tư nước ngoài cùng với những cải cách mạnh về thủ tục hành chính trong thời gian qua đã thực sự có những đóng góp quan trọng trong việc tạo hành lang pháp lý thông thoáng, môi trường đầu tư thuận lợi cho các nhà đầu tư nói chung và đầu tư nước ngoài nói riêng.

3. NHỮNG VẤN ĐỀ ĐẶT RA

Nằm ở vị trí địa lý thuận lợi trong giao thương với khu vực và trên thế giới, với số dân gần 100 triệu người, Việt Nam đã và đang trở thành một thị trường đầy hấp dẫn đối với hoạt động đầu tư trực tiếp nước ngoài. Không những thế, tình hình an ninh, chính trị ổn định, quốc phòng được giữ vững là điều kiện quan trọng để các nhà đầu tư nước ngoài quyết định đầu tư lâu dài tại Việt Nam. Cùng với những điều kiện thuận lợi trên đây, chủ trương, chính sách đúng đắn, nhất quán của Đảng về hợp tác kinh tế, thương mại và đầu tư đã được cụ thể hóa thành luật pháp tạo cho môi trường đầu tư, kinh doanh của Việt Nam ngày càng được cải thiện.

Thực tế chứng minh rằng, kể từ khi Luật Đầu tư nước ngoài năm 1987 được ban hành và có hiệu lực, trải qua nhiều lần sửa đổi, bổ sung, đến nay hệ thống văn bản pháp luật về đầu tư trực tiếp nước ngoài tại Việt Nam đã không ngừng được hoàn thiện, tạo dựng một khung pháp lý cơ bản điều chỉnh hoạt động đầu tư nước ngoài, phù hợp với thực tiễn Việt Nam và thông lệ quốc tế. Chính vì thế, Việt Nam đã trở thành điểm đến hấp dẫn cho làn sóng đầu tư nước ngoài trong suốt 3 thập kỷ qua. Tính đến ngày 20-08-2018, cả nước có 26.438 dự án còn hiệu lực với tổng vốn đăng ký 333,83 tỷ USD. Vốn thực hiện lũy kế của các dự án đầu tư nước ngoài ước đạt 183,62 tỷ USD, bằng 55% tổng vốn đăng ký còn hiệu lực. Các nhà đầu tư nước ngoài đã đầu tư vào 19/21 ngành trong hệ thống phân ngành kinh tế quốc dân, trong đó lĩnh vực công nghiệp chế biến, chế tạo chiếm tỷ trọng cao nhất với 190,56 tỷ USD, chiếm 57% tổng vốn đầu tư, tiếp theo là các lĩnh vực kinh doanh bất động sản với 56,8 tỷ USD (chiếm 17% tổng vốn đầu tư), sản xuất, phân phối điện, khí nước với 22,79 tỷ USD (chiếm 6,8% tổng vốn đầu tư). Tính đến tháng 8-2018 đã có 129 quốc gia và vùng lãnh thổ có dự án đầu tư còn hiệu lực tại Việt Nam, trong đó đứng đầu là Hàn Quốc với tổng vốn đăng ký 61,08 tỷ USD (chiếm 18,3% tổng vốn đầu tư). Nhật Bản đứng thứ hai với 55,84 tỷ USD (chiếm 16,7% tổng vốn đầu tư), tiếp theo lần lượt là Singapore và Đài Loan, Britishvirgin Islands, Hồng Kông. Đầu tư nước ngoài đã có mặt ở tất cả 63 tỉnh, thành phố trong cả nước, trong đó thành phố Hồ Chí Minh vẫn là địa phương dẫn đầu trong thu hút FDI với 45,3 tỷ USD (chiếm 13,6% tổng vốn đầu tư), tiếp theo là Hà Nội với gần 33 tỷ USD (chiếm 9,9% tổng vốn đầu tư), Bình Dương với 30,76 tỷ USD (chiếm 8,9% tổng vốn đầu tư)². Những con số trên đây không chỉ thể hiện quy mô vốn FDI vào nước ta ngày càng lớn, mà còn khẳng định những đóng góp của đầu tư nước ngoài vào tăng trưởng kinh tế, thúc đẩy việc chuyển dịch cơ cấu kinh tế theo hướng công nghiệp hóa, hiện đại hóa, mở rộng thị trường xuất khẩu và tăng nguồn thu đáng kể cho ngân sách Nhà nước, tạo thêm thế và lực cho Việt Nam chủ động hội nhập với kinh tế khu vực và thế giới.

Hiện nay, Việt Nam đã ký kết, thực thi, và đang đàm phán tổng cộng tới 16 các hiệp định thương mại tự do (FTA), trong đã ký kết và thực thi 10 FTA, kết thúc đàm phán 2 FTA, và đang đàm phán 4

¹ Cục Đầu tư nước ngoài – Bộ Kế hoạch và Đầu tư, *Số liệu về đầu tư trực tiếp nước ngoài tại Việt Nam 8 tháng đầu năm 2018*, <http://fia.mpi.gov.vn>.

² Cục Đầu tư nước ngoài – Bộ Kế hoạch và Đầu tư, *Số liệu về đầu tư trực tiếp nước ngoài tại Việt Nam 8 tháng đầu năm 2018*, <http://fia.mpi.gov.vn>.

FTA khác. Sự tham gia các hiệp định trên cho thấy mức độ hội nhập của Việt Nam vào nền kinh tế thế giới ngày một sâu hơn nhưng đồng thời cũng đặt ra nhiều vấn đề cần giải quyết nhằm nâng cao tính cạnh tranh trong thu hút đầu tư nước ngoài.

Trước hết, đứng trên phương diện thể chế, luật pháp, Việt Nam cần tiếp tục sửa đổi, bổ sung, hoàn thiện hệ thống pháp luật hiện hành, thực hiện đầy đủ và có trách nhiệm cam kết quốc tế về thương mại, đầu tư nhằm cải thiện hơn nữa môi trường đầu tư, nhất là trong bối cảnh các quốc gia hiện nay đang cạnh tranh gay gắt để tranh thủ nguồn lực này cho đầu tư, phát triển.

Thực tế cho thấy, Luật Đầu tư năm 2014, đã được cộng đồng doanh nghiệp và nhà đầu tư đánh giá cao nhưng cũng vẫn còn những bất cập. Ví dụ, Luật Đầu tư 2014 xác định nhà đầu tư nước ngoài dựa trên cả hai tiêu chí là quốc tịch và vốn đầu tư từ trong nước hay nước ngoài và chia nhà đầu tư nước ngoài thành ba nhóm: (1) Nhà đầu tư có quốc tịch nước ngoài; (2) Doanh nghiệp Việt Nam có 51% vốn nước ngoài; (3) Doanh nghiệp Việt Nam có dưới 51% vốn nước ngoài. Nhóm (1) và (2) bị áp dụng các điều kiện như nhà đầu tư nước ngoài (từ ngành nghề đầu tư đến thủ tục đầu tư...) còn nhóm (3) được áp dụng các thủ tục và điều kiện như doanh nghiệp trong nước. Sự trộn lẫn này gây ra những bất cập nhất định, ví dụ như một doanh nghiệp có 51% vốn nước ngoài được coi là nhà đầu tư nước ngoài và một doanh nghiệp có 50,9% vốn nước ngoài lại là doanh nghiệp trong nước. Ngay cả khi doanh nghiệp có 51% vốn nước ngoài đó thành lập một doanh nghiệp mới ở Việt Nam, thì doanh nghiệp mới này cũng vẫn phải áp dụng các điều kiện và thủ tục như nhà đầu tư nước ngoài. Rõ ràng, sự phân biệt đối xử giữa nhà đầu tư nước ngoài và nhà đầu tư Việt Nam; giữa doanh nghiệp nước ngoài và các doanh nghiệp trong nước đã không khuyến khích được các nhà đầu tư nước ngoài đầu tư vào Việt Nam.

Thứ hai, trong quá trình hoàn thiện hệ thống pháp luật về đầu tư nước ngoài, cần chú trọng không chỉ về mặt “lượng” mà quan trọng hơn phải chú trọng hơn nữa đến việc nâng cao chất lượng và hiệu quả sử dụng vốn FDI.

Trong thời gian tới, nhu cầu nâng cao dòng vốn FDI về quy mô vẫn rất quan trọng đối với Việt Nam trong tổng vốn đầu tư phát triển. Tuy nhiên cần hướng mạnh đến việc khuyến khích, ưu đãi các dự án trong lĩnh vực nông nghiệp, sử dụng công nghệ cao, thân thiện với môi trường, các dự án phát triển công nghiệp phụ trợ, các dự án có thị trường lớn, có năng suất lao động cao, các dự án đào tạo lao động và có tác động lan tỏa... Đây là những ngành, lĩnh vực mà hiện nay Việt Nam đang rất quan tâm, đầu tư phát triển trong giai đoạn đẩy mạnh công nghiệp hóa, hiện đại hóa đất nước.

Thứ ba, Việt Nam cần tiếp tục nâng cấp kết cấu hạ tầng kinh tế xã hội để nhà đầu tư có thể được sử dụng kết cấu hạ tầng tốt và đồng bộ phục vụ sản xuất, kinh doanh của họ có hiệu quả.

Đối với “hạ tầng cứng” cần tập trung xây dựng, cải tạo và nâng cấp các cảng biển, nhà máy điện, hệ thống đường bộ cao tốc, chất lượng dịch vụ đường sắt, cơ sở y tế, trường học... và những lĩnh vực nước ta có nhu cầu mà nhà đầu tư cũng quan tâm.

Đối với “hạ tầng mềm”, tiếp tục đổi mới căn bản và toàn diện hệ thống giáo dục và đào tạo để phát triển nguồn nhân lực, nhất là nguồn nhân lực có trình độ cao, đáp ứng yêu cầu của hội nhập và phát triển đất nước.

Thứ tư, cần có sự phối hợp chặt chẽ giữa các Bộ, ngành liên quan nhằm tăng cường kiểm tra, giám sát, kiểm soát hoạt động đầu tư trong các doanh nghiệp có vốn đầu tư trực tiếp nước ngoài.

Hạn chế các dự án không phù hợp với định hướng, mục tiêu phát triển của nước ta như các dự án đầu tư vào lĩnh vực phi sản xuất, lĩnh vực làm gia tăng nhập siêu, sử dụng không hiệu quả nguồn tài nguyên, khoáng sản, đất đai, các dự án có công nghệ lạc hậu, tiêu tốn năng lượng, gây ô nhiễm môi trường.

Kiên quyết thu hồi giấy phép đầu tư những dự án chưa triển khai nhưng đã quá thời hạn quy định mà chủ đầu tư không có năng lực tài chính. Xử lý nghiêm các doanh nghiệp, các nhà đầu tư lợi dụng chính sách ưu đãi để thực hiện chuyển giá, hoặc núp bóng dưới hình thức nhà đầu tư trực tiếp nước ngoài để hoạt động tình báo, gây rối, phá hoại an ninh quốc gia...

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CÁCH MẠNG CÔNG NGHIỆP 4.0 VỚI VIỆC NÂNG CAO CHẤT LƯỢNG TÍN DỤNG NGÀNH NGÂN HÀNG

Nguyễn Thị Thu Thu*

TÓM TẮT: Bài viết của tác giả đề cập đến việc nhận diện cuộc cách mạng công nghiệp 4.0 và chất lượng tín dụng của ngân hàng. Sau đó, tác giả phân tích các tác động của CMCN 4.0 với việc nâng cao chất lượng tín dụng ngành ngân hàng Việt Nam, bao gồm tác động tích cực và các thách thức đối với việc nâng cao chất lượng tín dụng ngành ngân hàng. Tiếp theo, tác giả đánh giá kết quả tiếp cận cách mạng công nghiệp 4.0 vào việc nâng cao chất lượng tín dụng ngân hàng Việt Nam thời gian qua. Đó là kết quả của việc tín dụng hướng theo CMCN 4.0, kênh bán hàng qua Internet, Mobile banking, mạng xã hội, phát triển ngân hàng số và giao dịch tự động là xu thế phát triển mạnh, xu hướng của việc lưu trữ dữ liệu lớn và phân tích hành vi khách hàng, sự phát triển mạnh mẽ của các công ty công nghệ tài chính Fintech, NHNN đã nâng cao chất lượng thông tin khách hàng vay, hỗ trợ TCTD tiếp cận đầy đủ thông tin. Từ đó, tác giả đưa ra một số giải pháp và kiến nghị nâng cao chất lượng tín dụng ngân hàng Việt Nam trong bối cảnh CMCN 4.0, đối với NHNN và đối với hệ thống các TCTD.

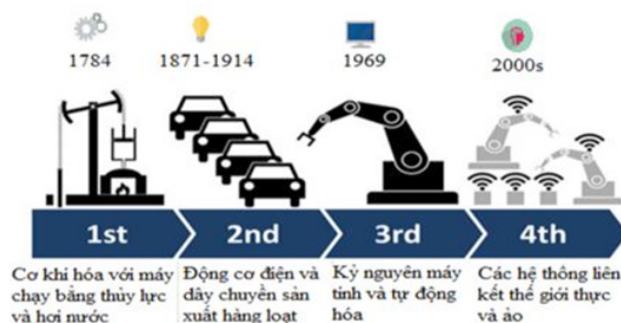
Từ khóa: CMCN 4.0 - chất lượng tín dụng

1. BÀI VIẾT CHÍNH

I. Nhận diện cuộc cách mạng công nghiệp 4.0:

Khái niệm Industry 4.0 hay là Cuộc cách mạng công nghiệp lần thứ tư (The Fourth Industrial Revolution - FIR) lần đầu tiên được đề cập trong bản Kế hoạch hành động chiến lược công nghệ cao được chính phủ Đức thông qua vào năm 2012. Theo GS. Klaus Schwab, chủ tịch Diễn đàn Kinh tế Thế giới, Industry 4.0 (tiếng Đức là Industrie 4.0) là một thuật ngữ bao gồm một loạt các công nghệ tự động hóa hiện đại, xu hướng trao đổi dữ liệu, công nghiệp chế tạo và sản xuất thông minh.

Cuộc cách mạng công nghiệp lần thứ tư (CMCN 4.0) được nhen nhóm ngay trong lòng cuộc cách mạng công nghiệp lần thứ ba bởi sự kết hợp của 3 lĩnh vực công nghệ vật lý, kỹ thuật số và sinh học.



Sơ đồ 1: Tiến trình lịch sử các cuộc cách mạng công nghiệp cho đến nay

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Do đó, có thể thấy các công nghệ của cuộc cách mạng công nghiệp 4.0 này có tính kế thừa và phát huy từ 3 cuộc cách mạng công nghiệp trước. Trong đó, việc can thiệp của máy tính đã tiến lên tầm cao mới với kết nối internet đã biến đổi mọi công nghệ nhanh hơn. Về cơ bản, cuộc cách mạng công nghiệp 4.0 với nội dung cơ bản là tạo ra cấu trúc và sự vận hành mới cho nền sản xuất dựa trên ứng dụng công nghệ cao, mạng lưới Internet của vạn vật, trí tuệ nhân tạo... sẽ dựa trên ba lĩnh vực chính là Kỹ thuật số; Công nghệ sinh học và Vật lý với nền tảng là các đột phá của công nghệ số.

Như vậy, chúng ta có thể thấy, cuộc cách mạng công nghiệp 4.0 tác động đến tất cả các lĩnh vực kinh tế - xã hội như: công nghiệp, nông nghiệp, tài chính ngân hàng, lao động, việc làm, giao thông vận tải, dệt may, du lịch, y tế, giáo dục và đào tạo đến doanh nghiệp và các địa phương.

II. CHẤT LƯỢNG TÍN DỤNG CỦA NGÂN HÀNG:

Chất lượng tín dụng là sự đáp ứng các yêu cầu hợp lý của khách hàng có lựa chọn, đồng thời thúc đẩy tăng trưởng kinh tế xã hội và đảm bảo sự tồn tại và phát triển của ngân hàng. Nói cách khác, chất lượng tín dụng là một chỉ tiêu tổng hợp phản ánh mức độ thích nghi của ngân hàng đối với sự phát triển của môi trường bên ngoài, thể hiện sức mạnh cạnh tranh của ngân hàng trong quá trình kinh doanh để tồn tại.

Để đánh giá chất lượng tín dụng của Ngân hàng, người ta sử dụng hai nhóm tiêu chí sau:

Thứ nhất là nhóm tiêu chí về hiệu quả tín dụng: bao gồm vòng quay vốn tín dụng, tỷ trọng thu nhập từ hoạt động tín dụng, tỷ lệ thanh toán do bán tài sản của người vay, chi phí dự phòng rủi ro nợ cho vay/ Tổng dư nợ cho vay...

Thứ hai là nhóm tiêu chí về đánh giá rủi ro tín dụng: bao gồm các chỉ tiêu phản ánh nợ quá hạn, các chỉ tiêu phân tán rủi ro, chỉ tiêu tỷ lệ nợ xử lý rủi ro...

III. TÁC ĐỘNG CỦA CÁCH MẠNG CÔNG NGHIỆP 4.0 VỚI VIỆC NÂNG CAO CHẤT LƯỢNG TÍN DỤNG NGÀNH NGÂN HÀNG VIỆT NAM:

3.1. Tác động tích cực:

Thứ nhất, trong cuộc cách mạng công nghiệp lần này, hàng tỷ người có thể được kết nối thông qua các thiết bị di động có khả năng xử lý, dung lượng lưu trữ chưa từng có trước đây và khả năng tiếp cận với tri thức là không có giới hạn. Khả năng kết nối còn được nhân lên gấp bội nhờ sự đột phá về công nghệ như trí tuệ nhân tạo, robot, internet của vạn vật, công nghệ in 3D, công nghệ nano, công nghệ sinh học, khoa học vật liệu, lưu trữ năng lượng, và tính toán lượng tử.

Do đó, các giao dịch ngân hàng tự động toàn bộ tới mức có thể duyệt vay dựa vào lịch sử toàn bộ của một cá nhân. Chi nhánh ngân hàng đóng cửa và tín dụng chỉ còn cần thiết nữa. Lúc đó sẽ đặt ra câu hỏi cho sự cần thiết có nhân viên thu hồi nợ của ngân hàng. Và, nếu việc chi trả chỉ còn diễn ra trực tuyến, người vay khó mà trốn nợ được.

Thứ hai, mô hình và cách thức quản trị ở các ngân hàng trở nên hoàn thiện nhờ sự phát triển mạnh mẽ của trí tuệ nhân tạo (AI – Artificial Intelligence). Trí thông minh nhân tạo đang là trọng tâm phát triển của rất nhiều công ty công nghệ lớn trên thế giới, trong đó có Google. Trong tương lai gần, AI sẽ dần trở nên hoàn thiện, thậm chí về một số mặt nào đó có thể thông minh và chính xác hơn con người. Các ngân hàng có thể ứng dụng AI trong việc quản lý danh mục rủi ro, quản lý khách hàng vay và quản lý cơ sở dữ liệu. Với khả năng tự học hỏi và thích nghi, tiềm năng của AI là không giới hạn trong các ứng dụng. Vì vậy, yêu cầu đặt ra với ngành ngân hàng trong tương lai trong việc nâng cao chất lượng tín dụng là nắm bắt xu hướng, ứng dụng cách làm việc và kiểm soát AI để đảm bảo chất lượng tín dụng an toàn, hiệu quả.

Thứ ba, là sự phát triển mạnh mẽ của mô hình ngân hàng số (Digital banking) tạo ra nhiều những sản phẩm dịch vụ tài chính mới như M-POS, internet banking, mobile banking, công nghệ thẻ chip, ví điện tử... ngày càng phát triển mạnh tạo thuận lợi cho người dân trong việc sử dụng dịch vụ ngân hàng hiện đại và tiết kiệm chi phí giao dịch. Thông qua các sản phẩm dịch vụ tài chính mới đó, tín dụng đối với khách hàng trở nên dễ dàng hơn, thuận tiện hơn, khách hàng có đa dạng hơn cách thức trao đổi thông tin, và cách thức chi trả gốc cũng như trả lãi vay cho ngân hàng.

Cơ hội để phát triển ngân hàng số ở Việt Nam là rất lớn. Một cuộc khảo sát gần đây cho thấy Việt Nam có tốc độ tăng trưởng Internet 9%/năm và xếp hạng 15 trên thế giới, khoảng 28,5 triệu người (tương đương gần 30% dân số) đang sử dụng điện thoại thông minh (smart phone) và lượng người truy cập Internet là khoảng 52% dân số (theo thống kê của wearesocial.net). Và thực tế cũng đã cho thấy, tỷ lệ người sử dụng ngân hàng số trên tổng số người sử dụng dịch vụ ngân hàng tại Việt Nam đang không ngừng gia tăng. Sự bùng nổ của công nghệ tạo nền tảng giúp các ngân hàng tiếp tục đẩy mạnh ứng dụng công nghệ số vào kinh doanh thông qua phát triển loạt các sản phẩm dịch vụ, đáp ứng ngày càng tốt hơn nhu cầu khách hàng.

Thứ tư, là việc giúp mở rộng của các kênh phân phối hiện đại của ngân hàng. Kênh bán hàng (tín dụng, cho vay) qua internet, mobile-banking, tablet-banking, mạng xã hội, phát triển ngân hàng số và giao dịch không giấy tờ sẽ là xu thế phát triển mạnh. Dự báo, trong vòng 10 năm tới, phần lớn doanh thu của ngân hàng bán lẻ là nhờ vào web, điện thoại di động hay ứng dụng trên máy tính bảng. Do đó, điều này đặt ra yêu cầu đối với các ngân hàng trong nước trong việc nắm bắt và thay đổi theo xu thế, cải thiện khả năng ứng dụng trên điện thoại di động của các tiện ích dịch vụ, phát triển mạnh các hỗ trợ dịch vụ qua internet để có thể duy trì và tăng cường kết nối, chăm sóc khách hàng. Đặc biệt lưu ý đến sự thay đổi xu hướng tiêu dùng của khách hàng theo hướng thích trải nghiệm (dùng thử).

CMCN 4.0 có thể sẽ làm thay đổi hoàn toàn kênh phân phối và các sản phẩm dịch vụ ngân hàng truyền thống. Trong khoảng 10 năm trở lại đây, sự xuất hiện của điện thoại thông minh (smart phone) đã thay đổi cách con người giao tiếp và tương tác, kéo theo sự thay đổi trong kênh phân phối, mạng lưới bán hàng và cách thiết kế sản phẩm dịch vụ của các ngân hàng. Các dịch vụ ngân hàng qua Internet, Mobile, mạng xã hội, phát triển ngân hàng số và giao dịch không giấy tờ sẽ là xu thế phát triển mạnh. Trải nghiệm khách hàng sẽ là xu hướng vượt trội, ở một số nước phát triển, kể cả các nước đang phát triển đã xuất hiện ngày càng nhiều “ngân hàng không giấy”. Nhờ ứng dụng chuyển đổi kỹ thuật số, các sản phẩm của ngân hàng có thể tích hợp được với nhiều sản phẩm dịch vụ phụ trợ để làm hài lòng khách hàng. Việc áp dụng các nguyên tắc của CMCN 4.0, các vấn đề như giao diện lập trình ứng dụng (API), phân phối liền mạch hay phân tích thông minh (Intelligence analytics) sẽ là xu hướng ứng dụng phổ biến trong hoạt động phát triển sản phẩm, đặc biệt là sản phẩm có hàm lượng công nghệ cao của các ngân hàng.

Thứ năm, phạm vi giao dịch và các phương thức giao dịch của ngân hàng cải biến đáng kể. Theo đó, mạng máy tính đã kết nối các thị trường tài chính trên toàn cầu thành một thị trường thống nhất và hoạt động liên tục, khắc phục được trở ngại về không gian và thời gian, tiết giảm chi phí, tạo điều kiện cho các giao dịch ngân hàng quốc tế được tiến hành thuận lợi, nhanh chóng, việc chăm sóc khách hàng tại các ngân hàng theo phương thức từ xa qua video-call trở nên dễ dàng, thuận tiện. Các cuộc đàm thoại đang có xu hướng thành các cuộc gọi hình ảnh (video-call) với mức độ ổn định và chất lượng ngày càng tăng. Do đó, công việc chăm sóc khách hàng tại các ngân hàng cũng có thể sẽ đòi hỏi thêm những kỹ năng làm việc từ xa qua video-call. Trong tương lai xa, công nghệ thực tế ảo (virtual-reality) và hình ảnh 3 chiều (holography) sẽ có thể thay thế hoàn toàn cách giao tiếp của con người. Các cuộc gọi 3D như trong các bộ phim viễn tưởng có thể sẽ không còn xa vời nữa. Công nghệ thực tế ảo và hình ảnh ba chiều sẽ có thể thay thế hoàn toàn cách

giao tiếp của con người. Do đó, đối với phương thức kiểm tra mục đích sử dụng vốn và tình hình hoạt động sản xuất kinh doanh, thực trạng tài sản thế chấp... của khách hàng vay vốn theo hướng truyền thống như hiện nay có thể được thay thế.

Thứ sáu, hệ thống dữ liệu ngân hàng được hoàn thiện và mở rộng gấp nhiều lần. Nhờ công nghệ dữ liệu lớn (Big Data) và phân tích dữ liệu (phân tích hành vi khách hàng) của CMCN4.0 giúp hỗ trợ các ngân hàng thu thập, phân tích và xử lý dữ liệu lớn sẽ tạo ra những tri thức mới, hỗ trợ việc đưa ra quyết định phù hợp và nhanh hơn, giảm được chi phí và tạo lợi thế cạnh tranh. Đây cũng đang trở thành xu hướng tương lai trong thời đại công nghệ số, nhờ vào việc công nghệ hỗ trợ có thể thu thập dữ liệu bên trong và bên ngoài thông qua tổ chức phân tích hành vi khách hàng nhằm nâng cao chất lượng dịch vụ, mang lại giá trị gia tăng, góp phần tiết giảm chi phí và hỗ trợ cho các quá trình ra quyết định, nhất là tạo thuận lợi cho công tác thẩm định trước khi ban hành quyết định cho vay đối với khách hàng của ngân hàng.

Thứ bảy, nhóm khách hàng trẻ sinh ra trong giai đoạn cuối 1980-đầu 2000 chiếm hơn 25% tổng dân số toàn cầu và sẽ là động lực chính của tăng trưởng kinh tế toàn cầu từ tiêu dùng, dịch vụ tài chính, tiết kiệm, đầu tư, và cũng sẽ trở thành phân khúc khách hàng quan trọng trong việc tìm kiếm lợi nhuận của ngân hàng trong bối cảnh CMCN 4.0. Theo báo cáo nghiên cứu năm 2016 của công ty kiểm toán PricewaterhouseCoopers, thì đến năm 2020-2025 ngân hàng truyền thống (kinh doanh chủ yếu dựa vào hoạt động huy động vốn và cho vay) có thể dần biến mất và quy mô của khu vực ngân hàng theo đó sẽ thu hẹp đáng kể. Trong khi đó, các doanh nghiệp công nghệ tài chính – Fintech ngày càng phát triển, tạo ra sự cạnh tranh lớn trong lĩnh vực ngân hàng và làm thay đổi mạnh mẽ ngành dịch vụ tài chính.

3.2. Thách thức đối với việc nâng cao chất lượng tín dụng ngành ngân hàng:

Thách thức của ngành ngân hàng trong việc nâng cao chất lượng tín dụng cũng đến từ vai trò và nhiệm vụ nặng nề mà ngành phải đảm nhận trong hỗ trợ phát triển kinh tế chung của đất nước, cùng với xu hướng phát triển nhanh chóng của công nghệ ngân hàng trong bối cảnh bùng nổ cách mạng công nghiệp 4.0 và gia tăng sức cạnh tranh gắn với đẩy nhanh tiến trình mở cửa, tự do hóa tài chính-tiền tệ.

Thứ nhất, về triển vọng, CMCN 4.0 đang và sẽ tác động toàn diện tới đời sống kinh tế xã hội, thay đổi nhận thức và thói quen, năng lực của mọi cá nhân, doanh nghiệp, quốc gia và toàn cầu; sẽ xuất hiện nhiều năng lực, cơ hội và mô hình kinh doanh mới, cùng với sự biến mất những sở trường, cơ hội cũ, lợi thế kinh doanh và năng lực cũ. Đây là cơ hội rất quý giá để Việt Nam nhanh chóng đón bắt, tiến thẳng vào lĩnh vực công nghiệp mới, tranh thủ các thành tựu khoa học - công nghệ tiên tiến để đẩy nhanh hơn tiến trình công nghiệp hóa, hiện đại hóa đất nước và thu hẹp khoảng cách phát triển. Tuy nhiên, các doanh nghiệp, trong đó có hệ thống ngân hàng, sẽ đối diện với không ít áp lực đòi hỏi trang bị lại cơ sở vật chất - kỹ thuật và các kỹ năng mới, điều chỉnh phương thức thiết kế, tiếp thị và phân phối sản phẩm, dịch vụ; tăng cường kiểm soát an ninh mạng và bảo mật dữ liệu... Trong công tác tín dụng, hệ thống ngân hàng lỗi truyền thống phức tạp đang là rào cản lớn nhất đối với sự thành công của ngân hàng số. Nếu không có những sự thay đổi về chiều sâu, các ngân hàng các thể bị tụt lại trong cuộc đua cung cấp các trải nghiệm số cho khách hàng. Hệ thống công nghệ thông tin lỗi thời với cấu trúc không linh hoạt và hoạt động nguyên khối cũng đang cản trở các ngân hàng phát triển lên ngân hàng số trong khi đó việc thay đổi hệ thống rất phức tạp, tốn kém cả về thời gian lẫn tiền bạc. Ngân sách đầu tư chiến lược cho các công nghệ mới bị hạn chế khi mà các ngân hàng Việt Nam hiện nay kinh doanh mới chủ yếu tập trung vào ngắn hạn. Đồng thời, do thiếu chiến lược và tầm nhìn về công nghệ số, hiểu biết hạn chế về số hóa và các tiềm năng của số hóa cũng đang hạn chế các ngân hàng đầu tư đúng mục vào việc hiện đại hóa hệ thống.

Thứ hai, đó là đảm bảo an ninh mạng, an toàn và bảo mật các giao dịch tín dụng. Với sự phát triển ngày càng tinh vi của công nghệ số và xu hướng chuyển dần sang điện toán đám mây, những lỗ hổng bảo mật cũng vì thế mà tăng theo, kéo theo những lo ngại ngày càng nghiêm trọng về rủi ro tấn công tin tặc. Những vụ vi phạm và tấn công mạng đang gia tăng, dẫn đến lo ngại về tình trạng bất ổn, tiếp tục xói mòn niềm tin của khách hàng. Thực tế cho thấy, tội phạm công nghệ cao có thể lấy cắp tài sản và thông tin của ngân hàng mà không cần phải đến ngân hàng, thậm chí cũng không cần kết nối về mặt vật lý. Do đó, các ngân hàng cần chủ động có biện pháp đối phó khả thi để đảm bảo an ninh mạng và thông tin của khách hàng.

Theo đó, cơ chế kiểm soát rủi ro tín dụng dựa trên các phương pháp truyền thống (bao gồm theo dõi các chỉ tiêu phản ánh nợ quá hạn, các chỉ tiêu phân tán rủi ro, chỉ tiêu tỷ lệ nợ xử lý rủi ro...), cơ chế giám sát chất lượng tín dụng ngân hàng có thể không còn phù hợp. Với tốc độ phát triển của công nghệ số như hiện nay thì bảo mật cũng đang là vấn đề khiến các ngân hàng phải quan tâm rất nhiều khi trình độ của các tổ chức tấn công mạng, trình độ của tội phạm cũng cao hơn rất nhiều, cùng với đó là mức độ toàn cầu hóa cao mà cuộc CMCN 4.0 đem lại thì việc tấn công các ngân hàng Việt Nam không còn chỉ gói gọn trong phạm vi trong nước mà tại bất kỳ một quốc gia nào, tội phạm cũng có thể tấn công được các ngân hàng Việt Nam, trong khi đó năng lực công nghệ thông tin còn mỏng cũng đang là một hạn chế lớn đối với các ngân hàng Việt Nam trong việc xây dựng hệ thống bảo mật, quản trị rủi ro của ngân hàng. Ảnh hưởng là, khi rủi ro bị tin tặc tấn công, số liệu dư nợ tín dụng khách hàng có thể bị mất, kỳ trả lãi, gốc nợ vay bị thay đổi, số tiền trả nợ biến mất, không theo dõi được dẫn tới ngân hàng bị thiệt hại khoản thu nhập từ hoạt động tín dụng, tiếp đó là mất thời gian, công sức đi xác minh dư nợ vay với khách hàng, không xác định được chất lượng tín dụng từ các chỉ tiêu đánh giá rủi ro tín dụng. Về phía NHNN, gây khó khăn trong việc kiểm soát rủi ro tín dụng dựa trên các phương pháp truyền thống, cơ chế thanh tra, giám sát tuân thủ không còn phù hợp. Do vậy, NHNN cần phải tiếp tục đổi mới hoạt động thanh tra, giám sát ngân hàng.

Thứ ba, thị trường lao động trong lĩnh vực tín dụng ngân hàng cũng sẽ có sự thay đổi, do việc ứng dụng những thành tựu của cuộc cách mạng này nên các ngân hàng giảm được số lượng nhân viên. Mặc dù vậy, nhu cầu về nguồn nhân lực chất lượng cao sẽ gia tăng (giỏi cả về chuyên môn nghiệp vụ tín dụng ngân hàng và công nghệ thông tin). Hơn nữa, việc cạnh tranh thông qua mở rộng mạng lưới các chi nhánh ngân hàng sẽ dần chững lại, do chi phí hoạt động cao, thay vào đó là công nghệ ngân hàng hiện đại. Điều này cũng tác động đến việc giảm số lượng nhân viên trong lĩnh vực tín dụng ngân hàng. Tuy nhiên, thời điểm này, nhân sự có năng lực về công nghệ số hiện đại trong lĩnh vực tín dụng của các ngân hàng Việt Nam còn yếu và mỏng, còn thiếu các nhân sự có khả năng nắm bắt và triển khai các công nghệ số hiện đại trên thế giới.

Thứ 4, các công ty công nghệ tài chính (FinTech) trở thành đối thủ cạnh tranh vô cùng gay gắt của các ngân hàng trong cung ứng các dịch vụ tài chính. Cuộc cách mạng công nghiệp 4.0 đã tạo điều kiện cho xu hướng thâm nhập giữa các công ty công nghệ (Fintech) vào lĩnh vực ngân hàng kéo theo sự phát triển và khả năng xâm chiếm của hoạt động ngân hàng ngầm, đặc biệt đối với các hoạt động thanh toán phi truyền thống (cổng thanh toán điện tử, ví điện tử, thanh toán do công ty viễn thông cung cấp...).

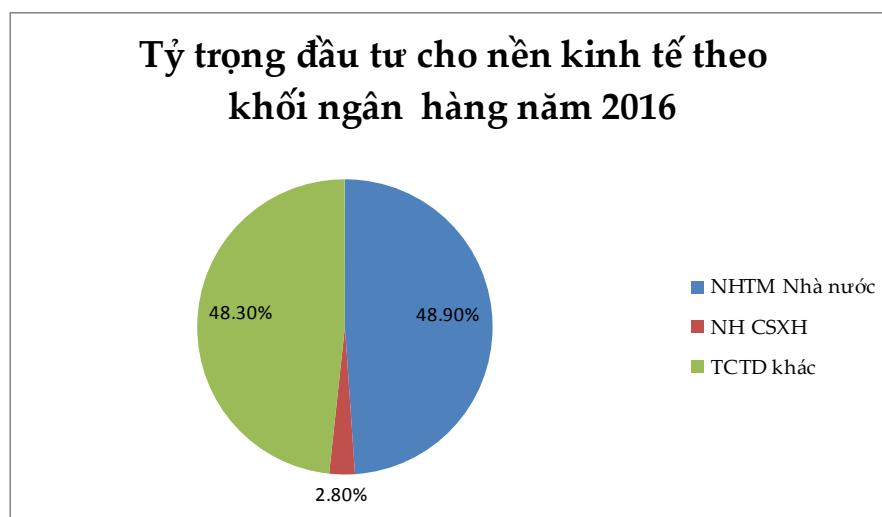
IV. KẾT QUẢ TIẾP CẬN CÁCH MẠNG CÔNG NGHIỆP 4.0 VÀO VIỆC NÂNG CAO CHẤT LƯỢNG TÍN DỤNG NGÂN HÀNG VIỆT NAM THỜI GIAN QUA

Thứ nhất, tín dụng hướng theo cách mạng công nghiệp 4.0:

Hiện nay, việc áp dụng các dây chuyền công nghệ sản xuất lớn theo xu hướng của cuộc cách mạng công nghiệp 4.0 ngày càng trở nên phổ biến, nhất là đối với các tập đoàn kinh tế tư nhân lớn. Vì vậy, việc tăng hạn mức cung ứng tín dụng trung - dài hạn cho các doanh nghiệp lĩnh vực công nghiệp hỗ trợ là cần

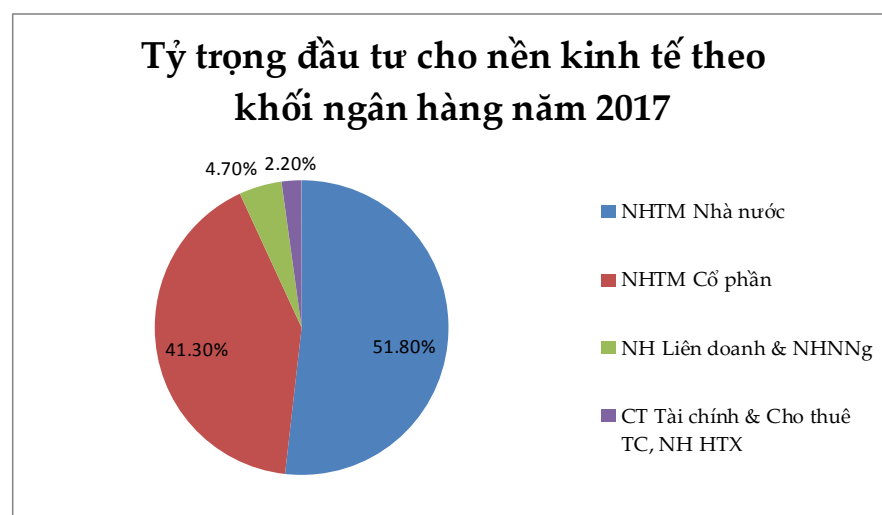
thiết và cũng để tạo điều kiện cho các doanh nghiệp này có nguồn vốn đổi mới công nghệ, tham gia vào các chuỗi giá trị toàn cầu cùng các tập đoàn kinh tế. Ghi nhận từ thị trường cho thấy, đến thời điểm này hàng loạt các ngân hàng thương mại lớn đã hưởng ứng việc chuyển dịch cơ cấu nguồn tín dụng dành cho các doanh nghiệp công nghiệp hỗ trợ.

Theo báo cáo thường niên NHNN năm 2016, thì đầu tư đối với nền kinh tế năm 2016 tăng khá. Đáng lưu ý, đầu tư đối với nền kinh tế được định hướng chủ yếu chảy vào lĩnh vực sản xuất, đặc biệt đối với các khu vực nông nghiệp – nông thôn, công nghiệp chế biến, chế tạo.



Sơ đồ 2: Tỷ trọng đầu tư cho nền kinh tế theo khối ngân hàng năm 2016

(Nguồn: Báo cáo thường niên Ngân hàng Nhà nước năm 2016)



Sơ đồ 3: Tỷ trọng đầu tư cho nền kinh tế theo khối ngân hàng năm 2017

(Nguồn: Trang tin điện tử "Người đồng hành")

Theo Phó Thống đốc NHNN Nguyễn Thị Hồng, thì năm 2017 tăng trưởng tín dụng ở mức 18,17%, tín dụng công nghiệp hỗ trợ tăng 22,13%, tín dụng đối với doanh nghiệp ứng dụng công nghệ cao tăng 20%, tín dụng nông nghiệp và phát triển nông thôn tăng 22,1%. Tín dụng đối với lĩnh vực tiềm ẩn rủi ro như kinh doanh bất động sản, chứng khoán được kiểm soát đã tăng với tốc độ chậm lại. Những năm gần đây,

NHNN tiếp tục triển khai quyết liệt, đồng bộ các giải pháp tái cơ cấu nhằm tạo nền tảng quan trọng để Đề án cơ cấu lại hệ thống TCTD gắn với xử lý nợ xấu giai đoạn 2016-2020 được triển khai xây dựng và thực hiện theo đúng lộ trình đề ra. Theo đó, công nghệ ngân hàng, năng lực quản trị, kiểm toán, kiểm soát nội bộ của các TCTD tiếp tục được tăng cường và hiện đại hóa theo thông lệ, chuẩn mực quốc tế. Ở góc độ các ngân hàng thương mại thì, tháng 8/2017, Vietcombank đã có cam kết dành khoảng 10.000 tỷ đồng cho vay công nghiệp hỗ trợ. Trong khi đó BIDV cũng đã dành 10.000 tỷ đồng cho vay doanh nghiệp nhỏ và vừa với lãi suất chỉ từ 5,5%/năm, hạn mức cho vay được linh hoạt tính theo dòng tiền của khách hàng, đồng thời gia tăng thế chấp bằng các tài sản là động sản, hàng tồn kho, các khoản thu... để tăng hạn mức cho doanh nghiệp. Ở góc độ địa phương, trong năm 2017, chính quyền TP. Hồ Chí Minh đã ban hành Quyết định 15/2017 về hỗ trợ doanh nghiệp đầu tư phát triển sản xuất công nghiệp hỗ trợ. Theo đó, các doanh nghiệp sẽ được ngân sách địa phương hỗ trợ lãi suất cho khoản vay tối đa là 200 tỷ đồng/dự án với thời hạn hỗ trợ kéo dài 7 năm. Điều này cho thấy rằng, việc kích cầu đầu tư lĩnh vực công nghiệp hỗ trợ đang được TP. Hồ Chí Minh rất quan tâm và ưu đãi khá lớn về tài chính. Với mức hỗ trợ lãi suất như vậy, rõ ràng là tạo điều kiện rất lớn để các ngân hàng thương mại gia tăng hạn mức cho vay đối với các doanh nghiệp công nghiệp hỗ trợ. Bởi hiện nay chương trình kết nối ngân hàng – doanh nghiệp tại TP. Hồ Chí Minh đã đi qua giai đoạn “tháo gỡ khó khăn”, trở thành một chương trình có sự phối hợp chặt chẽ với các chính sách ưu đãi vốn khác của địa phương, trong đó có chương trình kích cầu đầu tư. Và có thể thấy rằng, khi có sự đảm bảo của chính quyền địa phương, các ngân hàng thương mại sẽ mạnh dạn hơn trong việc cung ứng vốn dài hạn cho các doanh nghiệp công nghiệp hỗ trợ nhằm đổi mới công nghệ, tái cấu trúc sản phẩm.

Thứ hai, kênh bán hàng qua Internet, Mobile banking, mạng xã hội, phát triển ngân hàng số và giao dịch tự động đã là xu thế phát triển mạnh.

Trải nghiệm của khách hàng là điều được đề cập đến thường xuyên và là xu hướng vượt trội, ở một số ngân hàng đã xuất hiện ngày càng nhiều “ngân hàng không giấy”. Nhờ ứng dụng chuyển đổi kỹ thuật số, các sản phẩm tín dụng của ngân hàng có thể tích hợp được với nhiều sản phẩm dịch vụ phụ trợ để làm hài lòng khách hàng. Việc áp dụng các nguyên tắc của CMCN 4.0, các vấn đề như giao diện lập trình ứng dụng (API), phân phối liên mạch hay phân tích thông minh (intelligence analytics) là những ứng dụng phổ biến trong hoạt động phát triển sản phẩm tín dụng, đặc biệt là các sản phẩm có hàm lượng công nghệ cao của các ngân hàng, từ đó góp phần nâng cao chất lượng tín dụng ngân hàng. Ví dụ tại Standard Chartered Bank, VPBank, Tpbank... là các ngân hàng đi đầu trong việc thay đổi. Trong đó, số hóa ngân hàng là một chiến lược quan trọng của VPBank, thể hiện tầm nhìn của Ban lãnh đạo ngân hàng đối với tương lai của ngành ngân hàng và sự thay đổi trong hành vi khách hàng. Khách hàng VPBank được cung cấp dịch vụ số hoá, bao gồm hầu hết các dịch vụ tài chính trực tuyến, bao gồm cả vay, mở thẻ tín dụng...; sử dụng giải pháp hệ thống chữ ký số dựa trên nền tảng KPI, mô hình ngân hàng kỹ thuật số Timo. TPbank triển khai mô hình ngân hàng tự động Livebank giúp khách hàng giao dịch trực tiếp với màn hình máy tính và trao đổi với nhân viên ngân hàng qua video call mà không phải đến phòng giao dịch của ngân hàng. Standard Chartered Bank đã triển khai nền tảng ngân hàng di động hồi tháng 9/2016. Cũng năm này, ngân hàng này đã ra mắt thẻ tín dụng Standard Chartered WorldMiles, thẻ tín dụng đầu tiên trên thị trường cho phép chủ thẻ sử dụng hơn 800 phòng chờ VIP ở các sân bay trên khắp thế giới, thông qua việc sử dụng ứng dụng Dragonpass trên điện thoại di động mà không cần mang theo thẻ. Ứng dụng di động The Good Life, hoạt động trên nền tảng định vị toàn cầu (GPS) giúp khách hàng có thể tìm kiếm các ưu đãi đặc biệt áp dụng cho thẻ ghi nợ và thẻ tín dụng của Standard Chartered tại các địa điểm mà họ đến. Các tổ chức tín dụng trong năm 2017 đã liên tục đưa ra các sản phẩm mới để đón đầu xu hướng thanh toán không dùng tiền mặt vốn đang phát

triển nhanh chóng trong kỷ nguyên CMCN 4.0. Ngoài nền tảng Internet Banking và Mobile Banking, một số ngân hàng và công ty công nghệ thông tin đã nghiên cứu, hợp tác và đưa vào ứng dụng các công nghệ trên thiết bị điện thoại di động như việc áp dụng xác thực vân tay, nhận diện khuôn mặt, sinh trắc, sử dụng mã QR Code, Tokenization, thanh toán phi tiếp xúc, công nghệ mPOS,... Đến nay tại Việt Nam đã có trên 41 ngân hàng thương mại triển khai cung ứng dịch vụ thanh toán qua điện thoại di động với số lượng, giá trị giao dịch liên tục tăng nhanh.

Thứ ba, dữ liệu lớn (Big Data) và phân tích hành vi khách hàng đã, đang và sẽ trở thành xu hướng tương lai cho thời đại công nghệ số, khi có thể thu thập dữ liệu bên trong và bên ngoài thông qua tổ chức phân tích hành vi khách hàng nhằm nâng cao chất lượng dịch vụ, mang lại giá trị gia tăng, tiết giảm chi phí và hỗ trợ cho các quá trình ra quyết định. Tại các ngân hàng, việc chăm sóc khách hàng VIP, khách hàng SMEs thông qua nền tảng dữ liệu và phân tích được thực hiện thường xuyên, đảm bảo mang lại lợi ích tối đa cho ngân hàng.

Thứ tư, các công ty công nghệ tài chính Fintech phát triển mạnh mẽ

Tại Việt Nam, theo Fintech News (2017), Việt Nam có 48 công ty Fintech và 48% công ty tham gia vào hoạt động thanh toán, cung cấp cho khách hàng và các nhà bán lẻ các dịch vụ thanh toán trực tuyến hoặc các giải pháp thanh toán kỹ thuật số. Một số ít công ty hoạt động trong lĩnh vực gọi vốn, chuyển tiền, Blockchain, quản lý tài chính cá nhân, quản lý POS, quản lý dữ liệu, cho vay và so sánh thông tin. Trong đó, cho vay có Loanvi, Tima, TrustCircle... Không riêng ngân hàng truyền thống, các Fintech cũng phát triển mạnh trong cuộc đua giành thị phần thanh toán điện tử. Số lượng các đơn vị được cấp phép trở thành trung gian thanh toán đã tăng gấp 3 lần trong năm 2017.

Thứ năm, về phía NHNN, đã nâng cao chất lượng thông tin khách hàng vay, hỗ trợ TCTD tiếp cận đầy đủ thông tin.

Thực hiện Đề án phát triển Trung tâm Thông tin tín dụng Quốc gia Việt Nam (Trung tâm TTTD) của NHNN, đến nay, Trung tâm TTTD đã hoàn thành xây dựng mô hình xếp hạng tín dụng doanh nghiệp theo tiêu chuẩn quốc tế và từ tháng 7/2017 đã chính thức cung cấp sản phẩm xếp hạng tín dụng mới tới các TCTD, qua đó từng bước cải thiện, minh bạch hóa thông tin tín dụng, tạo điều kiện để khách hàng vay được tiếp cận tín dụng bình đẳng trên thị trường tín dụng.

Hoạt động “Đăng ký và cung cấp thông tin tín dụng cho khách hàng vay thế nhân” tại cổng thông tin của Trung tâm TTTD Quốc gia đã được triển khai. Theo đó, khách hàng vay có thể đăng ký trực tuyến nhu cầu thông tin tín dụng, khai thác và kiểm tra thông tin, điểm tín dụng bản thân, góp phần làm minh bạch hóa hoạt động thông tin tín dụng, hỗ trợ các TCTD tìm kiếm khách hàng vay tiềm năng. Tính đến nay, cơ sở dữ liệu TTTD Quốc gia đã thu thập đầy đủ thông tin từ 122/122 đầu mối TCTD (trong đó bao gồm cả NHCSXH, chi nhánh ngân hàng nước ngoài, TCTD phi ngân hàng). Riêng nhóm QTDND và tổ chức tài chính vi mô, đã có 1175 QTDND và 28 tổ chức tự nguyện (trong đó có Ngân hàng Phát triển Việt Nam, Quỹ Bảo vệ môi trường, các Quỹ đầu tư và Công ty tài chính) cung cấp thông tin tín dụng khách hàng cho Cơ sở dữ liệu TTTD Quốc gia. Cơ sở dữ liệu đến nay đạt 33,3 triệu khách hàng vay (trong đó trên 749.000 khách hàng pháp nhân và trên 32 triệu khách hàng thế nhân); hỗ trợ và xử lý dữ liệu trên 3.000 doanh nghiệp vay và trả nợ nước ngoài; thu thập thông tin đăng ký kinh doanh của 100% doanh nghiệp từ Bộ Kế hoạch và Đầu tư.

NHNN cũng đang phối hợp với Bộ Công an xây dựng đề án kết nối hạ tầng kỹ thuật, triển khai lắp đặt hệ thống chia sẻ thông tin về khách hàng vay có đồng thời cả chứng minh nhân dân và số thẻ căn cước công dân.

V. MỘT SỐ GIẢI PHÁP VÀ KIẾN NGHỊ NÂNG CAO CHẤT LƯỢNG TÍN DỤNG NGÂN HÀNG VIỆT NAM TRONG BỐI CẢNH CÁCH MẠNG CÔNG NGHIỆP 4.0:

5.1. Đối với Ngân hàng Nhà nước:

- Xây dựng chiến lược về phát triển CNTT, an toàn, an ninh bảo mật của ngành Ngân hàng, đây phải là một chiến lược bộ phận quan trọng trong chiến lược phát triển ngành Ngân hàng đến năm 2025, định hướng 2030. Trong đó một nhiệm vụ xuyên suốt là nghiên cứu và ứng dụng các thành tựu công nghệ hiện đại của CMCN4.0.

- Tập trung nguồn lực để hoàn thiện khuôn khổ pháp lý tạo môi trường sinh thái tốt cho các TCTD và các công ty Fintech phát triển cung ứng sản phẩm dịch vụ tài chính trên nền tảng công nghệ số để gia tăng khả năng tiếp cận dịch vụ tài chính của người dân và doanh nghiệp.

- Tập trung rà soát, hoàn thiện các cơ chế, quy chế, quy định của NHNN đảm bảo chặt chẽ, minh bạch; nâng cao phẩm chất đạo đức, trách nhiệm nghề nghiệp, nâng cao tinh thần cảnh giác, ngăn ngừa mọi diễn biến phức tạp có thể xảy ra ảnh hưởng đến cán bộ, tài sản và uy tín hoạt động ngân hàng. Tiếp tục phối hợp chặt chẽ, hiệu quả với các cơ quan bảo vệ pháp luật trong công tác phòng ngừa, đấu tranh, phát hiện, ngăn chặn và xử lý các hành vi vi phạm pháp luật và tội phạm trong lĩnh vực ngân hàng, đặc biệt là tội phạm công nghệ cao. Đẩy mạnh công tác truyền thông để người dân nắm bắt những kiến thức cần thiết về tín dụng, tài chính, ngân hàng, các quy định của pháp luật trong giao dịch tín dụng ngân hàng, những thủ đoạn của bọn tội phạm, từ đó nâng cao ý thức cảnh giác, chủ động phòng ngừa rủi ro, góp phần đảm bảo an ninh, an toàn hoạt động ngân hàng. Xây dựng các kịch bản và tập dượt đối phó với các biến cố và khủng hoảng tài chính - ngân hàng nhằm tăng tính chủ động và kỹ năng đối phó với khủng hoảng ở các cấp...

- Tăng cường và đổi mới công tác thanh tra, kiểm tra, giám sát hoạt động cho vay đối với khách hàng của các TCTD, phân tích, đánh giá, phát hiện, cảnh báo sớm và xử lý kịp thời các rủi ro, vi phạm pháp luật trong hoạt động của từng TCTD, cũng như của hệ thống các TCTD về an toàn hoạt động tín dụng ngân hàng; phát hiện và kiến nghị cấp có thẩm quyền chấn chỉnh, sửa đổi, bổ sung, hoàn thiện các cơ chế, chính sách của Nhà nước và ngành Ngân hàng liên quan đến hoạt động tín dụng;

- Tăng cường nguồn nhân lực và nâng cao trình độ chuyên môn, nghiệp vụ của cán bộ làm công tác thanh tra tại chỗ, đào tạo kỹ năng phân tích, nhận định, xử lý tốt tình huống trong quá trình thanh tra chất lượng tín dụng ngân hàng. Để có thể tiến hành thanh tra tốt chất lượng tín dụng ngân hàng cần có một đội ngũ cán bộ chất lượng am hiểu và đáp ứng các chuẩn mực trong nước và quốc tế, mỗi thành viên vừa phải có kiến thức sâu rộng trong lĩnh vực tiền tệ, tài chính, ngân hàng, vừa có chuyên môn sâu trong một lĩnh vực cụ thể được phân công, có khả năng phân tích tình huống để có cách tiếp cận phù hợp, tìm ra nguồn gốc của vấn đề, đồng thời phải có kỹ năng giao tiếp, ứng xử với đối tượng thanh tra. Việc tăng cường công tác đào tạo, tập huấn, trao đổi nghiệp vụ thanh tra, kiểm tra nâng cao năng lực và kỹ năng cho công chức làm công tác thanh tra, kiểm tra lồng ghép với các khóa đào tạo kỹ năng mềm về giao tiếp, ứng xử là rất cần thiết.

5.2. Đối với hệ thống các Tổ chức tín dụng:

- Các ngân hàng nên xây dựng chiến lược phù hợp chuyên dịch nguồn lực theo xu thế của cuộc CMCN lần thứ 4, trong đó có chiến lược nâng cao chất lượng tín dụng.

- Các ngân hàng xây dựng giải pháp phù hợp, hợp tác với các công ty công nghệ, bởi đó là cơ hội để các ngân hàng tiếp nhận được các công nghệ mới cùng với nhân lực có chuyên môn về công nghệ cao, giúp các ngân hàng giảm được thời gian cũng như chi phí nghiên cứu các sản phẩm công nghệ mới.

- Định hướng xây dựng mô hình chi nhánh hiện đại - giúp tối ưu hóa trải nghiệm của khách hàng - giúp họ tương tác tốt hơn. Việc xây dựng các chi nhánh này chủ yếu dựa vào nền tảng công nghệ tự động hóa, kết nối đa chiều và thông minh hóa của CMCN 4.0.

- Tăng cường ứng dụng chuỗi cung ứng thông minh và mô hình ngân hàng đại lý: Nguyên lý của CMCN 4.0 là tạo ra một mô hình chuỗi cung ứng mới gắn kết chặt chẽ hơn với nhu cầu của khách hàng.

- Đẩy mạnh thiết kế và bán theo gói sản phẩm dịch vụ ngân hàng (the pharmacy) cho những phân khúc khách hàng phù hợp thông qua dịch vụ ngân hàng điện tử cá nhân và phát triển các thiết bị tự phục vụ.

- Đặc biệt chú trọng quản lý an ninh mạng. Yêu cầu bảo đảm an ninh tài chính, tiền tệ, an ninh mạng đòi hỏi các ngân hàng nắm bắt, thích nghi và thay đổi kịp thời với xu thế công nghệ mới, định hình lại mô hình kinh doanh, quản trị, tăng đầu tư công nghệ, nâng cấp trung tâm dữ liệu dự phòng, hướng tới việc xây dựng các ngân hàng kỹ thuật số thông minh; phát triển các kênh phân phối mới, các sản phẩm dịch vụ tín dụng ngân hàng hiện đại, mang tính tích hợp cao; tăng doanh thu của ngân hàng bán lẻ nhờ vào web, điện thoại di động hay ứng dụng trên máy tính bảng; giảm dần vai trò, mạng lưới và nhân công của các chi nhánh. Cùng với việc đẩy mạnh ngân hàng số, các ngân hàng cần tăng cường năng lực bảo mật trong giao dịch, tập trung nghiên cứu triển khai áp dụng bảo mật sinh trắc học trong cung cấp dịch vụ sản phẩm của mình, và thay thế các cách thức bảo mật truyền thống đơn giản, lạc hậu.

- Cơ chế kiểm soát rủi ro dựa trên các phương pháp truyền thống, cơ chế giám sát ngân hàng ở mỗi ngân hàng và toàn hệ thống cũng cần được đổi mới và hiện đại hóa cho phù hợp và đòi hỏi nâng cao số lượng và chất lượng đội ngũ cán bộ công nghệ thông tin, cải thiện năng lực xử lý các thách thức về vấn đề bảo mật thông tin và an ninh mạng tài chính, an ninh công nghệ thông tin, các loại tội phạm công nghệ cao và giữ vững quyền kiểm soát hệ thống của các ngân hàng quốc gia; xây dựng văn hóa kinh doanh phù hợp, phát triển và nâng cao sức cạnh tranh của các dịch vụ ngân hàng ngày càng đa dạng, tiện ích cao, chất lượng, củng cố thương hiệu và uy tín....để tồn tại và phát triển bền vững.

- Các TCTD đổi mới chính sách và quy trình cho vay đối với lĩnh vực nông nghiệp, nhất là cho vay theo chuỗi giá trị đối với nông sản chủ yếu có lợi thế cạnh tranh của Việt Nam nhằm tạo bước đột phá về ứng dụng công nghệ sinh học, công nghệ nano từ CMCN 4.0 mang lại.

- Chú trọng nâng cao chất lượng nguồn nhân lực ngành Ngân hàng. Yếu tố con người là then chốt, quyết định đến sự thành công của quá trình xây dựng NHTW hiện đại. Việc đào tạo, quan tâm tới chất lượng nguồn nhân lực công nghệ cao được thực hiện ở cả NHNN và trong toàn bộ hệ thống các TCTD. Khi thời kỳ ngân hàng số, mobile banking và internet banking lên ngôi, các mạng lưới và nhân sự ngân hàng truyền thống sẽ dần thu hẹp. Đồng thời, yêu cầu đối với chất lượng nguồn nhân lực cũng thay đổi, đòi hỏi phải thiết kế chương trình, nội dung đào tạo phù hợp nhu cầu thực tế và xu hướng phát triển chung của hoạt động ngân hàng.

Trong điều kiện hoạt động kinh doanh hiện tại trước bối cảnh CMCN 4.0, thì chất lượng tín dụng đóng vai trò quan trọng quyết định sự thành công hay thất bại của các ngân hàng, nó luôn cần sự quan tâm thường xuyên của chính các ngân hàng. Chính vì vậy, việc nghiên cứu các giải pháp nâng cao chất lượng tín dụng của các Ngân hàng có ý nghĩa đối với bản thân các TCTD, NHNN và cả nền kinh tế xã hội. Việc xác định rõ những tác động và xu hướng phát triển của hoạt động ngân hàng trong tiến trình của cuộc cách mạng công nghiệp 4.0 giúp các ngân hàng có sự chuẩn bị kỹ càng các nguồn lực cần thiết và có hướng đi đúng đắn, kịp thời đổi mới, có những chính sách phù hợp để nắm bắt tốt những cơ hội, vượt qua những thách thức giúp hệ thống ngân hàng đảm bảo được sự phát triển an toàn, bền vững trong hoạt động kinh doanh của mình.

Tóm lại, CMCN 4.0 sẽ tác động sâu sắc đến chất lượng tín dụng các ngân hàng, đem đến cả về cơ hội cũng như thách thức. Do đó, để nắm bắt được cơ hội và hạn chế những tác động tiêu cực nhằm nâng cao chất lượng tín dụng ngân hàng, các nhà hoạch định chính sách và quản lý trong lĩnh vực ngân hàng cần chủ động nghiên cứu, xây dựng chiến lược phát triển và kinh doanh phù hợp. Nếu không cơ hội sẽ qua đi, dường như không bao giờ trở lại, chỉ còn lại những thách thức và khó khăn.

2. DANH MỤC CÁC CHỮ VIẾT TẮT:

- Cách mạng công nghiệp lần thứ tư: CMCN 4.0
- Ngân hàng Nhà nước: NHNN
- Công nghệ thông tin: CNTT
- Tổ chức tín dụng: TCTD
- Ngân hàng Chính sách xã hội: NHCSXH
- Quỹ tín dụng nhân dân: QTDND

3. DANH MỤC BẢNG BIỂU, SƠ ĐỒ:

- Sơ đồ 1: Tiến trình lịch sử các cuộc cách mạng công nghiệp cho đến nay
- Sơ đồ 2: Tỷ trọng đầu tư cho nền kinh tế theo khối ngành năm 2016
- Sơ đồ 3: Tỷ trọng đầu tư cho nền kinh tế theo khối ngành năm 2017

4. DANH MỤC TÀI LIỆU THAM KHẢO

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GIẢI PHÁP HẠN CHẾ THOÁI VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI TẠI VIỆT NAM TRONG GIAI ĐOẠN HIỆN NAY

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TÓM TẮT: Thoái vốn đầu tư nước ngoài tại Việt Nam đã và đang diễn ra trên khắp cả nước với nhiều hình thức, ở nhiều lĩnh vực và ngành nghề khác nhau, đặc biệt xảy ra hiện tượng các doanh nghiệp FDI bỏ trốn, mất tích để lại những gánh nặng nợ cho nền kinh tế. Qua phân tích và đánh giá thực trạng tình hình thoái vốn đầu tư nước ngoài tại Việt Nam trong giai đoạn hiện nay, bài viết đã phần nào nêu ra được diễn biến của hoạt động này trong nền kinh tế Việt Nam với đa dạng các hình thức khác nhau, đồng thời chỉ ra được những hạn chế trong công tác chống suy giảm và thoái vốn FDI, và chỉ ra nguyên nhân của những hạn chế này. Trên cơ sở phân tích nguyên nhân của những tồn tại và hạn chế, bài viết đã đề xuất một số giải pháp nhằm hạn chế thoái vốn đầu tư trực tiếp nước ngoài tại Việt Nam trong thời gian tới.

Từ khóa: Thoái vốn đầu tư, thoái vốn FDI,

1. ĐẶT VẤN ĐỀ

Việt Nam gia nhập ASEAN vào tháng 7/1995 đã mở đầu cho tiến trình hội nhập kinh tế quốc tế của Việt Nam và sự kiện Việt Nam tham gia tổ chức thương mại thế giới WTO năm 2007 đã đánh dấu bước hội nhập toàn diện của Việt Nam với nền kinh tế thế giới, từ đó Việt Nam đã ký kết hàng loạt các hiệp định song phương và đa phương với các quốc gia và tổ chức quốc tế.

Cùng với quá trình hội nhập vào nền kinh tế thế giới, môi trường kinh tế của Việt Nam cũng đã có nhiều thay đổi lớn: hàng loạt nước cải cách về kinh tế đã được thực hiện nhằm đáp ứng các nhu cầu phát triển kinh tế trong điều kiện mới, trong đó có hoạt động đầu tư. Hoạt động đầu tư nước ngoài được nói lỏng hơn, mở rộng hơn để các dòng vốn dễ dàng di chuyển hơn nhằm tạo hành lang thông thoáng nhất cho hoạt động đầu tư phát triển. Thực tiễn đã chứng minh sự di chuyển vốn giữa các quốc gia ngày càng được tự do hóa trong thời gian qua đã mang lại lợi ích lớn cho toàn bộ nền kinh tế thế giới, kể cả nước cung cấp vốn lẫn nước nhận vốn. Các dòng vốn này được xem là động lực mang lại sự tăng trưởng kinh tế ở các quốc gia đang phát triển.

Tuy nhiên, cùng với những lợi ích to lớn mà hoạt động đầu tư mang lại cho Việt Nam, các dòng vốn nước ngoài cũng gây ra không ít những thách thức trong việc kiểm soát các dòng vốn vào và đặc biệt là khó khăn với những dòng vốn ra, hay hiện tượng thoái vốn đầu tư của các nhà đầu tư nước ngoài ra khỏi nền kinh tế Việt Nam. Sự đảo chiều dòng vốn này là mối đe dọa lớn đối với tiến trình hội nhập của mỗi quốc gia. Đặc điểm chung dẫn tới sự đảo chiều của dòng vốn ở hầu hết các nước đều do thị trường thiếu niềm tin vào chính sách kinh tế vĩ mô trong nước. Hơn nữa, việc thoái vốn đầu tư của các nhà đầu tư nước ngoài sẽ dẫn tới sự bất ổn trong điều hành kinh tế vĩ mô của các quốc gia (liên quan tới lạm phát, biến động tỷ giá,...).

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Do vậy để kích thích hoạt động đầu tư mở rộng, hạn chế được sự bất ổn cho nền kinh tế, đặc biệt trong xu thế tự do hóa giao dịch vốn và toàn cầu hóa nền kinh tế hiện nay, việc nghiên cứu thoái vốn đầu tư trực tiếp nước ngoài ra khỏi nền kinh tế Việt Nam là hết sức cần thiết.

2. LÝ LUẬN CHUNG VỀ THOÁI VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI

2.1. Khái niệm

Theo Boddewyn and Torneden (1973), những người đầu tiên nghiên cứu về thoái vốn nước ngoài ở thị trường Mỹ, thoái vốn đầu tư nước ngoài là việc giảm tỉ lệ sở hữu trong một hoạt động đầu tư vốn trực tiếp (doanh nghiệp FDI) trên cơ sở tự nguyện hoặc không tự nguyện. Như vậy, định nghĩa này bao gồm trường hợp tự nguyện ví dụ như bán lại tất cả hoặc một phần cổ phần, thanh lý, và trường hợp không tự nguyện như là sung công và quốc hữu hóa.

Thoái vốn không tự nguyện là trường hợp công ty bị buộc phải thực hiện thoái vốn. Nói cách khác, công ty không tự chủ động đưa ra quyết định thoái vốn. Ví dụ của thoái vốn không tự nguyện có thể là sung công, quốc hữu hóa và bắt buộc thuần hóa dần dần.

Thoái vốn tự nguyện là trường hợp một công ty sẵn sàng tự nguyện thực hiện thoái vốn. Ví dụ, học giả Boddewyn chủ yếu tập trung nghiên cứu về thoái vốn tự nguyện do các bằng chứng cho thấy số lượng các hoạt động thu hồi vốn không tự nguyện đang giảm. Ngoài ra, các bài nghiên cứu sâu hơn về thoái vốn tự nguyện còn đưa ra sự phân biệt giữa thoái vốn tự nguyện phòng thủ và thoái vốn tự nguyện tấn công.

Cụ thể hơn, bên cạnh cách phân loại của Boddewyn giữa thoái vốn tự nguyện và không tự nguyện, McDermott (1996) đã nghiên cứu và phân chia ra thoái vốn tự nguyện phòng thủ và thoái vốn tự nguyện tấn công.

Thoái vốn tự nguyện phòng thủ xảy ra khi một công ty đa quốc gia bị suy giảm đáng kể khả năng cạnh tranh, dẫn đến sự mất thị phần đồng thời ảnh hưởng xấu đến kết quả tài chính. Vì vậy, các công ty này tự nguyện thực hiện thoái vốn phòng thủ với mục đích cố gắng bảo vệ sức cạnh tranh của họ khi đối mặt với hiệu suất hoạt động yếu. Nói cách khác, các quyết định thoái vốn tự nguyện phòng thủ được thực hiện khi phải tìm cách khắc phục những tổn thất nặng nề.

Thoái vốn tự nguyện tấn công nảy sinh khi một quyết định bán lại cổ phần (thoái vốn) được đưa ra thực hiện để thực hiện tái cơ cấu công ty. Trong bài nghiên cứu của Sachdev năm 1976, học giả này đã chỉ ra một vài công ty rút khỏi hoạt động nước ngoài do nhận thấy triển vọng phát triển tốt hơn ở nơi khác. Có nhiều bằng chứng rõ ràng về hoạt động thoái vốn tự nguyện tấn công xuất hiện vào những năm 1990s trong trường hợp của sự liên hợp sau khi mua lại và có thể tăng đáng kể vì sự bùng nổ trong việc mua bán (các doanh nghiệp, công ty) xuyên biên giới (theo McDermott, 2010 -11). Thực sự hình thức này đã dần trở nên phổ biến, các doanh nghiệp (công ty mẹ, tập đoàn) thu hồi vốn khi hiệu suất của công ty con bị đánh giá yếu kém, nhưng vẫn yêu cầu giá cả phù hợp nếu bán.

2.2. Nguyên nhân của thoái vốn đầu tư nước ngoài

Có rất nhiều nguyên nhân dẫn tới việc thoái vốn của các nhà đầu tư nước ngoài ra khỏi một quốc gia. Tuy nhiên, nguyên nhân chung nhất đó là sự thiếu niềm tin vào nền kinh tế vĩ mô của quốc gia đó, làm cho các nhà đầu tư đánh giá tỷ suất sinh lời kỳ vọng giảm xuống so với các quốc gia khác, chính vì vậy thoái vốn đầu tư là khó tránh khỏi. Thoái vốn đầu tư có những nguyên nhân cụ thể nào, sẽ được xem xét kỹ hơn ở phần dưới đây.

Boddewyn (1979) đã tổng hợp và đưa ra các nguyên nhân dẫn đến tình trạng thoái vốn của các nhà đầu tư nước ngoài, các công ty, tập đoàn đa quốc gia.

Thứ nhất, những yếu tố kinh tế là yếu tố chủ yếu ảnh hưởng đến quyết định rút vốn của các nhà đầu tư. Nó có thể do hiệu quả hoạt động sản xuất kinh doanh kém kéo dài của một chi nhánh hoặc bộ phận, từ đó dẫn tới lợi nhuận sụt giảm và thua lỗ, mà không dự kiến, không kỳ vọng sẽ có sự cải thiện. Ngoài ra, cũng có thể do công ty mẹ không có khả năng để bù lỗ, duy trì tồn thất thêm, hoặc thiếu vốn để đầu tư cho việc hiện đại hóa hoặc mở rộng cần thiết để tồn tại trong thị trường. Tuy nhiên, một đầu tư không mang lại lợi nhuận ở một quốc gia có thể tiếp tục được duy trì nếu nó giúp phân tán, làm giảm rủi ro cho toàn bộ hệ thống của doanh nghiệp, hoặc tăng năng suất cho bất kỳ bộ phận nào khác của nó.

Thứ hai, vấn đề có thể do chưa phân tích kỹ lưỡng, chính xác trước khi quyết định đầu tư. Hoạt động thoái vốn thường xảy ra với các khoản đầu tư hoặc mua lại doanh nghiệp mà thiếu sự phân tích sơ bộ cẩn thận.

Thứ ba, điều kiện môi trường hoạt động bất lợi. Hiệu quả sử dụng và sinh lời của các khoản đầu tư chịu sự ảnh hưởng đáng kể của các điều kiện kinh tế, chính trị, xã hội và văn hóa hiện tại và dự kiến trong tương lai ở trong và ngoài nước. Đặc biệt, do xu thế hội nhập kinh tế quốc tế, tự do hóa thương mại và toàn cầu hóa, cơ hội và rủi ro di chuyển từ nước này sang nước khác, và nền kinh tế của các quốc gia cũng chịu ảnh hưởng bởi sự biến động và phát triển trong khu vực và trên toàn thế giới như chi phí năng lượng tăng cao, tăng tính dân chủ (nền chính trị dân chủ hơn), tăng kiểm soát của chính phủ, phản ứng của cộng đồng đối với các cơ sở gây ô nhiễm, và sự tham gia của người lao động vào quá trình ra quyết định ngày càng tăng. Đối với công ty đa quốc gia, sự suy giảm hoạt động kinh doanh chính của một công ty, chẳng hạn như hiệu suất và lợi nhuận của công ty mẹ bị ảnh hưởng xấu bởi điều kiện kinh tế chính trị của quốc gia nơi công ty đó đang hoạt động, có thể dẫn đến việc bán lại hoặc đóng cửa các chi nhánh, công ty con nước ngoài. Một số công ty đa quốc gia từ bỏ những dự án kinh doanh, liên doanh mà để duy trì hoặc phát triển nó sẽ đòi hỏi họ phải tham gia vào các biện pháp, hoạt động kinh doanh có thể bị phê bình. Họ thường muốn dựa vào các nhà phân phối nước ngoài, đại lý, các đối tác và đại diện được cấp phép, hơn là duy trì sự kiểm soát khoản đầu tư nước ngoài mong manh.

Thứ tư, thiếu sự phù hợp và nguồn lực. Thay vì cho rằng có thể đầu tư tài chính và quản lý mọi thứ hiệu quả, các công ty, tập đoàn hiện có xu hướng nhìn vào những gì thực tế phù hợp với khả năng của họ, có tính khả thi, có thể thực hiện được. Vì thế, điều này dẫn đến sự hợp lý hóa và sự thoái vốn có chọn lọc. Xu thế phát triển này có liên quan với sự xuất hiện của các bộ phận lập kế hoạch mạnh mẽ, chắc chắn hơn và đưa ra một cái nhìn chiến lược rõ ràng hơn về cơ hội và nguồn lực của công ty. Hoặc thoái vốn có thể xảy ra khi có sự mua lại (doanh nghiệp) thừa thãi quá độ, sự sụt giảm của hoạt động kinh doanh cốt lõi, hoặc một đội ngũ quản lý mới đòi hỏi xem xét kỹ phương hướng hoạt động của công ty.

Sự thiếu thốn nguồn lực quản lý cũng góp phần quan trọng, ảnh hưởng đến đầu tư nước ngoài. Quá trình mở rộng, phát triển nhanh chóng hoặc đa dạng hóa đặt ra những thách thức liên quan đến quy mô và sự phức tạp trong hoạt động đối với khả năng của công ty. Việc phát triển hệ thống kiểm soát hiệu quả tốn nhiều thời gian, và các công ty con, chi nhánh ở nước ngoài thường đối mặt với vấn đề nhân sự và quản lý giám sát (thiếu hụt nhân sự phù hợp, nhất là ở các vị trí quản lý cấp cao). Các công ty cũng có xu hướng đánh giá thấp quá trình tích hợp sau thương vụ mua lại, sáp nhập.

Thứ năm, yếu tố cấu trúc và tổ chức. Sachdev đã chú ý đến vấn đề yếu kém trong giao tiếp, truyền đạt thông tin giữa trụ sở chính và các công ty con/ chi nhánh về các mục tiêu, chính sách và điều kiện hoạt động là một nhân tố góp phần vào các quyết định thoái vốn đầu tư. Ông ấy nhận thấy thoái vốn có liên quan đến

cơ cấu tổ chức địa lý, bao gồm hình thức phân chia quốc tế. Khuynh hướng thoái vốn cũng cao hơn trong các hoạt động (sản xuất kinh doanh) được hợp nhất; trong các công ty chiếm sự thống trị về thị phần và dễ bị tác động, dễ tổn thương bởi chính trị; và trong các doanh nghiệp sở hữu hoàn toàn và muốn giữ quyền kiểm soát hoặc sẽ rút khỏi nếu họ không thể đảm bảo điều đó.

Thứ sáu, áp lực từ bên ngoài. Áp lực bên ngoài dẫn đến thoái vốn có thể từ các chính sách đang phát triển của quốc gia hoặc khu vực mà các công ty con/ chi nhánh phải đối mặt. Sachdev đã nêu ra nhiều trường hợp mà chính phủ từ chối cấp phép mở rộng, hiện đại hóa, và tăng giá cả cũng như áp lực liên quan đến việc sử dụng và đào tạo lao động địa phương và vấn đề phát triển xuất khẩu và công nghệ địa phương, từ đó đã dẫn tới việc bán lại, rút vốn tự nguyện hoặc bán tự nguyện. Ngoài ra, ưu tiên các công ty địa phương cũng mang lại kết quả này.

Cuối cùng, tính ngoại lai và sự khác biệt quốc gia. Van Den Bulcke và một số học giả khác đã đưa ra một số bằng chứng cho thấy các công ty đa quốc gia có vốn và thuộc quyền sở hữu nước ngoài có xu hướng thoái vốn nhiều hơn các công ty thuộc sở hữu địa phương ở các nước trong Cộng đồng liên minh kinh tế Châu Âu.

3. THỰC TRẠNG THOÁI VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI TẠI VIỆT NAM TRONG GIAI ĐOẠN HIỆN NAY

3.1. Thực trạng thoái vốn trong khối doanh nghiệp FDI tại Việt Nam trong giai đoạn hiện nay.

Vai trò của FDI đối với nền kinh tế Việt Nam là rất lớn, khi nó chiếm khoảng 22 – 25% tổng vốn đầu tư xã hội tính từ năm 1991 đến 2017, tổng vốn đầu tư thực hiện khoảng 161 tỉ USD; FDI chiếm khoảng 50% tổng giá trị sản xuất công nghiệp. Những công trình lớn nhất của chúng ta từ điện nước, sắt thép, hóa dầu... đều của FDI mang lại. Tuy nhiên, trong quá trình thực hiện lại có quá nhiều bất cập, dẫn tới việc các doanh nghiệp FDI mặc dù đã đăng ký đầu tư nhưng không thể triển khai thực hiện được để rồi bị rút giấy phép đầu tư, hay khi hết thời gian đầu tư, thậm chí đang trong giai đoạn thực hiện cũng bỏ dở giữa chừng, và để rồi không còn muốn quay lại đầu tư tại Việt Nam. Thực tế, hàng năm có rất nhiều các doanh nghiệp FDI mất tích mà không thể tìm thấy, hay bị rút giấy phép đầu tư khá nhiều, do đó trong phần này, nhóm tác giả sẽ đi sâu phân tích thực trạng thoái vốn đầu tư nước ngoài trong khối doanh nghiệp FDI tại Việt Nam hiện nay, để thấy được tình hình thực tế cũng như nguyên nhân của việc các doanh nghiệp FDI lựa chọn nơi khác thay vì Việt Nam.

Kết quả giải ngân FDI chính là thước đo hiệu quả thu hút thực tế của dòng vốn FDI. Tuy nhiên, những năm qua, dòng vốn FDI giải ngân của Việt Nam vẫn thấp, chưa tương xứng với kết quả vốn đăng ký và nhu cầu của nền kinh tế.

Cụ thể, năm 2006, FDI đăng ký vào Việt Nam đạt 12 tỷ USD thì vốn giải ngân chỉ dừng lại ở con số 4,1 tỷ USD, bằng 34% tổng vốn đăng ký; năm 2007, vốn đăng ký đạt 21,34 tỷ USD thì vốn giải ngân chỉ đạt 8,03 tỷ USD, bằng 37,5% tổng vốn đăng ký; năm 2008, vốn đăng ký đạt 64 tỷ USD thì vốn giải ngân cũng chỉ đạt 11,5 tỷ USD, đạt 17,9%; năm 2009, vốn đăng ký là 23,1 tỷ USD thì vốn giải ngân cũng chỉ đạt 10 tỷ USD, đạt 43,2%; năm 2010 vốn đăng ký đạt 18,6 tỷ thì giải ngân là 11,5 tỷ, đạt 61,8%; năm 2011 vốn đăng ký 14,7 tỷ thì giải ngân vẫn chỉ 11 tỷ, đạt 74,8% và 2012 dự kiến vốn giải ngân đạt 13 tỷ USD thì vốn giải ngân vẫn chỉ đạt 10,5 tỷ USD, bằng 80,7% tổng vốn đăng ký. Cho đến hết năm 2016, Việt Nam đã thu hút được 22.509 dự án FDI còn hiệu lực với tổng vốn đăng ký đạt 293,5 tỷ USD. Trong đó, vốn thực hiện chỉ đạt trên 115,9 tỷ USD, chiếm xấp xỉ 40% vốn đăng ký. Tức là còn đến 60% tổng vốn FDI đăng ký chưa được giải ngân.

Điều đó cho thấy, mặc dù kết quả giải ngân những năm gần đây đã được cải thiện hơn so với trước, khoảng cách giữa vốn đăng ký và vốn giải ngân từ năm 2010 đến nay đã ngắn lại, nhưng con số giải ngân cao nhất vẫn chỉ dừng lại ở 15,8 tỷ USD. Phải chăng đây là nguyên nhân làm cho hơn nửa số vốn FDI đăng ký đầu tư vào Việt Nam cho đến nay vẫn chỉ nằm trên “giấy tờ”? thậm chí có những dự án đã bị khai tử, bị rút giấy phép khoặc các nhà đầu tư đã thoái vốn nhưng vẫn còn trên sổ sách?

Bảng 1: Số dự án hết hiệu lực và rút giấy phép giai đoạn 2011 – 2016

| Năm | Số dự án được cấp mới và tăng thêm | | Số dự án hết hiệu lực và rút giấy phép | | Lũy kế đến thời điểm cuối mỗi năm | | Vốn thực hiện |
|------|------------------------------------|-----------------|--|-----------|-----------------------------------|------------|---------------|
| | Số dự án | Số vốn được cấp | Số dự án | Vốn | Số dự án | Vốn | |
| 2011 | 1,598 | 15,598.10 | 144 | 10,498.10 | 13,667 | 198,000.00 | 11000.1 |
| 2012 | 1,535 | 16,348.00 | 771 | 6,411.85 | 14,431 | 207,936.15 | 10046.6 |
| 2013 | 2,120 | 22,352.20 | 619 | 3,832.63 | 15,932 | 234,120.98 | 11500 |
| 2014 | 2,592 | 21,921.70 | 756 | 3,327.68 | 17,768 | 252,715.00 | 12500 |
| 2015 | 3,038 | 24,115.00 | 737 | 5,052.47 | 20,069 | 281,882.47 | 14500 |
| 2016 | 2,613 | 24,373.00 | 173 | 13,008.92 | 22,509 | 293,246.55 | 15800 |

Nguồn: Cục đầu tư nước ngoài – Bộ kế hoạch và đầu tư

Bảng trên cho thấy, giai đoạn 2012 – 2015 số dự án bị rút giấy phép hoặc hết hiệu lực không tiếp tục đầu tư là lớn nhất, với bình quân 700 dự án, nhưng nếu xét về số vốn thì năm 2016 lại là năm số vốn FDI rút ra khỏi Việt Nam là lớn nhất với chỉ 173 dự án và số vốn lên tới 13 tỷ USD, đây thực sự là một con số rất lớn, nó đã gần bằng với số vốn giải ngân kỷ lục thực hiện được trong năm 2016 là 15,8 tỷ USD.

Nếu xét đến từng ngành nghề, từ năm 2011 đến nay, các doanh nghiệp FDI trong lĩnh vực nông nghiệp, lâm nghiệp và thủy sản; và xây dựng là những ngành có sự biến động các dự án mạnh mẽ nhất, trong khi đó các ngành nghề khác số dự án và vốn đầu tư đều có sự ổn định và gia tăng đều đặn hàng năm. Điều này, có phần hợp lý khi tỷ suất lợi nhuận của hai ngành nghề trên là thấp hơn so với các lĩnh vực khác trong nền kinh tế và chịu sự tác động của nhiều nhân tố cũng như khung chính sách thay đổi của Chính phủ trong những năm gần đây.

Với lĩnh vực nông nghiệp vào năm 2011 còn có đến 481 dự án còn hiệu lực, nhưng ngay năm sau đó lại chỉ còn 78 dự án, những năm tiếp sau đó thu hút được số lượng vốn FDI đáng kể với các dự án mới, tuy nhiên cho đến năm 2016, số dự án chỉ còn lại 103 dự án với tổng số vốn đăng ký là 3,5 tỷ USD, chỉ chiếm khoảng 1% tổng số vốn FDI đăng ký còn hiệu tại Việt Nam. Điều này cho thấy, FDI vào lĩnh vực nông, lâm, ngư nghiệp ngày càng sụt giảm đến mức báo động. Nếu cách đây 15 năm, FDI vào nông, lâm, ngư nghiệp chiếm 15% trong tổng vốn đầu tư FDI, thì trong những năm trở lại đây con số này chỉ dao động từ 0,5 – 1%. Hầu hết các dự án FDI nông nghiệp có quy mô nhỏ, phân bố không đồng đều, chủ yếu tập trung vào một số địa phương có nguồn nguyên liệu và lợi thế về cơ sở hạ tầng, thổ nhưỡng tốt. Phần lớn dự án FDI vào nông nghiệp tập trung ở vùng Đồng bằng sông Hồng và đồng bằng sông Cửu Long, trong khi các tỉnh vùng sâu, vùng xa hầu như chưa thu hút được dự án nào.

Lĩnh vực xây dựng cũng là ngành chịu sự biến động mạnh mẽ, khi số vốn cũng như các dự án của các doanh nghiệp FDI thay đổi liên tục qua các năm. Nếu như năm 2011 còn tới 684 dự án có hiệu lực với số vốn đăng ký là trên 11,5 tỷ USD, thì ngay năm sau đó chỉ còn 86 dự án còn hoạt động với số vốn đăng ký là 7,5 tỷ USD, tiếp tục 2 năm tiếp theo là năm 2013 – 2014 số dự án hoạt động cũng không hơn nhiều với lần lượt 92 và 98 dự án, cùng số vốn trên 9,5 tỷ USD. Nhưng đến năm 2015 – 2016 thì số dự án cùng với

vốn đầu tư tăng vọt, tính đến cuối năm 2016, số dự án lũy kế còn hiệu lực là 1.376 với số vốn 10,6 tỷ USD đăng ký. Điều này cũng là hợp lý, khi giai đoạn trước từ năm 2011 – 2014, khi nền kinh tế thế giới chưa hồi phục sau khủng hoảng 2008 – 2010, thì nền kinh tế Việt Nam cũng chịu sự ảnh hưởng chung của nền kinh tế thế giới, do đó một số ngành nghề không mang lại tỷ suất lợi nhuận cao cho nhà đầu tư thường có xu hướng giảm xuống.

Doanh nghiệp FDI bỏ trốn về nước, bỏ lại những dự án còn dang dở, những nhà máy sản xuất bỏ hoang.

Không chỉ như nhồi vắn nạn chuyên giá, lỗ giá, lãi thật, từ năm 2011 đến nay hàng trăm doanh nghiệp có vốn đầu tư nước ngoài, còn gọi là doanh nghiệp FDI đã tranh thủ sự thông thoáng của chính sách xuất nhập khẩu ở Việt Nam, nợ thuế hàng trăm tỉ đồng rồi bỏ trốn về nước.

Hiện nay, có hiện tượng một số doanh nghiệp nước ngoài khi đầu tư vào Việt Nam theo hình thức vốn "mồi". Sau khi có được giấy phép làm dự án, họ tiến hành vay vốn trong nước. Chuyện kinh doanh vay vốn là bình thường nhưng đi đầu tư trực tiếp vào nước người ta mà lại vay vốn từ trong chính nước đó để làm thì đây là chuyện ngược đời. Doanh nghiệp FDI thế chấp thế nào để vay được tiền thì là việc của giữa họ và những ngân hàng quốc tế. Nhưng về mặt nguyên tắc, là doanh nghiệp FDI thì phải mang vốn vào, và họ vay vốn ở đâu không cần biết, nhưng nếu là vốn ngân hàng Việt Nam thì quả là một nghịch lý.

Thống kê mới đây của Tổng cục Hải quan cho thấy con số doanh nghiệp mất tích trong cả nước đã lên tới con số hơn 1000. Tình trạng này đang gióng lên hồi chuông báo động cho công tác quản lý, giám sát khối doanh nghiệp này tại Việt Nam.

Có rất nhiều dự án đã bị thu hồi do chủ đầu tư không triển khai hoặc chỉ giữ đất. Như dự án xây dựng nhà máy lọc dầu tại Nhơn Hội, Bình Định của chủ đầu tư Thái Lan chính thức bị rút giấy phép. Dự án đăng ký vốn đầu tư khoảng 28 tỷ USD, dự kiến được xây dựng tại Khu kinh tế Nhơn Hội với tổng diện tích 2.000 ha, công suất 660.000 thùng dầu thô/ngày, tương đương 30 triệu tấn/năm. Nhưng tại phiên họp Hội đồng nhân dân tỉnh Bình Định vào cuối tháng 7/2016, Chủ tịch UBND tỉnh Bình Định Hồ Quốc Dũng cho biết, Thường vụ Tỉnh ủy chấm dứt tổ hợp dự án lọc hoá dầu Nhơn Hội do nhà đầu tư và đối tác chậm trễ, dự án dường như không còn khả thi.

Hơn nữa, thoái vốn còn diễn ra trên lĩnh vực M&A, đặc biệt là hệ thống ngân hàng, khi mà nhà đầu tư nước ngoài không quản lý được chính vốn đầu tư của mình, đã khiến hàng loạt ngân hàng ngoại chạy ra khỏi thị trường Việt Nam.

Trong năm 2016, các nhà đầu tư nước ngoài đã ồ ạt bán một phần hoặc toàn bộ vốn từ các công ty lớn ở Việt Nam để thu hồi lợi nhuận từ vốn đầu tư.

Vào tháng 3 và tháng 8/2016, Deutsche Bank AG đã bán tổng cộng gần 6.6 triệu cổ phiếu của công ty chứng khoán Sài Gòn SSI. Sau đấy đến tháng 9/2016, Deutsche Bank AG lại bán tiếp hơn 3.9 triệu cổ phiếu của SSI, khiến cho tổng số lượng cổ phiếu của SSI do Deutsche Bank nắm giữ giảm xuống còn 23.6 triệu cổ phần, tương ứng với 4.93%.

Red River Holding (RRH), một quỹ đầu tư được thành lập bởi tập đoàn Artemis vào năm 2008 và sở hữu bởi tỷ phú người Pháp Francois Pinault đã bán 3.6 triệu cổ phiếu của FPT. Vì vậy, RRH không còn là cổ đông lớn của FPT do lượng cổ phiếu của FPT được sở hữu bởi RRH đã giảm từ 24.7 triệu (tương ứng với 5.38%) xuống 21 triệu (4.58%).

RRH cũng đã đăng ký bán 2 triệu cổ phiếu của công ty chế biến thủy sản Vĩnh Hoàn (VHC) và chuyển hơn 3 triệu cổ phiếu của Công ty Cổ phần Thủy sản Minh Phú (MPC) sang công ty con.

Trước đây RRH đã đổ 243 triệu đô Mỹ vốn đầu tư vào 27 công ty ở Việt Nam. Tuy nhiên, quỹ này đã và đang thu hồi vốn từ công ty nhựa Tiền Phong.

Một số ngân hàng nước ngoài đã và đang giảm quy mô hoạt động kinh doanh ở Việt Nam hoặc rút vốn từ các ngân hàng Việt Nam.

Những cái tên đình đám trên thị trường tài chính thế giới và khu vực như Citibank, HSBC, Stanchard Chartered, ANZ, Deuchbank, BTMU, Bank of misubishi, Shinhanbank.... đã có những động thái rất máu lửa và hăm hở bước vào thị trường Việt Nam.

Ví như thương vụ mua cổ phần ngân hàng nội như Stanchard Chartered mua 15% cổ phần ACB, HSBC mua 20% cổ phần Techcombank, ANZ kết duyên với Sacombank... Đồng thời, HSBC, ANZ cũng trở thành ngân hàng ngoại 100% vốn tại Việt Nam với mục tiêu mở rộng mạng lưới, mở rộng sự hiện diện của họ tại VN.

Họ đến Việt Nam với mục đích chính là phục vụ các khách hàng của họ, khi số lượng các khách hàng của họ đủ lớn. Ví dụ như UOB mở chi nhánh tại Việt Nam từ năm 1995 và cho đến hôm nay, hơn 20 năm sau họ cũng chỉ phục vụ chủ yếu cho trên 30 khách hàng có trụ sở tại Singapore mà có hoạt động kinh doanh tại Việt Nam.

Nhiều ngân hàng đến Việt Nam theo quá trình toàn cầu hóa và cần có sự hiện diện của họ tại khắp nơi trên thế giới. Mục đích của họ là tăng thị phần, khách hàng và lượng giao dịch với đối tượng khách hàng nội địa (gồm cá nhân và tổ chức).

Với kinh nghiệm lâu đời, sản phẩm và dịch vụ đa dạng, tính chuyên nghiệp cao, khách hàng sẵn có, nguồn vốn giá rẻ và trên hết uy tín của tổ chức lớn, các ngân hàng ngoại nhìn thị trường Việt nam với con mắt hết sức tiềm năng và tốc độ tăng trưởng tốt kèm kỳ vọng hết sức lạc quan về thị trường nội địa.

Nhưng trên thực tế thì không phải như vậy. Phát súng đầu tiên là ANZ thoát khỏi Sacombank, thời điểm đó thị trường và các chuyên gia nghĩ rằng động thái này thể hiện ANZ muốn tự chủ và tự phát triển mạng lưới của họ mà không cần 1 đối tác chiến lược là Sacombank nữa.

Nhưng đến HSBC xác nhận muốn rút vốn khỏi Techcombank và rút toàn bộ cán bộ quản lý về lại ngân hàng mẹ, Stanchard Chartered cũng công bố muốn rút vốn khỏi ACB, Hongleong bán toàn bộ thị trường Việt Nam cho CIMB, Commonwealth bán cho VIB.

CitiBank sau khi mở dịch vụ ngân hàng thương mại (chủ yếu nhắm vào đối tượng khách hàng nội địa) được khoảng 1 năm thì bắt đầu co cụm lại. Họ không còn nhắm vào phân khúc này nữa, mà quay trở lại mô hình truyền thống là phục vụ các khách hàng toàn cầu của họ.

ANZ đóng cũng đóng cửa dịch vụ ngân hàng thương mại và bán lại mảng bán lẻ cho 1 ngân hàng khác, HSBC cũng không còn mặn mà với các mảng khách hàng nội địa này, còn Stanchard Chartered thì chưa thật sự có 1 định hướng rõ ràng cho mảng khách hàng này. Và như vậy, họ bắt đầu có nhiều bước chuẩn bị để rút lui kèm theo đó là rất nhiều hình thức thoát khỏi thị trường Việt Nam.

Qua những phân tích trên cho thấy, việc thoái vốn đầu tư trực tiếp nước ngoài tại khối doanh nghiệp FDI đang diễn ra rất nhanh chóng, đặc biệt một lượng lớn các doanh nghiệp hàng năm trong nhiều ngành nghề khác nhau đã bỏ trốn về nước, để lại những hệ lụy lớn cho nền kinh tế.

3.2. Những hạn chế trong công tác chống thoái vốn đầu tư trực tiếp nước ngoài tại Việt Nam trong thời gian qua

- Khả năng hấp thụ vốn của nền kinh tế đã được cải thiện nhưng vẫn còn nhiều hạn chế, đồng thời với đó tiến độ giải ngân chậm vốn FDI còn chậm trễ, dẫn tới nhiều dự án không thực hiện được, phải rút giấy phép, hay các nhà đầu tư không còn mặn mà với môi trường đầu tư tại Việt Nam. Chậm trễ giải ngân FDI cũng làm giảm sức hấp dẫn môi trường đầu tư tại Việt Nam, làm cho nhà đầu tư lo ngại về khả năng hấp thụ

vốn của nền kinh tế, và có lẽ đây cũng là nguyên nhân làm cho dòng vốn FDI vào Việt Nam những năm gần đây đang giảm dần. Khắc phục tình trạng chậm giải ngân FDI là vấn đề vô cùng cần thiết.

- Hội nhập kinh tế quốc tế đã góp phần làm bộc lộ những yếu kém cơ bản của nền kinh tế. Cơ cấu kinh tế và chất lượng tăng trưởng vẫn chưa được cải thiện về căn bản. Tăng trưởng thời gian qua phần nhiều dựa vào các yếu tố như tín dụng, lao động rẻ mà thiếu sự đóng góp đáng kể của việc gia tăng năng suất lao động hay hàm lượng tri thức, công nghệ.

- Hiệu quả đầu tư chưa cao như mong muốn, chậm đổi mới chính sách liên quan đến thu hút FDI. Việc thu hút các dự án FDI tăng về số lượng, nhưng chất lượng chưa đảm bảo, công nghệ chưa tốt, đặc biệt công nghệ trong những lĩnh vực Việt Nam cần đổi mới mô hình tăng trưởng.

- Sức cạnh tranh của nền kinh tế, doanh nghiệp và sản phẩm của Việt Nam vẫn còn yếu so với các nước, kể cả các nước trong khu vực. Các ngành kinh tế, các doanh nghiệp mang tính mũi nhọn, có khả năng vươn ra chiếm lĩnh thị trường khu vực và thế giới chưa nhiều, một số sản phẩm đã bắt đầu gặp khó khăn trong cạnh tranh, tốc độ tăng trưởng kim ngạch xuất khẩu có xu hướng giảm.

- Việc phát triển thể chế kinh tế thị trường theo định hướng xã hội chủ nghĩa tuy đã có những chuyển biến tích cực nhưng vẫn còn nhiều bất cập, chưa đồng bộ, đôi khi lúng túng trong việc xác định hướng đi. Các thị trường bất động sản, tài chính, lao động, khoa học - công nghệ tuy đã hình thành và phát triển nhưng vẫn cần có sự cải thiện.

- Đã xuất hiện các điểm “cổ chai” về thể chế, cơ sở hạ tầng, nguồn nhân lực... gây cản trở cho quá trình phát triển. Trong đó, nguồn nhân lực và cơ sở hạ tầng là các nội dung đặc biệt quan trọng, cần lưu tâm để có thể vượt qua thách thức, nắm bắt cơ hội của hội nhập kinh tế quốc tế.

- Công tác quản lý nhà nước về đầu tư trực tiếp nước ngoài còn nhiều bất cập. Tình trạng cấp giấy chứng nhận đầu tư chưa thật phù hợp với quy hoạch, chưa quan tâm đầy đủ đến vấn đề an ninh quốc gia, chưa chú ý đến hiệu quả sử dụng tài nguyên đất đai, khoáng sản.

3.3. Một số nguyên nhân của những hạn chế trên

Những tồn tại, hạn chế trên là do nguyên nhân chủ quan và khách quan nhất định, đòi hỏi phải có giải pháp tổng thể để khắc phục dần trong thời gian tới.

3.3.1. Nguyên nhân khách quan:

- Thứ nhất, cuộc khủng hoảng tài chính thế giới những năm 2008-2009 đã khiến các quốc gia điều chỉnh cơ cấu đầu tư, các tập đoàn, công ty trên thế giới tái cấu trúc lại doanh nghiệp, điều chỉnh định hướng phát triển, từ đó dẫn đến những thay đổi trong chiến lược đầu tư theo hướng quan tâm nhiều hơn đến đầu tư chiều sâu, giảm đầu tư mở rộng và đầu tư ra nước ngoài.

Bất ổn kinh tế trong nước làm tỷ lệ lạm phát gia tăng, lợi nhuận đầu tư giảm, từ đó dẫn đến giảm sức hấp dẫn trong thu hút FDI. Bên cạnh đó, việc chuyển từ mục tiêu tăng trưởng sang mục tiêu kiềm chế lạm phát đã dẫn đến việc Chính phủ thắt chặt đầu tư công, ảnh hưởng đến việc đầu tư hệ thống kết cấu hạ tầng kỹ thuật, đặc biệt là giao thông làm cho năng lực đáp ứng nhu cầu của hệ thống giao thông không cao, từ đó giảm sức hút với FDI cũng như ảnh hưởng đến kết quả sản xuất kinh doanh của doanh nghiệp FDI.

Mặt khác một phần nguyên nhân khiến tốc độ giải ngân FDI chậm do thời gian qua, Chính phủ thắt chặt yêu cầu đảm bảo môi trường với dự án đầu tư nên quá trình giải ngân của dự án chậm, nhằm chờ khoản đầu tư máy móc, thiết bị xử lý môi trường.

- Thứ hai, hệ thống pháp luật nước ta đối với FDI còn chưa đồng bộ, chồng chéo, thiếu nhất quán. Về thành lập doanh nghiệp, so sánh quốc tế và khu vực, thủ tục thành lập doanh nghiệp và khởi sự kinh doanh

ở nước ta vẫn còn phức tạp, tốn kém về thời gian và chi phí. Theo cách tính của Ngân hàng thế giới năm 2013, khởi sự kinh doanh ở nước ta gồm 10 thủ tục với tổng thời gian khoảng 34 ngày, và xếp hạng thứ 109 trên 189 quốc gia và nền kinh tế. Ngoài ra còn có sự khác biệt không cần thiết về thủ tục thành lập doanh nghiệp, mua cổ phần, phần vốn góp, chuyển nhượng vốn, mở chi nhánh, văn phòng đại diện, thay đổi địa điểm trụ sở chính... giữa nhà đầu tư trong nước và nhà đầu tư nước ngoài, giữa doanh nghiệp trong nước và doanh nghiệp có vốn đầu tư nước ngoài.

Chính sách ưu đãi đầu tư còn quy định phân tán ở nhiều hệ thống pháp luật, nghị định, dẫn đến khó tìm hiểu, áp dụng, một số điều kiện áp dụng ưu đãi đầu tư không phù hợp với cam kết của Việt Nam với WTO. Các quy định, hướng dẫn cụ thể về việc áp dụng cam kết WTO và các điều kiện đầu tư còn thiếu

- Thứ ba, sự cạnh tranh giữa các quốc gia trong thu hút FDI ngày càng gay gắt trong khi môi trường đầu tư kinh doanh của Việt Nam chưa thực sự được cải thiện, sức cạnh tranh của Việt Nam được đánh giá là hạn chế hơn so với các quốc gia láng giềng. Cuộc cạnh tranh thu hút đầu tư ngày càng gay gắt hơn khi năng lực cạnh tranh của Việt Nam trong các năm 2013-2014 mặc dù có tăng hơn so với 2012-2013 nhưng vẫn thấp hơn các năm 2011-2012. Ngày 26/9/2017 vừa qua, Diễn đàn Kinh tế Thế giới (WEF) công bố Báo cáo thường niên về năng lực cạnh tranh (NLCT) toàn cầu (GCR 2017-2018), trong đó Việt Nam tăng năm bậc so với năm 2016. Theo báo cáo này, Việt Nam được xếp hạng 55 trên 137 quốc gia, là thứ hạng cao nhất của Việt Nam kể từ khi WEF đưa ra chỉ số “Năng lực cạnh tranh” toàn cầu tổng hợp vào năm 2006. Với thứ hạng này, Việt Nam xếp trên một số nước ASEAN như Philippines (56), Campuchia (94), Lào (98), nhưng xếp dưới Indonesia (36), Thái Lan (32), Malaysia (23), Singapore (3), và hai nền kinh tế lớn của châu Á là Trung Quốc (27) và Ấn Độ (40).

3.3.2. Nguyên nhân chủ quan

- Thứ nhất, công tác quy hoạch còn thiếu tầm nhìn, chông chéo, mâu thuẫn. Nhìn chung chất lượng nhiều quy hoạch chưa cao, tính dự báo của quy hoạch có mới, có lúc chưa chính xác, chưa theo kịp sự phát triển của thực tế, có sự chông chéo, không đồng bộ giữa các loại quy hoạch, dẫn đến khó định lượng trong việc thu hút đầu tư. Tiến độ triển khai xây dựng, rà soát, điều chỉnh nhiều quy hoạch còn chậm, tính công khai, minh bạch còn nhiều hạn chế và thường xuyên bị điều chỉnh, làm giảm vai trò định hướng đầu tư của quy hoạch. Hiệu lực, hiệu quả quản lý nhà nước theo quy hoạch chưa cao, việc thẩm tra, cấp phép các dự án FDI đôi khi không bám sát theo quy hoạch.

- Thứ hai, hệ thống kết cấu hạ tầng của Việt Nam chưa đồng bộ, kém tính kết nối, chưa theo kịp sự phát triển của đất nước. Có thể thấy, mạng lưới giao thông còn chưa liên kết giữa các loại hình giao thông, giữa các vùng, không phát huy khả năng vận tải đa phương thức, hạ tầng kỹ thuật lạc hậu, năng lực vận tải thủy và chất lượng giao thông nông thôn thấp, công tác quản lý giao thông chưa được coi trọng đúng mức, hệ thống đường sắt hạn chế về kỹ thuật, tốc độ chạy tàu thấp, kém an toàn.

- Thứ ba, lượng vốn FDI vào ngành nông, lâm, thủy sản còn hạn chế là do ngành này đem lại lợi nhuận thấp cho nhà đầu tư nước ngoài. Đặc điểm nội tại của ngành nông, lâm, thủy sản là phụ thuộc nhiều vào điều kiện tự nhiên như thời tiết, khí hậu, vị trí địa lý. Mặt khác việc áp dụng khoa học công nghệ cao trong ngành này còn khó khăn, cơ sở hạ tầng cho nông, lâm thủy sản như điện, nước, giao thông chưa được quan tâm và đầu tư đúng mức. Đây là nguyên nhân các nhà đầu tư nước ngoài không mặn mà với lĩnh vực này, do đó có khá nhiều dự án đã được cấp giấy phép nhưng không thể thực hiện được.

- Thứ tư, công nghiệp hỗ trợ, phụ trợ chưa thực sự được quan tâm phát triển.

Số lượng các doanh nghiệp hoạt động trong khu vực này còn rất hạn chế. Các doanh nghiệp này chủ yếu là các doanh nghiệp nhỏ và vừa, thuộc sở hữu nhà nước, vẫn còn thói quen bao cấp nên rất thụ động trong việc tìm kiếm khách hàng và “ngại” đổi mới. Hơn nữa, chất lượng của các sản phẩm của các doanh

nghiệp sản xuất trong ngành CNPT rất thấp và kém ổn định, do đó tỷ lệ nội địa hóa trong các ngành công nghiệp Việt Nam là rất thấp. Chính vì vậy, đa số các hãng sản xuất ô tô lớn của Nhật Bản như Toyota, Mazda, Honda, Suzuki,... có thể sẽ tính tới chuyện rút khỏi Việt Nam, chuyển sang các nước lân cận trong khu vực như Indonesia hay Thái Lan, Malaysia...

- Thứ năm, nguồn nhân lực, nhân lực chất lượng cao chưa đáp ứng được yêu cầu. Thị trường lao động của Việt Nam được đánh giá là khá dồi dào, giá lao động rẻ. Tuy nhiên, nguồn nhân lực ở Việt Nam về cơ bản có chất lượng chưa cao, kỹ năng nghề nghiệp còn thấp, kinh nghiệm thực tế còn thiếu, chưa sẵn sàng cho hội nhập kinh tế quốc tế khi hoạt động phân chia lao động quốc tế ngày càng sâu sắc. Tỷ lệ lao động qua đào tạo từ trung cấp nghề, trung cấp chuyên nghiệp trở lên chưa cao (khoảng trên 20%), lao động phổ thông, hoặc lao động chỉ có chứng chỉ nghề sơ cấp còn khá phổ biến. Cơ cấu lao động đang làm việc theo trình độ đại học và trên đại học với cao đẳng và sơ cấp của thành phố đang thể hiện sự mất cân đối rõ nét, phản ánh tình trạng thừa thầy- thiếu thợ, số chuyên gia và công nhân lành nghề trong lĩnh vực kỹ thuật, công nghệ cao còn ít, trong khi lao động chưa qua đào tạo và lao động ở các trình độ khác tăng chậm thì lao động trình độ đại học tăng gần 3 lần và hiện chiếm số lượng nhiều nhất trong các trình độ đào tạo.

4. MỘT SỐ GIẢI PHÁP NHẪM HẠN CHẾ THOÁI VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI TẠI VIỆT NAM TRONG THỜI GIAN TỚI

4.1. Hoàn thiện khung chính sách, pháp lý hỗ trợ hoạt động đầu tư và phù hợp với thông lệ quốc tế, luật pháp quốc tế cũng như các cam kết quốc tế khi gia nhập các tổ chức quốc tế.

Thực tế cho thấy vẫn còn nhiều bất cập, hạn chế trong việc thu hút, sử dụng vốn FDI, đó là hạ tầng, nguồn nhân lực, công nghiệp hỗ trợ... chưa tốt. Bên cạnh đó hệ thống pháp luật, chính sách chồng chéo, mâu thuẫn; thiếu các quy định, hướng dẫn cụ thể về việc áp dụng cam kết với Tổ chức Thương mại thế giới và các điều kiện đầu tư.

Một số quy định hiện hành chưa phù hợp như: chính sách ưu đãi đầu tư, vấn đề lao động và quản lý lao động nước ngoài; quy định về mua bán và sáp nhập doanh nghiệp chưa rõ ràng, khó thực hiện; chính sách về công nghiệp hỗ trợ chưa đủ hấp dẫn; cơ chế giải quyết tranh chấp chưa rõ ràng... Để nâng cao năng lực cạnh tranh trong việc thu hút vốn đầu tư trực tiếp nước ngoài, hầu hết các chuyên gia cho rằng, Việt Nam cần phải tiếp tục cải cách mạnh mẽ hơn về thủ tục hành chính.

Mục tiêu phấn đấu đến năm 2020, Việt Nam cơ bản trở thành một nước công nghiệp theo hướng hiện đại, đòi hỏi phải phát huy nội lực, đồng thời tranh thủ nguồn lực cho đầu tư, phát triển, trong đó đầu tư trực tiếp nước ngoài đóng vai trò rất quan trọng. Trong bối cảnh cạnh tranh thu hút đầu tư nước ngoài trong khu vực và trên thế giới diễn ra ngày một gay gắt, việc rà soát, đánh giá những vướng mắc trong hoạt động đầu tư tại Việt Nam, nhất là các bất cập của quy định về điều kiện, thủ tục đầu tư tại Luật Doanh nghiệp, Luật Đầu tư và các văn bản liên quan khác là một nhiệm vụ quan trọng, làm sao bảo đảm cho các nhà đầu tư một môi trường hoạt động lành mạnh và an toàn.

4.2. Tăng cường quản lý hoạt động của các doanh nghiệp FDI

Đây là một trong những nội dung quan trọng nhất nhằm nâng cao hiệu quả sử dụng vốn FDI, cũng vừa là nhiệm vụ của các cơ quan quản lý nhà nước, vừa là yêu cầu đặt ra với các doanh nghiệp. Việc tăng cường quản lý hoạt động FDI làm cho bộ máy quản lý có hiệu lực, quản lý theo luật pháp, tăng cường vai trò chủ động và trách nhiệm của doanh nghiệp, không gây phiền hà cho doanh nghiệp, tăng cường trách nhiệm của cơ quan chính quyền các cấp, chung tay cùng nhà đầu tư vượt qua khó khăn, triển khai đầu tư, kinh doanh thành công.

- Tăng cường công tác hậu kiểm đối với các dự án FDI đã được cấp giấy phép đầu tư với nhiệm vụ chính là đánh giá được bản chất của dự án, giữa những đăng ký ban đầu và cam kết của nhà đầu tư với hiện thực; kiểm tra xem nhà đầu tư có đạt được các tiêu chí đề ra, có thực hiện đúng cam kết và xứng đáng được hưởng ưu đãi trong quá trình hoạt động hay không, nhất là những cam kết về môi trường và công nghệ. Để thực hiện công tác hậu kiểm các dự án FDI có hiệu quả, cần phải có quy định, tiêu chí về hậu kiểm rõ ràng, tránh gây phiền hà, khó khăn cho nhà đầu tư; đồng thời cần phải xây dựng kế hoạch kiểm tra định kỳ kết hợp với kiểm tra đột xuất tại các doanh nghiệp, dự án có vốn đầu tư trực tiếp nước ngoài nhằm kiểm tra việc chấp hành các quy định pháp luật về doanh nghiệp, đầu tư, cam kết bảo vệ môi trường...

- Tăng cường thanh, kiểm tra thường xuyên gồm việc thực hiện các nội dung quy định tại giấy chứng nhận đầu tư; tiến độ góp vốn điều lệ/vốn đầu tư; tình hình góp vốn pháp định đối với ngành có quy định bắt buộc vốn pháp định; tiến độ triển khai dự án; việc thực hiện và chuyển giao khoa học kỹ thuật, công nghệ theo cam kết của dự án; việc thực hiện các nghĩa vụ tài chính đối với nhà nước (thuế, phí, lệ phí, tiền thuê đất, mặt nước,...); việc thực hiện các quy định pháp luật về lao động, quản lý ngoại hối, bảo vệ môi trường, tình hình thuê đất và sử dụng đất...

- Kiểm tra tình hình tài chính của doanh nghiệp có vốn đầu tư nước ngoài đang hoạt động, bao gồm các nội dung như trị giá tài sản góp vốn của các bên; tình hình sử dụng máy móc thiết bị nhập khẩu tạo tài sản cố định thuộc đối tượng miễn thuế nhập khẩu; kết quả xác định giá trị doanh nghiệp; các giao dịch với công ty mẹ ở nước ngoài hoặc các công ty có quan hệ liên kết, tình hình thực hiện các khoản nợ, việc chia lợi nhuận đối với phần vốn góp của Nhà nước trong liên doanh,...

4.3. Xem xét lại chiến lược thu hút các dòng vốn nước ngoài theo hướng ưu tiên cho chất lượng dòng vốn.

Nếu có được định hướng mới trong thu hút đầu tư nước ngoài, theo đó tập trung vào những nguồn vốn có chất lượng cao hơn, hướng tới những công nghệ và dịch vụ của tương lai thì sẽ là cơ hội quan trọng giúp chúng ta nhanh chóng bắt kịp trình độ phát triển của các nước tiên tiến trong khu vực. Đó là giải pháp hiệu quả để hạn chế việc các nhà đầu tư nước ngoài tháo chạy khỏi thị trường Việt Nam

4.4. Phát triển ngành công nghiệp phụ trợ thúc đẩy hoạt động đầu tư nước ngoài mới và mở rộng tại Việt Nam.

Đồng thời với đó là Phát triển nguồn nhân lực chất lượng cao phù hợp với hội nhập kinh tế quốc tế, đáp ứng được các nhà đầu tư nước ngoài

4.5. Phát triển hệ thống kết cấu hạ tầng của Việt Nam đồng bộ, đảm bảo tính liên kết cao giữa các loại hình giao thông, giữa các vùng miền trên cả nước.

Kinh nghiệm phát triển từ các quốc gia trên thế giới cho thấy, kết cấu hạ tầng kỹ thuật và hạ tầng xã hội yếu kém, chưa được xây dựng đồng bộ sẽ ảnh hưởng rất lớn đến sự hấp dẫn quốc tế của địa điểm đầu tư. Đối với Việt Nam, đây sẽ là yếu tố tạo nên sự thuận lợi và cạnh tranh trong thu hút FDI và tăng cường mở rộng đầu tư, trong đó, hạ tầng bên trong khu công nghiệp, hạ tầng cung cấp điện nước, hạ tầng thông tin, truyền thông, hạ tầng giao thông, hệ thống ngân hàng, kiểm toán có mức đóng góp như nhau tạo nên sức hấp dẫn đối với dòng vốn FDI.

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KINH NGHIỆM QUẢN LÝ RỦI RO TÍN DỤNG TRONG NỀN KINH TẾ HIỆN ĐẠI VÀ NĂM BÀI HỌC RÚT RA CHO VIỆT NAM

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TÓM TẮT: Quản lý rủi ro tín dụng (RRTD) là quá trình các Ngân hàng tiến hành hoạch định, tổ chức triển khai thực hiện và giám sát kiểm tra toàn bộ hoạt động cấp tín dụng, nhằm tối đa hoá lợi nhuận của Ngân hàng với mức rủi ro có thể chấp nhận. Quản lý RRTD là nhiệm vụ hàng đầu của các ngân hàng thương mại bởi RRTD là căn nguyên chủ yếu tạo ra các vấn đề của Ngân hàng, mức độ rủi ro trong hoạt động tín dụng ngày càng gia tăng và quản lý RRTD tốt tạo ra lợi thế cạnh tranh, là công cụ tạo ra giá trị cho ngân hàng thương mại. Quản lý RRTD bao gồm bốn nội dung chính: nhận biết rủi ro; đo lường rủi ro; ứng phó rủi ro, kiểm soát rủi ro. Bài viết nghiên cứu kinh nghiệm quản lý rủi ro tín dụng tại một số ngân hàng thương mại trên thế giới, tuân thủ nghiêm ngặt Hiệp ước Basel trong quản lý rủi ro tín dụng và từ đó đưa ra bài học kinh nghiệm cho quá trình quản lý rủi ro tín dụng của các ngân hàng thương mại tại Việt Nam.

Từ khóa: quản lý rủi ro tín dụng, rủi ro tín dụng, ngân hàng thương mại.

Abstract: Credit Risk Management (CRM) is the process by which banks conduct the planning, implementation and monitoring steps of all credit operations, maximizing the benefit within acceptable risk. CRM is a leading task of commercial banks because credit risk is the main cause of the bank's problems, the increase of credit risk and good RRTD management and a good CRM system can create competitive advantage and be a tool for creating value of banks. CRM consists of four main contents: risk identification; risk measurement; risk management, risk control. The paper examines the experience of CRM in some commercial banks around the world, applying strictly the Basel agreement on CRM, and thus provides lessons for the management of credit risk in Vietnamese commercial banks.

Key words: credit risk management, credit risk, commercial banks.

1. GIỚI THIỆU

Hoạt động tín dụng là hoạt động chính mang lại nguồn thu nhập chủ yếu cho các ngân hàng thương mại. Bên cạnh việc mang lại lợi nhuận thì lĩnh vực tín dụng cũng tiềm ẩn nhiều rủi ro nhất, có thể xảy ra những hậu quả nặng nề: làm tăng chi phí của ngân hàng, thu nhập lãi bị chậm hoặc mất đi cùng với việc thất thoát vốn vay, làm xấu tình hình tài chính, tổn hại uy tín của ngân hàng. Chính vì thế, quản lý RRTD là một hoạt động có ý nghĩa vô cùng to lớn với sự vận hành và phát triển của một ngân hàng thương mại.

Với các ngân hàng thương mại Việt Nam hiện nay, hoạt động quản lý rủi ro tín dụng còn nhiều vấn đề cần giải quyết. Việc nâng cao chất lượng quản lý rủi ro tín dụng là câu hỏi khiến nhiều nhà quản trị tại các ngân hàng thương mại Việt Nam phải cân nhắc. Xuất phát từ nhu cầu của các ngân hàng thương mại trong nước, bài viết có đề cập đến kinh nghiệm quản lý RRTD tại ba ngân hàng thuộc ba quốc gia khác nhau, gồm:

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- Ngân hàng phát triển Hàn Quốc;
- Ngân hàng Citibank Mỹ;
- Ngân hàng ING Hà Lan.

Qua kinh nghiệm quản lý rủi ro tín dụng của ba ngân hàng, bài viết sẽ rút ra năm kinh nghiệm mà các ngân hàng thương mại Việt Nam có thể tham khảo để hoàn thiện hoạt động quản lý RRTD của mình.

2. KINH NGHIỆM QUỐC TẾ VỀ QUẢN LÝ RỦI RO TÍN DỤNG CỦA NGÂN HÀNG PHÁT TRIỂN HÀN QUỐC (KDB)

Quy trình quản lý rủi ro tín dụng của KDB gồm có năm phần như sau: (i) Chiến lược và khẩu vị rủi ro; (ii) Mô hình quản lý rủi ro; (iii) Hệ thống quản lý hạn mức rủi ro; (iv) Hệ thống phê duyệt tín dụng; (v) Hệ thống kiểm soát rủi ro tín dụng.

Chiến lược, giới hạn và hạ tầng quản lý rủi ro: Tối ưu hóa phân bổ vốn rủi ro là chiến lược mà KDB sử dụng để tối đa hóa lợi nhuận trong phạm vi rủi ro có thể chấp nhận được. Tôn chỉ hoạt động của KDB chính là cần xem xét rủi ro trên cả hai mặt – cơ hội và thách thức, cân nhắc những tác động của nó tới các yếu tố định lượng như vốn, mức độ biến động của thu nhập,... và các ảnh hưởng tiềm ẩn tới cơ cấu tổ chức, kết quả kinh doanh và danh tiếng của ngân hàng.

Mô hình quản lý rủi ro: Mô hình quản lý rủi ro của KDB được xây dựng dựa trên mục tiêu hoạt động như trên, và chi thành năm giai đoạn, cụ thể như dưới đây:

- *Giai đoạn 1:* Trong giai đoạn này, KDB tuân thủ nguyên tắc quản lý theo Hiệp định Basel II bằng cách xây dựng hệ thống xếp hạng tín dụng nội bộ nhằm tính toán ba thành phần gồm PD – xác suất khách hàng không trả được nợ, LGD - tỷ lệ tổn thất dự kiến (%) trong trường hợp khách hàng không trả được nợ và EAD - số dư nợ rủi ro. Theo kết quả tính toán PD, LGD và EAD, KDB sẽ phát triển các ứng dụng quản lý rủi ro tín dụng trên nhiều phương diện, và ứng dụng đầu tiên là xác định rủi ro tín dụng EL – tổn thất dự kiến và UL – tổn thất ngoài dự kiến tại cấp độ một khách hàng cụ thể:

$$EL_i = PD \times LGD \times EAD \quad (\text{Nguồn: Theo Basel II})$$

$$UL = \text{độ lệch tiêu chuẩn của EL} = \sigma_j = LGD \times EAD \times \sqrt{PD(1 - PD)}$$

Tuy nhiên, việc đo lường, tính toán vốn tối thiểu cần duy trì để bù đắp rủi ro cho các khoản vay không chỉ dừng lại ở những khoản vay đơn lẻ mà còn tính đến rủi ro của cả danh mục tín dụng.

- *Giai đoạn 2:* KDB quản lý rủi ro danh mục đầu tư thông qua lượng hóa mức tổn thất dự kiến (EL_p) và ngoài dự kiến (UL_p) của cả danh mục đầu tư qua việc xác định rủi ro tương quan giữa các tài sản/mức vỡ nợ của các tài sản có rủi ro và mức rủi ro tập trung của cả danh mục.

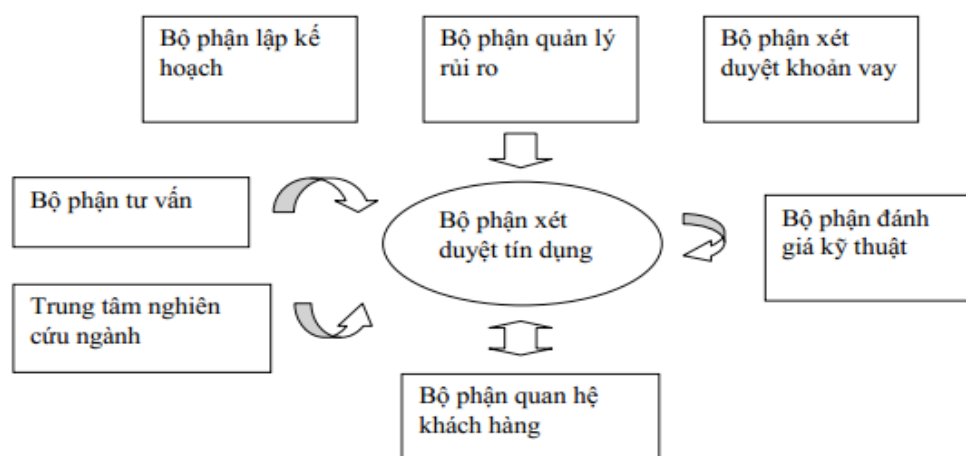
- *Giai đoạn 3:* KDB tiến hành quản trị vốn kinh doanh và định giá mỗi khoản vay theo mức rủi ro tương ứng. Việc định giá này được thực hiện nhờ các thước đo tín dụng là EL và UL đã được lượng hóa, có cơ sở để ngân hàng xác định lãi suất cho mỗi khoản vay theo xu thế “rủi ro cao, lợi nhuận cao; rủi ro thấp, lợi nhuận thấp”.

- *Giai đoạn 4:* KDB thực hiện quản lý rủi ro danh mục tín dụng chủ động (ACPM-Active credit portfolio management) thay vì quản lý danh mục rủi ro một cách thụ động, chuyển giao rủi ro nhờ việc sử dụng ngân quỹ tín dụng và chứng khoán hóa khoản vay.

- *Giai đoạn 5:* Đây là giai đoạn hoàn thiện toàn diện nhất của mô hình quản lý rủi ro của KDB. Tại đây, quản lý rủi ro dựa trên cơ sở giá trị (Value-based management – VBM). Khi đó, tất cả các giá trị đã được điều chỉnh rủi ro của khoản tín dụng đơn lẻ cho đến danh mục đầu tư đều được xác định, giúp cho công tác quản lý rủi ro được hiệu quả, chính xác.

Hệ thống quản lý hạn mức rủi ro: Về hạn mức rủi ro, KDB tiến hành hai cấp độ là quản lý hạn mức rủi ro tín dụng theo ngành và theo khách hàng. Đối với ngành, ngân hàng xác định hạn mức dựa trên các kết quả tập hợp đánh giá về mỗi ngành trong ngắn hạn và dài hạn, từ đó cân nhắc việc duy trì hay cắt bỏ. Việc xây dựng hạn mức theo từng ngành sẽ giúp ngân hàng tránh được rủi ro tập trung (phân bổ quá nhiều khoản vay vào cùng một ngành) đồng thời tối ưu hóa hiệu quả của hoạt động quản lý rủi ro từng ngành. Với khách hàng, KDB đánh giá hạn mức rủi ro cho từng khách hàng, nhóm khách hàng liên quan. Nếu hạn mức rủi ro của một khách hàng hay nhóm khách hàng nào đó vượt quá giới hạn cho phép, các quyết định cấp tín dụng cần phải được phê duyệt bảo chủ tịch hội đồng quản trị. Những giao dịch mang mức độ rủi ro cao, hệ thống sẽ có tiêu thức nhận dạng và quản lý hạn mức rủi ro chặt chẽ.

Hệ thống phê duyệt tín dụng: Hệ thống phê duyệt tín dụng của ngân hàng thể hiện ở vai trò, chức năng và thẩm quyền của từng bộ phận, cá nhân trong quá trình phê duyệt tín dụng. Hệ thống được thiết lập theo từng đối tượng khách hàng: doanh nghiệp lớn, doanh nghiệp vừa và nhỏ, định chế tài chính. Một cách tổng quát, mô hình tổ chức của các bộ phận tham gia phê duyệt tín dụng của KDB như sau:



Nguồn: Theo báo cáo của Ngân hàng KDB

Hệ thống kiểm soát rủi ro tín dụng: Hệ thống kiểm soát rủi ro tín dụng của KDB được thiết lập một cách độc lập, áp dụng cho từng khoản tín dụng riêng lẻ, bao gồm cả những khoản tín dụng ngoại bảng, và toàn bộ danh mục tín dụng của ngân hàng trên nguyên tắc quản lý hàng ngày và đưa ra cảnh báo sớm mỗi khi hệ thống phát hiện ra rủi ro. Hệ thống cũng cho phép ngân hàng kiểm tra tình trạng của khoản vay từ điều kiện cấp tín dụng, xếp hạng khách hàng, điều kiện giải ngân, dự phòng rủi ro, hạn mức rủi ro và mức độ tuân thủ pháp luật. Hệ thống cũng là công cụ giúp ngân hàng đánh giá lại chiến lược rủi ro cũng như các chính sách trước khi xảy ra rủi ro. Kết quả kiểm tra kiểm soát rủi ro tín dụng sẽ được báo cáo trực tiếp lên Ủy ban quản lý rủi ro.

3. KINH NGHIỆM QUẢN LÝ RỦI RO TÍN DỤNG CỦA NGÂN HÀNG CITIBANK CỦA MỸ

Ngân hàng CitiBank của Mỹ là một trong những ngân hàng thương mại lớn và giàu kinh nghiệm trong hoạt động quản lý RRTD. Các biện pháp mà Citibank đã áp dụng như sau:

Thứ nhất, Phân định rõ các ban và chức năng của mỗi ban trong cơ cấu tổ chức có liên quan đến quy trình tín dụng;

- Ban lãnh đạo: đây là bộ phận có quyền quyết định cao nhất của Citibank. Ban lãnh đạo phân bổ nguồn vốn, điều hành hoạt động của cả ngân hàng trong đó có hoạt động tín dụng. Ban lãnh đạo có trách nhiệm đề ra

mức rủi ro của ngân hàng; đề ra những mục tiêu chiến lược và các quy định chung áp dụng trong toàn ngân hàng; kiểm tra lại quyết định cấp tín dụng của các CBTD nếu thấy nghi ngờ có khả năng gây ra thiệt hại về vật chất, hoặc ảnh hưởng tới uy tín của ngân hàng.

- Ban hoạch định chính sách tín dụng: Bao gồm các cán bộ cao cấp, đứng đầu là trưởng ban. Ban này phải chịu trách nhiệm trong việc duy trì một hình thức quản lý rủi ro tín dụng hoàn chỉnh, có hiệu quả; tham gia vào việc lập kế hoạch đầu tư gián tiếp, dự đoán những tổn thất tín dụng; thiết lập các chính sách và tiêu chuẩn tín dụng phù hợp với luật, với quy định chung của ngân hàng; xem xét và chỉnh sửa chính sách tín dụng nếu xét thấy chúng có thể gây ra rủi ro bất thường; xem xét trao quyền cấp tín dụng cho những cán bộ có đủ năng lực; lập các báo cáo về đầu t gián tiếp, tập trung đánh giá chất lượng các thông tin rủi ro, tiến trình xử lý rủi ro đối với tất cả các trường hợp quá hạn mức tín dụng cho phép.

- Ban quản lý hạn mức tín dụng: Những người quản lý hạn mức tín dụng có nhiệm vụ điều hành và phát triển các kế hoạch kinh doanh, xem xét và thông qua các khoản tín dụng, chịu trách nhiệm về chất lượng của khoản tín dụng đó. Những người quản lý hạn mức tín dụng còn có trách nhiệm phát triển chiến lược kinh doanh, xét và duyệt cho vay các chương trình tín dụng, quản lý đầu tư gián tiếp và kiểm tra chất lượng, sửa chữa các thiếu sót khi cần.

- Ban đánh giá rủi ro kinh doanh: Nhân viên của ban này ít nhất phải có 10 năm làm việc về nghiệp vụ tín dụng và luân phiên nhau làm trong ban theo yêu cầu phát triển nghiệp vụ. Ban này thực hiện việc đánh giá tình hình kinh doanh của các đơn vị và cung cấp thông tin rủi ro trong đầu tư gián tiếp; đánh ra sự đánh giá độc lập về các hoạt động tín dụng, về các chính sách, sự thi hành và các thủ tục trong quản lý tín dụng; phối hợp hoạt động với giám sát viên và kiểm toán viên độc lập.

Thứ hai, Đánh giá độ tin cậy của người đi vay, việc đánh giá độ tin cậy của người đi vay tập trung vào những điểm chủ yếu theo truyền thống “*Tín dụng 5 C*” như sau:

- Character of management: Năng lực quản trị của người vay;
- Financial capacity of the venture: Năng lực tài chính của người vay;
- Collateral security: Thế chấp đảm bảo khoản vay;
- Condition of the industry: Lĩnh vực mà người vay hoạt động;
- Condition of terms: Các điều khoản và điều kiện tín dụng.

Để đưa ra một quyết định đúng đắn là chấp thuận hay từ chối cho vay thì phải đánh giá thận trọng dựa vào các chỉ tiêu đề ra. Việc xét duyệt cho vay bao gồm quá trình kiểm tra hồ sơ, kiểm tra việc thanh toán đúng hạn của các khoản vay trước đó, kiểm tra và đánh giá tài sản thế chấp và đánh giá mức độ rủi ro của khoản vay.

Thứ ba, Citibank có sự phân biệt giữa quyền cấp tín dụng và quyền phê duyệt:

- Quyền cấp tín dụng được uỷ nhiệm cho CBTD dựa trên năng lực và tư cách, kỹ năng và kinh nghiệm nghề nghiệp, trình độ học vấn và đào tạo của nhân viên, chứ không dựa vào chức vụ của cá nhân đó trong ngân hàng.

- Quyền phê duyệt: ở Citibank, việc cấp tín dụng không do một người quyết định, mà được quyết định bởi 3 CBTD, những người chịu trách nhiệm về cho vay và phải thông qua các chương trình tín dụng hay giao dịch tín dụng riêng lẻ.

4. KINH NGHIỆM QUẢN LÝ RỦI RO TÍN DỤNG CỦA NGÂN HÀNG ING HÀ LAN

ING Bank được coi là ngân hàng hàng đầu Châu Âu về hiệu quả trong quản lý rủi ro tín dụng. Mô hình mà ngân hàng này áp dụng có một số điểm chính như sau:

Về cơ cấu bộ máy: Mô hình hiện đại đều có sự tách bạch rõ ràng giữa nhiệm vụ quản lý rủi ro và việc thực hiện kinh doanh, đây là nguyên tắc hàng đầu để đảm bảo hiệu quả trong quản trị rủi ro. Hệ thống quản lý rủi ro tại ngân hàng này được tách bạch hoàn toàn với bộ phận kinh doanh và khách hàng và được báo cáo trực tiếp lên lãnh đạo cao nhất. Cơ cấu quản lý rủi ro tín dụng được tổ chức riêng bao gồm bộ phận chính sách và bộ phận quản lý rủi ro và bộ phận xây dựng mô hình tính toán lượng hoá rủi ro.

Về thẩm quyền quản lý rủi ro: ý kiến của bộ phận quản lý rủi ro tín dụng là yêu cầu bắt buộc của các quyết định tín dụng. Ngân hàng có xu hướng áp dụng hình thức cấp hạn mức tín dụng trên cơ sở đề xuất của bộ phận kinh doanh/ khách hàng, bộ phận rủi ro sẽ lập báo cáo đề xuất đánh giá độc lập đề nghị duyệt một hạn mức tín dụng phù hợp cho từng khách hàng trong một thời hạn thường là một năm và bộ phận kinh doanh/ khách hàng được sử dụng hạn mức đó. Các khoản tín dụng vượt hạn mức này hoặc với các khách hàng chưa có hạn mức thì đều phải qua bộ phận quản lý rủi ro. Thẩm quyền của bộ phận quản lý rủi ro còn được thể hiện việc tham gia vào hội đồng tín dụng. Các ngân hàng đều qui định mọi cấp hội đồng tư vấn tín dụng phải có thành viên từ bộ phận rủi ro và các thành viên phải chiếm 1/2 thành viên của hội đồng này.

Hệ thống giới hạn tín dụng: Có nhiều loại giới hạn được sử dụng, với mỗi khách hàng, ngân hàng áp dụng một giới hạn rủi ro tổng thể, dưới mức rủi ro tổng thể này, có hạn mức chia theo loại sản phẩm hoặc giao dịch cho vay, bảo lãnh, phát hành thư tín dụng... Để đảm bảo quản lý tổng thể và linh hoạt việc xây dựng giới hạn này tuân theo nguyên tắc: *Mọi giới hạn giao dịch đều không vượt quá giới hạn tổng nhưng tổng các giới hạn sản phẩm lại luôn lớn hơn hoặc bằng hạn mức tổng thể.*

5. BÀI HỌC KINH NGHIỆM CHO CÁC NGÂN HÀNG THƯƠNG MẠI VIỆT NAM

Quản lý rủi ro nói chung, quản lý RRTD nói riêng ngày càng trở nên cần thiết đối với các NHTM Việt Nam trong quá trình hội nhập và phát triển. Quản lý RRTD không chỉ là vấn đề xử lý nợ xấu mà nó còn bao hàm nhiều vấn đề như việc phòng ngừa, kiểm soát rủi ro... Từ kinh nghiệm quản lý rủi ro của một số ngân hàng hàng đầu tại các nước phát triển và đang phát triển, bài học kinh nghiệm rút ra cho các ngân hàng ở Việt Nam là:

Một là, Lựa chọn mô hình quản lý RRTD dựa trên điều kiện cụ thể của mỗi NHTM theo hướng tiếp cận những phương pháp quản lý rủi ro tín dụng hiện đại, trong đó tập trung hoàn thiện chính sách tín dụng an toàn và hiệu quả. Vì nếu chính sách được ban hành chuẩn mực thì sẽ giúp nhà quản lý và các cán bộ tín dụng trực tiếp có một khung chỉ dẫn để ra các quyết định tín dụng và định hướng danh mục đầu tư tín dụng phù hợp. Việc các ngân hàng linh hoạt trong việc lựa chọn mô hình quản lý RRTD sao cho phù hợp với điều kiện và nội lực của mình tiến tới mô hình đạt chuẩn mực quốc tế có ý nghĩa sống còn. Sự kết hợp các phương thức quản trị rủi ro rất đa dạng và thay đổi khi điều kiện thị trường thay đổi. Hơn thế nữa, việc xác định mô hình quản lý RRTD cần phải phù hợp và tương thích với điều kiện cụ thể của từng ngân hàng. Một ngân hàng phát triển trong điều kiện thị trường tài chính yếu kém không thể chuyển sang áp dụng ngay mô hình định lượng vì dữ liệu thông tin trong thị trường đó không thể tốt lên ngay, hoặc không thể áp dụng mô hình kiểm soát kép vì trong thị trường tài chính đang phát triển, vai trò kiểm soát của thị trường rất mờ nhạt. Nếu xác định mô hình không phù hợp với điều kiện của mình sẽ lãng phí tài nguyên và không đem lại hiệu quả thiết thực.

Hai là, Nhanh chóng áp dụng các mô hình đánh giá và lượng hoá rủi ro tín dụng. Thông qua đó giúp những nhà quản lý phát hiện sớm các dấu hiệu rủi ro, nhận biết các nguyên nhân chính để tìm cách khắc phục. Để hoàn thành hệ thống đo lường, lượng hóa rủi ro theo thông lệ tốt nhất, ngân hàng đã theo đuổi một lộ trình lâu dài với các cột mốc cụ thể, rõ ràng cho từng giai đoạn: (i) Ngân hàng lên kế hoạch cơ bản cho việc thực hiện Hiệp ước Basel 2 và xây dựng xong hệ thống dựa trên xếp hạng nội bộ. Căn cứ vào kết quả kiểm định, ngân hàng cải tiến mô hình đánh giá xếp hạng và ước lượng xác suất không trả được nợ (PD) cho các khách hàng doanh nghiệp. (ii) Ngân hàng thiết lập khung trụ cột thứ hai. Mục tiêu của dự án là nhằm

nâng tính chính xác của việc tính toán rủi ro và thực hiện hệ thống quản lý rủi ro tích hợp bao hàm cả các rủi ro lượng hóa và không thể lượng hóa. Để đo lường rủi ro tín dụng tốt hơn, các tham số tín dụng khác như xác suất không trả được nợ, tổn thất khi xảy ra vỡ nợ và số dư rủi ro được tái định nghĩa theo các tiêu chuẩn của Basel 2. Để cải thiện việc tính toán tổng các rủi ro, ngân hàng cũng cần phát triển các hệ thống quản trị các rủi ro phi định tính như rủi ro tập trung tín dụng, trong khi nâng cấp hệ thống kiểm thử trong điều kiện căng thẳng. (iii) Ngân hàng cần xây dựng cho mình một hệ thống CNTT hiện đại, giúp cho các cán bộ ngân hàng có thể dễ dàng tra cứu tìm kiếm thông tin liên quan đến khách hàng. Ngoài ra, một hệ thống CNTT hiện đại cũng giúp nâng cao chất lượng công tác phân tích, thẩm định khách hàng, giảm thiểu rủi ro do thiếu thông tin. Xây dựng một hệ thống quản lý dữ liệu tập trung toàn hàng làm cơ sở đánh giá, theo dõi liên tục và kịp thời danh mục tín dụng đầu tư.

Ba là xây dựng văn hóa quản trị RRTD đối tại các ngân hàng. Để hạn chế rủi ro thì văn hóa quản trị rủi ro thống nhất và xuyên suốt trong hoạt động của các NHTM là vô cùng cần thiết. Xây dựng văn hóa ngân hàng không thể làm trong một thời gian ngắn mà là một quá trình thực hiện nghiêm túc, bền bỉ, từ cấp trên xuống cấp dưới, từ thế hệ người lao động này sang thế hệ người lao động khác, có tính kế thừa. Văn hoá quản trị rủi ro của mỗi ngân hàng có những đặc trưng riêng và luôn được bổ sung, hoàn thiện, tuân thủ những nguyên tắc nhất định: Tuân thủ quy trình, quy định văn bản pháp luật và của ngân hàng; Ý thức phòng ngừa rủi ro và giảm thiểu rủi ro là việc phải làm thường xuyên, liên tục, mọi nơi, mọi lúc...

Bốn là ngân hàng liên tục rà soát, báo cáo và kiểm soát rủi ro. Ngân hàng cần quan tâm đến việc nâng cao quản trị hệ thống và tránh các rủi ro tiềm ẩn trong hoạt động kinh doanh bằng cách rà soát thường xuyên các rủi ro chính như tín dụng, lãi suất, thanh khoản và thị trường để đảm bảo các rủi ro này không vượt quá mức chấp nhận được. Các phương pháp đo lường rủi ro được củng cố thông qua phân tích hậu tố về tỷ lệ chính xác của các mô hình đo lường. Để đảm bảo quản lý rủi ro được áp dụng nhất quán trong toàn bộ hệ thống, ngân hàng cần phát triển các hệ thống quản lý rủi ro tương tự cho các chi nhánh và công ty trực thuộc tại nước ngoài. Riêng với rủi ro tín dụng, Ngân hàng cần hoàn thiện Hệ thống xếp hạng nội bộ và hàng tháng phân tích các biến động về khối lượng rủi ro cho từng ngành cũng như doanh nghiệp, đảm bảo không vượt quá các hạn mức đã xây dựng, qua đó duy trì nhất quán mức khẩu vị rủi ro của Ngân hàng.

Năm là, tuân thủ quy định Phân loại nợ và trích lập dự phòng rủi ro tín dụng đúng với văn bản 22/VBHN-NHNN của Ngân hàng Nhà nước từng bước đa dạng hoạt động tín dụng theo hướng chuẩn hóa và phù hợp với thông lệ quốc tế.

6. TÀI LIỆU THAM KHẢO

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- [8] Frederic S.Mishkin (2001), Tiền tệ, Ngân hàng và thị trường tài chính, Nxb Khoa học và kỹ thuật, Hà Nội.

TÁC ĐỘNG CỦA VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI TỚI HIỆU QUẢ KINH TẾ VIỆT NAM

Lương Thu Thủy*

TÓM TẮT: Để thúc đẩy tăng trưởng kinh tế, Việt Nam cần huy động một lượng lớn các nguồn lực. Tuy nhiên, do xuất phát điểm thấp, nền kinh tế bị tàn phá nặng nề bởi chiến tranh nên nguồn lực của đất nước còn hạn chế. Chính vì thế, huy động nguồn lực trong và ngoài nước để phát triển kinh tế là một nhiệm vụ hết sức quan trọng. Trong đó, vốn đầu tư trực tiếp nước ngoài (FDI) có vai trò và tác động tương đối mạnh mẽ tới nền kinh tế Việt Nam.

Từ khóa: Vốn đầu tư trực tiếp nước ngoài, Hiệu quả kinh tế, Tác động, Tăng trưởng,...

ABSTRACT: To promote economic growth, Vietnam needs to mobilize a large amount of resources. However, due to the low starting point, the economy was heavily devastated by the war, so the resources of the country were limited. Therefore, mobilizing domestic and foreign resources for economic development is a very important task. In particular, foreign direct investment (FDI) has a relatively strong role and impact on the economy of Vietnam.

Keywords: foreign direct investment, economic efficiency, impact, growth, ...

1. TÌNH HÌNH HUY ĐỘNG VÀ SỬ DỤNG VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI

Thứ nhất, về quy mô

Sau khi Luật Đầu tư nước ngoài năm 1987 được ban hành, Việt Nam đã từng bước hoàn thiện khuôn khổ pháp lý và gia tăng thu hút đầu tư nước ngoài vào Việt Nam. Từ con số vài chục triệu USD những năm 90 của thế kỷ XX, chúng ta đã thu hút được hàng nghìn dự án và hàng tỷ USD vốn FDI trong những năm gần đây.

Bảng 1: FDI cấp phép tại Việt Nam giai đoạn 1988 - 2017

Đơn vị: Triệu USD

| Năm | Dự án | | Vốn đầu tư | | Năm | Dự án | | Vốn đầu tư | |
|------|----------|-----------------|------------|-----------------|------|----------|-----------------|------------|-----------------|
| | Số lượng | Tăng/ giảm % | Số lượng | Tăng/ giảm % | | Số lượng | Tăng/ giảm % | Số lượng | Tăng/ giảm % |
| 1988 | 38 | - | 321,5 | - | 2003 | 748 | - 6,7 | 3.145 | 6,2 |
| 1989 | 68 | 78,9 | 525,5 | 63,5 | 2004 | 723 | - 3,3 | 4.222 | 34,2 |
| 1990 | 108 | 58,8 | 735,0 | 39,9 | 2005 | 922 | 27,5 | 6.840 | 50,1 |
| 1991 | 151 | 39,8 | 1.291,5 | 75,7 | 2006 | 987 | 7,049 | 12.004 | 75,50 |
| 1992 | 197 | 30,5 | 2.208,5 | 71,0 | 2007 | 1.544 | 56,43 | 21.348 | 77,84 |
| 1993 | 274 | 39,1 | 3.347,2 | 51,6 | 2008 | 1.171 | -24,16 | 71.726 | 235,98 |
| 1994 | 367 | 33,9 | 4.534,6 | 35,5 | 2009 | 1.208 | 3,16 | 23.107 | -67,78 |

¹ Khoa Kinh tế, Học viện Tài chính

| | | | | | | | | | |
|-------------|-----|--------|---------|--------|-------------|-------|-------|--------|--------|
| 1995 | 408 | 11,2 | 7.695,8 | 69,7 | 2010 | 1.237 | 2.40 | 19.886 | -13,94 |
| 1996 | 387 | - 5,1 | 9.735,3 | 26,5 | 2011 | 1.191 | -3.72 | 15.618 | -21,46 |
| 1998 | 285 | - 20,4 | 4.877 | - 19,5 | 2012 | 1.287 | 8.06 | 16.347 | 4,67 |
| 1999 | 311 | 9,1 | 2.264 | - 53,6 | 2013 | 1.530 | 18.88 | 22.351 | 36,73 |
| 2000 | 389 | 25,1 | 2.695 | 19,1 | 2014 | 1.588 | 3.79 | 21.910 | -1,97 |
| 2001 | 550 | 41,4 | 3.230 | 19,8 | 2015 | 2.120 | 33,5 | 24.115 | 10,06 |
| 2002 | 802 | 45,8 | 2.963 | - 8,3 | 2016 | 2.556 | 20,57 | 24.300 | 0,77 |
| | | | | | 2017 | 2.591 | 13,7 | 35.880 | 47,65 |

(Nguồn: Cục Đầu tư nước ngoài, Bộ Kế hoạch và Đầu tư, Tổng cục Thống kê và tính toán của tác giả)

Song song với sự gia tăng về số lượng vốn FDI đăng ký thì số lượng vốn FDI thực hiện trong những năm qua cũng không ngừng gia tăng. Tỷ lệ vốn FDI thực hiện so với vốn FDI đăng ký không ngừng cải thiện.

Bảng 2: Vốn FDI thực hiện tại Việt Nam giai đoạn 1988- 2017

Đơn vị: Triệu USD

| Năm | Vốn FDI th/hiện | Tăng/ giảm (%) | Năm | Vốn FDI th/hiện | Tăng/ giảm (%) |
|-------------|-----------------|----------------|-------------|-----------------|----------------|
| 1988 | 288 | - | 2003 | 2.650,0 | 2,3% |
| 1989 | 311 | 8,0% | 2004 | 2.852,4 | 7,6% |
| 1990 | 407 | 30,9% | 2005 | 3.121,0 | 9,4% |
| 1991 | 478 | 17,4% | 2006 | 4.100 | 31,37% |
| 1992 | 574,9 | 20,3% | 2007 | 8.034 | 95,95% |
| 1993 | 1.017,5 | 77,0% | 2008 | 11,500 | 43,14% |
| 1994 | 2.040,6 | 100,6% | 2009 | 10,000 | -13,04% |
| 1995 | 2.556,0 | 25,3% | 2010 | 11,000 | 10,00% |
| 1996 | 2.714,0 | 6,2% | 2011 | 11,000 | 0,00% |
| 1997 | 3.115,0 | 14,8% | 2012 | 10,460 | -4,91% |
| 1998 | 2.367,4 | - 24,0% | 2013 | 11,500 | 9,94% |
| 1999 | 2.334,9 | - 1,4% | 2014 | 12,500 | 8,70% |
| 2000 | 2.413,5 | 3,4% | 2015 | 14.500 | 16% |
| 2001 | 2.450,5 | 1,5% | 2016 | 15.800 | 8,96% |
| 2002 | 2.591,0 | 5,7% | 2017 | 17.500 | 10,76% |

(Nguồn: Cục Đầu tư nước ngoài, Bộ Kế hoạch và Đầu tư; Tính toán của tác giả)

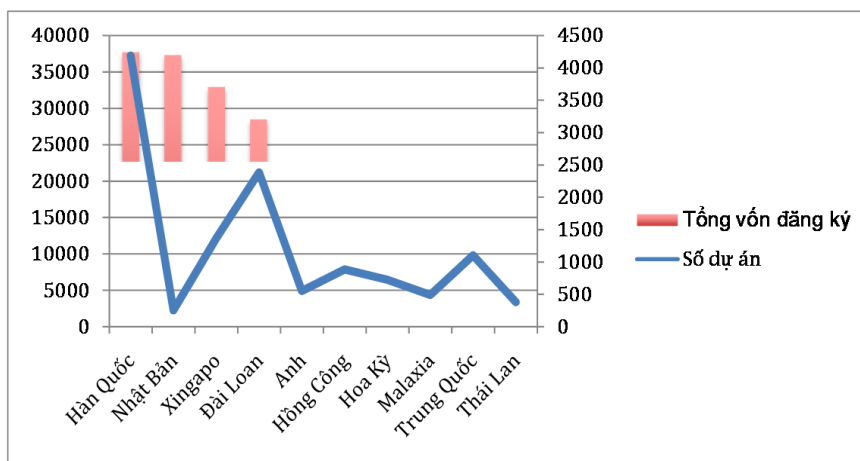
Thứ hai, về hình thức đầu tư

Theo quy định hiện hành, FDI tại Việt Nam được thực hiện dưới 3 hình thức: Hợp đồng hợp tác kinh doanh, doanh nghiệp liên doanh và doanh nghiệp 100% vốn đầu tư nước ngoài. Ngoài 3 hình thức nói trên, nhà đầu tư nước ngoài khi tiến hành sản xuất kinh doanh tại Việt Nam có thể hình thành dự án theo phương hướng đầu tư BOT, BTO và BT.

Thứ ba, về đối tác đầu tư

Hiện nay, có 101 quốc gia, vùng lãnh thổ đầu tư vào Việt Nam, trong đó có nhiều quốc gia đã trở thành đối tác hàng đầu của Việt Nam trong việc thu hút FDI như: Nhật Bản, Hoa Kỳ, Trung Quốc,.. Với sự đầu tư vào nhiều ngành nghề, lĩnh vực khác nhau, từ công nghiệp, xây dựng đến thương mại dịch vụ và nông nghiệp, số vốn FDI đăng ký gia tăng hàng năm và lũy kế tới nay là hơn 300 tỷ USD.

(Đơn vị tính: Triệu USD)



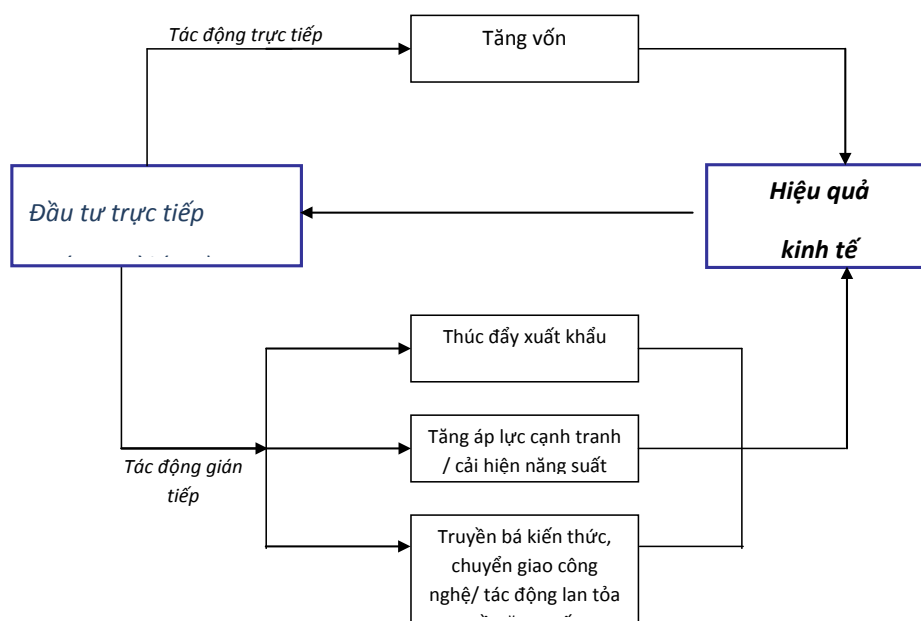
Biểu đồ 3: Số dự án và tổng vốn đầu tư lũy kế của 10 quốc gia và vùng lãnh thổ đầu tư lớn nhất vào Việt Nam năm 2017

(Nguồn: Tổng cục Thống kê)

Trong suốt gần 30 năm qua, Hàn Quốc vẫn luôn giữ vị trí là nhà đầu tư lớn nhất vào Việt Nam với tổng số vốn tính đến thời điểm hiện tại là 37,7 tỷ USD với 3 tổ hợp hàng đầu của tập đoàn Sam Sung tại Bắc Ninh, Thái Nguyên và thành phố Hồ Chí Minh. Tiếp theo đó là các quốc gia có quan hệ FDI truyền thống như Nhật Bản (37,3 tỷ USD); Singapore (32,9 tỷ USD)... Như vậy, các nước phát triển tại châu Á vẫn là đối tác chiến lược của Việt Nam trong các dự án FDI.

2. TÁC ĐỘNG CỦA VỐN ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI TỚI HIỆU QUẢ KINH TẾ

Xem xét về tác động của FDI tới hiệu quả kinh tế, chúng ta xem xét dưới 2 góc độ là tác động trực tiếp (tăng vốn đầu tư) và tác động gián tiếp (thúc đẩy xuất khẩu, tăng áp lực cạnh tranh và chuyển giao công nghệ, khoa học kỹ thuật).

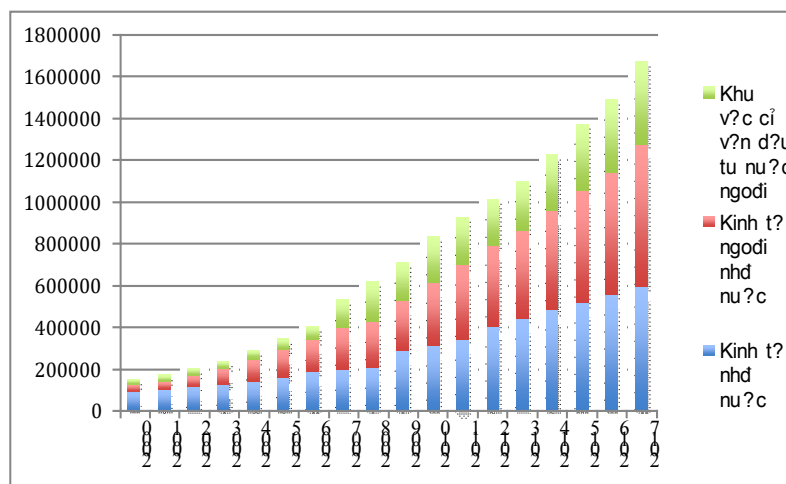


Hình 1: Tác động của FDI đến hiệu quả kinh tế Một là, về vấn đề tăng vốn đầu tư.

Một là: FDI bổ sung nguồn vốn đầu tư quan trọng, góp phần tích cực thúc đẩy tăng trưởng kinh tế. Tính đến thời điểm hiện này, vốn FDI chiếm khoảng 19% tổng nguồn vốn đầu tư xã hội (trong đó thời kỳ 1988 - 1990 là 12,1%; thời kỳ 1991 - 1996: 26,8%; thời kỳ 1997 - 2000: 20,6%; và từ năm 2001 đến nay chiếm 16,9%). Nếu như trước năm 2005, vốn đầu tư của nền kinh tế chủ yếu là vốn của khu vực nhà nước với tỷ trọng trong tổng vốn đầu tư luôn trên 50% thì từ sau năm 2005, tỷ trọng của khu vực này lại giảm xuống, thay vào đó là sự tăng trưởng của các nhóm khu vực còn lại mà đặc biệt là khu vực có vốn đầu tư nước ngoài.

So với GDP, vốn FDI cũng chiếm một tỷ trọng khá lớn, nhờ đã góp phần làm gia tăng sản lượng quốc gia. Năm 1988, tỷ lệ vốn FDI/GDP là 2,46%, tăng lên đạt đỉnh cao vào năm 1997 với tỷ lệ 9,66%. Sau khủng hoảng kinh tế năm 1997, dòng vốn FDI vào Việt Nam giảm mạnh. Năm 1998, vốn FDI thực hiện tại Việt Nam là 24.300 tỷ đồng so với năm 1997 là 30.300 tỷ đồng. Từ sau năm 1998, dòng vốn FDI vào Việt Nam liên tục tăng năm sau cao hơn năm trước nhưng chỉ chiếm tỷ trọng thấp trong GDP. Năm 1998 đến nay, tỷ trọng vốn FDI/ GDP cao nhất là 6,73% (năm 1998), thấp nhất là 5,6% (năm 2005).

Đơn vị tính: Tỷ đồng



Biểu đồ 1: Tổng vốn đầu tư toàn xã hội phân theo khu vực kinh tế

(Nguồn: Tổng cục Thống kê)

Do chiếm tỷ trọng khá cao trong tổng vốn đầu tư xã hội, khu vực FDI đã góp phần quan trọng làm gia tăng sản lượng GDP. Đóng góp của khu vực FDI trong GDP tăng từ 2% năm 1992 lên 15,17% năm 2004 và 15,89% năm 2005. Tốc độ gia tăng của khu vực kinh tế FDI nhanh hơn so với tốc độ tăng trưởng trung bình của GDP, cũng như của các khu vực kinh tế khác (khu vực kinh tế nhà nước và khu vực kinh tế ngoài quốc doanh). Ví dụ, năm 2005, tốc độ tăng trưởng GDP đạt 8,43%, trong khi đó, tốc độ tăng trưởng của khu vực FDI là 13,2%, của kinh tế nhà nước: 7,36%, và khu vực kinh tế ngoài quốc doanh: 8,19%.

Hai là, về vấn đề chuyển giao khoa học công nghệ

Thông qua thu hút và sử dụng FDI, Việt Nam tiếp nhận được nhiều công nghệ mới, kỹ năng quản lý tiên tiến của các nước phát triển. Một trong những trở ngại lớn nhất cho sự phát triển kinh tế của hầu hết các nước đang phát triển, trong đó có Việt Nam là trình độ kỹ thuật – công nghệ còn lạc hậu. Nhờ có FDI, chúng ta đã tiếp nhận được nhiều công nghệ tiên tiến của nước ngoài. Các công nghệ được chuyển giao qua FDI góp phần quan trọng tạo ra bước ngoặt mới trong sự phát triển một số ngành kinh tế mũi nhọn của đất nước như khai thác dầu khí, viễn thông, ô tô, xe máy, hóa chất... Hiện nay, phần lớn các dự án FDI trong lĩnh vực công nghiệp điện tử, vật liệu xây dựng, thép được trang bị những dây chuyền sản xuất tương đối

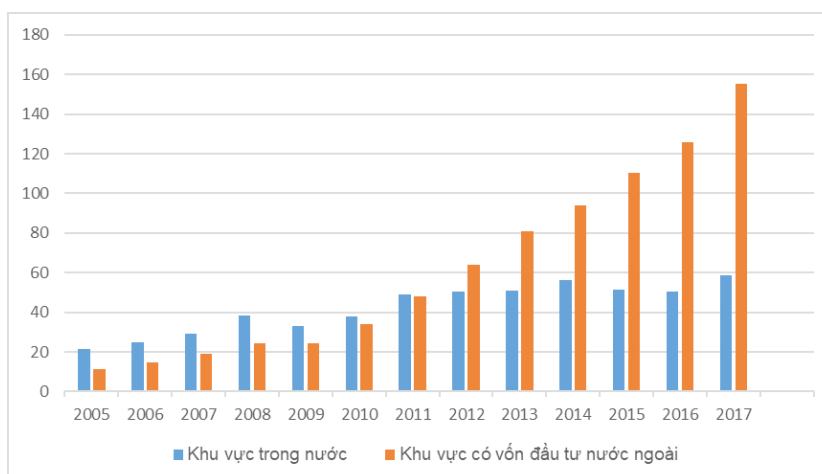
hiện đại. Trên cơ sở đó, các doanh nghiệp trong nước có thể nhận được những tác động lan tỏa năng suất của FDI với các mức độ khác nhau. Những công nghệ sử dụng nhiều lao động trong các ngành dệt, may, sản xuất giấy dệp, chế biến thực phẩm... cũng được áp dụng tương đối đồng bộ thuộc loại phổ cập ở các nước trong khu vực và tiên tiến hơn so với các thiết bị hiện có ở trong nước. Kỹ năng nhân giống, lai ghép do các nhà đầu tư nước ngoài chuyển giao trong ngành nông nghiệp đã nâng cao năng suất lao động, góp phần đưa Việt Nam từ một nước thiếu lương thực thành nước xuất khẩu gạo lớn trên thế giới.

Ba là, về vấn đề thúc đẩy hoạt động xuất khẩu

Một trong những vai trò quan trọng của FDI là thúc đẩy hoạt động xuất khẩu, thâm nhập thị trường thế giới. Do các doanh nghiệp FDI đa phần đều là chi nhánh của các công ty xuyên quốc gia với mạng lưới kinh doanh phủ khắp toàn cầu, sản phẩm của các công ty này đã có uy tín và được người tiêu dùng chấp nhận do chất lượng cao và đảm bảo nên năng lực xuất khẩu của các doanh nghiệp FDI nói chung cao hơn so với các doanh nghiệp trong nước. Hoạt động xuất khẩu của các doanh nghiệp FDI góp phần quan trọng làm gia tăng kim ngạch xuất khẩu của Việt Nam. Kim ngạch xuất khẩu của các doanh nghiệp FDI chiếm tỷ trọng lớn trong tổng kim ngạch xuất khẩu của cả nước và có tốc độ gia tăng cao. Năm 1991, kim ngạch xuất khẩu của các doanh nghiệp thuộc khu vực này đạt 52 triệu USD, năm 1995 là 336 triệu USD, đến năm 2000 tăng lên đạt 3.160 triệu USD, năm 2005 đạt 11.130 triệu USD và 6 tháng đầu năm 2006 là 6.592 triệu USD. Tỷ trọng của FDI trong tổng kim ngạch xuất khẩu của Việt Nam cũng tăng dần, nếu như trước năm 2001, xuất khẩu của FDI chiếm chưa tới 50% thì sau năm 2003, FDI đã trở thành khu vực có kim ngạch xuất khẩu lớn nhất. Trong năm 2014, xuất khẩu của khu vực đầu tư nước ngoài, kể cả dầu thô đạt 101,21 tỷ USD, chiếm 67,4% tổng kim ngạch xuất khẩu. Xuất khẩu không kể dầu thô đạt 93,98 tỷ USD, chiếm 62,6% tổng kim ngạch xuất khẩu.

FDI còn được xác định là nhân tố chính làm chuyển dịch cơ cấu mặt hàng xuất khẩu của nước ta. Năm 2015, Việt Nam có 23 mặt hàng xuất khẩu kim ngạch đạt từ 1 tỷ USD trở lên. Năm 2017, trong nhóm các sản phẩm xuất khẩu chủ lực của khu vực FDI, nhóm các sản phẩm điện tử và linh kiện tiếp tục tăng trưởng mạnh, đạt 68 tỷ USD (chiếm 43,2% tổng kim ngạch xuất khẩu), trong đó riêng điện thoại và linh kiện đã là 45,1 tỷ USD. Các sản phẩm dệt may, da giày, túi xách, va ly; các sản phẩm máy móc, thiết bị phụ tùng cũng giữ được mức tăng trưởng cao về giá trị. Trong khi đó, các sản phẩm nông nghiệp, kim loại, giấy, cao su, chất dẻo có mức tăng thấp.

DVT: tỷ USD



Biểu đồ 2: Kim ngạch xuất khẩu của Việt Nam giai đoạn 2005 – 2017

Nguồn: Tổng cục Hải Quan

Như vậy, khu vực FDI không chỉ gia tăng xuất khẩu hàng hoá mà còn luôn có kim ngạch nhập khẩu thấp hơn xuất khẩu, trên cơ sở đó có xuất siêu từ khu vực kinh tế FDI. Nhiều năm liền, nguồn thặng dư thương mại từ khu vực kinh tế FDI có tác động quan trọng trong góp phần cải thiện đáng kể cán cân thương mại.

Bốn là, FDI có đóng góp lớn vào việc vào chuyển dịch cơ cấu vùng và cơ cấu ngành kinh tế.

Với sự nỗ lực cải cách chính sách, xây dựng cơ sở hạ tầng cùng những ưu đãi của Chính phủ và các địa phương trong việc thu hút vốn FDI, cho tới nay, đầu tư nước ngoài đã có mặt tại 63 tỉnh, thành phố. Nếu như giai đoạn đầu, FDI chỉ chủ yếu tập trung ở các vùng kinh tế trọng điểm miền Nam (TP. Hồ Chí Minh, Đồng Nai, Bình Dương) và vùng kinh tế trọng điểm miền Bắc (Hà Nội) thì sau khi *Luật Đầu tư 2005* có hiệu lực, cơ cấu FDI theo vùng đã có những bước chuyển biến tích cực rõ rệt. Bên cạnh các vùng kinh tế trọng điểm phía Nam, nguồn vốn FDI đã chuyển dần sang một số địa bàn thuộc các tỉnh Duyên hải miền Trung như Thanh Hóa, Hà Tĩnh, Ninh Thuận... Tại Nam Trung Bộ có Quảng Nam và Đà Nẵng được xem là hai điểm thu hút được sự chú ý đặc biệt của các nhà đầu tư FDI, nhất là vào lĩnh vực du lịch, vui chơi, nghỉ dưỡng. Với sức lan tỏa của các hạng mục đầu tư tại các vùng kinh tế trọng điểm miền Trung, FDI đã phần nào đóng góp vào sự phát triển và tăng trưởng GDP của khu vực này trong thời gian qua.

Tại khu vực phía Bắc, các tỉnh Bắc Ninh, Thái Nguyên, Hải Phòng, Hải Dương cũng đã có những bước bứt phá mạnh trong việc thu hút các nhà đầu tư nước ngoài. Nổi bật trong số đó là Bắc Ninh, đang được đánh giá là tỉnh có tốc độ phát triển FDI cao nhất cả nước với dự án lớn như Samsung Display.

Những năm gần đây, đã có một số dự án FDI đầu tư vào lĩnh vực công nghệ cao, công nghệ thân thiện với môi trường, dịch vụ hiện đại, nông nghiệp công nghệ cao, khoa học - công nghệ, giáo dục - đào tạo, thể hiện định hướng thu hút FDI có chọn lọc đã từng bước phát huy hiệu quả. Tỷ lệ đóng góp của khu vực FDI vào GDP năm sau cao hơn năm trước. Năm 1992, khu vực kinh tế có vốn đầu tư nước ngoài chỉ đóng góp khoảng 2% GDP, đến năm 2005, con số này đã là 15,16% và không ngừng tăng lên, đến cuối năm 2017 chiếm khoảng 19%. Tỷ trọng đóng góp của khu vực FDI trong tổng thu NSNN cũng đã tăng đáng kể theo thời gian. Năm 2000, khu vực này mới chỉ đóng góp 5,22% tổng thu NSNN, đến cuối năm 2017 đã tăng lên mức khoảng 18%, tương đương khoảng 230 nghìn tỷ đồng.

Lũy kế đến hết năm 2017, vốn đăng ký của các dự án còn hiệu lực đạt khoảng 318,2 tỷ USD; vốn thực hiện đạt khoảng 172,35 tỷ USD, bằng 54% tổng vốn đăng ký. Các dự án công nghiệp chế biến - chế tạo là chủ đạo, chiếm 58,3% vốn và 51% số dự án, tiếp đó là lĩnh vực bất động sản với 16,6% vốn và 2,6% số dự án. Năm đối tác đầu tư lớn nhất vào Việt Nam (chiếm tới 63,6% tổng vốn đầu tư) chủ yếu đến từ khu vực châu Á gồm Hàn Quốc, Nhật Bản, Singapore, Đài Loan và Quần đảo Virgin. Vốn đầu tư tập trung vào khu vực Đông Nam Bộ và một số tỉnh miền Bắc.

Tính đến hết năm 2016, có khoảng 5,2 triệu lao động làm việc trong khu vực FDI, với mức thu nhập cao hơn mặt bằng chung cả nước, không những góp phần tạo việc làm trực tiếp mà còn gián tiếp tạo ra một bộ phận công ăn việc làm gián tiếp, góp phần cải thiện đời sống nhân dân trên các địa bàn đầu tư.

Như vậy, cùng với các nguồn lực khác, FDI có một vị trí đặc biệt quan trọng trong nền kinh tế. Thu hút và sử dụng FDI hiệu quả được coi là một giải pháp căn bản góp phần nâng cao sức cạnh tranh của nền kinh tế cũng như tạo cơ sở vững chắc cho sự tăng trưởng và phát triển kinh tế.

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CẢI CÁCH THỂ CHẾ VÀ CHÍNH SÁCH TRONG THU HÚT FDI TẠI VIỆT NAM

Nguyễn Hoàng Tiến* - Lê Ngọc Diễm Hà**

TÓM TẮT: Tính đến cuối năm 2016, sau gần 30 năm kể từ khi Luật Đầu tư nước ngoài được Quốc hội thông qua năm 1987, dòng vốn đầu tư trực tiếp nước ngoài (FDI) vào Việt Nam có xu hướng tăng lên, ngày càng khẳng định vai trò quan trọng đối với việc thực hiện các mục tiêu phát triển kinh tế ở Việt Nam. Sau 30 năm, Việt Nam đã thu hút được hơn 336 tỷ USD vốn FDI với khoảng 12.000 doanh nghiệp (DN) đang hoạt động từ hơn 100 quốc gia, vùng lãnh thổ. Tuy nhiên, so với kỳ vọng, vốn FDI vẫn chưa phát huy được các lợi thế so sánh trong việc đầu tư công nghệ cao, trong việc phát huy sức lan tỏa và đào tạo nguồn nhân lực chất lượng cao, sự thay đổi thường xuyên và thiếu nhất quán trong các chính sách thu hút đầu tư trực tiếp nước ngoài (FDI) tại Việt Nam lại đang là rào cản khiến nhiều nhà đầu tư e ngại.

Từ khóa: FDI, chính sách thu hút FDI, thể chế, chính sách.

1. DẪN NHẬP VÀO VẤN ĐỀ NGHIÊN CỨU

Đối với Việt Nam, việc thu hút được các nguồn vốn FDI trong những năm qua có ý nghĩa hết sức quan trọng đối với sự nghiệp công nghiệp hóa và hiện đại hóa đất nước, nhất là trong hai thập niên đầu của thế kỷ XXI nhằm bổ sung một nguồn vốn quan trọng cho đầu tư phát triển, tạo ra thế và lực phát triển mới cho nền kinh tế Việt Nam. Nhìn lại bức tranh toàn cảnh đầu tư nước ngoài vào Việt Nam, từ những ngày đầu ban hành Luật đầu tư nước ngoài vào Việt Nam cuối năm 1987, đến nay sau 4 lần sửa đổi, bổ sung (1990, 1992, 1996, 2000) cơ bản đã khắc phục được những hạn chế của pháp luật hiện hành và đưa ra được nhiều quy định pháp luật mới nhằm tiếp tục tạo dựng môi trường đầu tư lành mạnh, có sức cạnh tranh ngày càng cao.

Trong hơn một thập kỷ qua, nguồn vốn FDI vào Việt Nam đã tăng lên nhanh chóng, trong đó các nhà đầu tư khu vực EU, Nhật Bản, Hàn Quốc, Hồng Kông, Đài Loan và các nước Asean... chiếm tỉ lệ vốn ngày càng lớn, có hiệu quả cao với tổng số vốn đăng ký khoảng 40 tỷ USD. Trong đó nếu tính riêng các nhà đầu tư EU từ năm 1988 đến năm 2000, EU có 322 dự án được cấp phép, vốn đăng ký đạt 5,38 tỷ USD, chiếm khoảng 10% vốn dự án và 12,2 vốn đăng ký của tất cả các dự án đầu tư vào Việt Nam. Trong số đó phải kể đến Pháp (104 dự án), Hà Lan (36 dự án), Anh (29 dự án), Đức (29 dự án) và Thụy Điển (8 dự án). Khu vực khác phải kể đến các nhà đầu tư Nhật Bản, Hàn Quốc, Singapore, Đài Loan, Hồng Kông... chiếm tỷ lệ vốn lớn đầu tư vào Việt Nam với nhiều ngành, lĩnh vực đầu tư đa dạng và phong phú. Riêng về khu công nghiệp và khu chế xuất, sau hơn 10 năm xây dựng và phát triển, đến nay các khu công nghiệp, khu chế xuất (gọi chung là khu công nghiệp) hiện có khoảng 1000 dự án đầu tư trực tiếp nước ngoài còn hiệu lực với tổng số vốn đăng ký khoảng 10 tỷ USD và gần 800 dự án đầu tư trong nước với tổng số vốn đăng ký 40.000 tỷ đồng. Với số vốn lớn như vậy nên khu công nghiệp ngày càng đóng vai trò trọng yếu trong công nghiệp hóa, hiện đại hóa đất nước.

Tuy nhiên, trong những năm gần đây, FDI vào Việt Nam đã giảm sút liên tục, đặc biệt là khi Trung Quốc gia nhập vào WTO, 9 tháng đầu năm 2002 đã giảm 55% so với cùng kỳ năm ngoái. Nhiều nhà nghiên

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cứu hỏi vì sao đầu tư nước ngoài lại giảm nhanh như vậy? Rằng Việt Nam cần thi hành những biện pháp nào để thu hút đầu tư trở lại. Chính vì tầm quan trọng của FDI mà Việt Nam cần phải cải thiện những thể chế chính sách thu hút nguồn vốn này. Để giải quyết vấn đề đặt ra, bài viết sử dụng phương pháp phân tích, tổng hợp, so sánh. Dữ liệu được sử dụng trong bài được lấy từ Tổng cục Thống kê, Cục Đầu tư nước ngoài (Bộ Kế hoạch và Đầu tư), Tổng cục Hải quan và các nghiên cứu chuyên sâu khác.

2. CƠ SỞ LÝ LUẬN VỀ ĐẦU TƯ TRỰC TIẾP NƯỚC NGOÀI FDI

Theo IMF, đầu tư trực tiếp nước ngoài (FDI) là hoạt động đầu tư nhằm đạt lợi ích lâu dài của nhà đầu tư tại một doanh nghiệp nước khác với nước của nhà đầu tư, trong đó nhà đầu tư phải có vai trò có ý nghĩa quyết định trong quản lý doanh nghiệp. Một số tổ chức quốc tế, như OECD, định nghĩa FDI theo nghĩa rộng hơn: bao gồm các hoạt động kinh tế của các cá nhân và pháp nhân, kể cả việc cho vay dài hạn hoặc sử dụng nguồn lợi nhuận tại nước sở tại nhằm mục đích tạo dựng các quan hệ kinh tế lâu dài và mang lại khả năng gây ảnh hưởng thực sự về quản lý. Theo pháp luật Việt Nam (Luật Đầu tư 2005 và các văn bản pháp luật liên quan), đầu tư trực tiếp nước ngoài (FDI) là việc nhà đầu tư nước ngoài đưa vào Việt Nam vốn bằng các loại tài sản hữu hình hoặc vô hình để tiến hành các hoạt động đầu tư và các nhà đầu tư phải tham gia quản lý hoạt động đầu tư. (Vũ Văn Phúc, Phạm Minh Chính, 2015)

Từ các định nghĩa nêu trên cho thấy FDI có những đặc điểm cơ bản sau:

- Nhà đầu tư (các thể nhân, pháp nhân có vốn đầu tư) không phải là chủ thể của nước nhận vốn đầu tư.
- Chủ đầu tư nước ngoài (bên nước ngoài) phải góp một lượng vốn lớn hơn mức tối thiểu do luật pháp nước chủ nhà quy định
- Tính chất trực tiếp tham gia quản lý dự án đầu tư: nhà đầu tư nước ngoài có quyền tham gia quản lý trực tiếp dự án đầu tư với mức độ tùy theo tỷ lệ góp vốn. Đặc điểm này gây tranh luận nhiều nhất vì rất khó xác định thể nào là quản lý trực tiếp.
- Hành vi thực hiện FDI có thể khác nhau như: đầu tư thành lập doanh nghiệp mới, mở rộng các doanh nghiệp FDI sẵn có, mua cổ phiếu của doanh nghiệp nội địa vượt quá giới hạn phân định FDI với đầu tư mua cổ phiếu thông thường (FPI), cho vay dài hạn kèm theo các điều kiện kiểm soát, v.v....
- Kết quả sản xuất kinh doanh của dự án đầu tư hoàn toàn tùy thuộc vào thị trường, khả năng kinh doanh của nhà đầu tư và được phân chia cho các chủ đầu tư theo tỷ lệ góp vốn.

Vai trò của đầu tư trực tiếp nước ngoài FDI đối với các nước đi đầu tư là: thông qua FDI, các nước đi đầu tư vận dụng được các lợi thế về chi phí sản xuất thấp của các nước được đầu tư để hạ giá thành sản phẩm, giảm chi phí vận chuyển, nâng cao hiệu quả vốn đầu tư; Cho phép công ty kéo dài chu kỳ sống của các sản phẩm được sản xuất ra; Giúp các công ty chính quốc tạo dựng thị trường cung cấp nguyên nhiên vật liệu dồi dào, ổn định với giá rẻ; Cho phép chủ đầu tư bành trướng về mặt kinh tế, tăng khả năng ảnh hưởng của mình trên thị trường thế giới; Vai trò của đầu tư trực tiếp nước ngoài FDI đối với các nước nhận đầu tư là: giải quyết tình trạng thiếu vốn cho phát triển kinh tế, xã hội; Chuyển giao công nghệ từ nước đầu tư sang nước tiếp nhận đầu tư; làm cho hoạt động đầu tư nước ngoài vào trong nước ngày càng phát triển, thúc đẩy tính năng động và khả năng cạnh tranh trong nước, tạo khả năng khai thác tiềm năng của đất nước; Không đẩy các nước tiếp nhận vào tình trạng nợ nần, không chịu những ràng buộc về kinh tế, chính trị, xã hội. (Lê Quang Huy, 2013)

Các hình thức đầu tư FDI bao gồm:

- *Hợp đồng hợp tác kinh doanh*: là hình thức đầu tư, theo đó bên nước ngoài và bên chủ nhà cam kết thực hiện các nghĩa vụ và được hưởng các quyền lợi tương xứng ghi trong một hợp đồng hợp tác kinh doanh.

Hình thức hợp tác kinh doanh có đặc điểm cơ bản là không thành lập pháp nhân mới, các hoạt động đầu tư được quản lý trực tiếp bởi một Ban điều hành hợp danh trong khuôn khổ tổ chức của doanh nghiệp trong nước.

- *Doanh nghiệp liên doanh*: là hình thức thành lập một doanh nghiệp giữa một hoặc một số bên nước ngoài với một hoặc một số bên của nước chủ nhà để đầu tư, kinh doanh tại nước chủ nhà.

- *Doanh nghiệp 100% vốn nước ngoài*: Theo hình thức này, nhà đầu tư nước ngoài thành lập một pháp nhân mới theo luật pháp nước chủ nhà. Doanh nghiệp này thuộc quyền sở hữu 100% của nhà đầu tư nước ngoài.

- *BOT, BTO, BT*: Đây là một hình thức đầu tư tương đối mới và được áp dụng cho cả kênh FDI và kênh đầu tư trong nước. Hình thức BOT (BTO hay BT) có xu hướng phát triển trong những năm gần đây.

Ngoài ra, ta có thể phân biệt một số hình thức tổ chức đầu tư FDI như sau: (Đỗ Đức Bình, Nguyễn Thị Thúy Hồng, 2009)

- *Khu chế xuất EPZ (Export Processing Zone)* (Linh Trung): Theo nghĩa rộng thì khu chế xuất là khu bao gồm tất cả khu vực được Chính phủ nước sở tại cho phép chuyên môn hóa sản xuất hàng hóa chủ yếu vì mục đích xuất khẩu. Đó là khu vực biệt lập có chế độ mật dịch và thuế quan riêng theo phương thức tự do, không phụ thuộc vào chế độ mật dịch và thuế quan của nước sở tại. Theo nghĩa hẹp thì khu chế xuất là một khu vực riêng biệt, có ấn định ranh giới, ấn định cả sự kiểm tra đối với các luồng hàng hóa vào và ra khu vực đó.

- *Khu công nghiệp tập trung IZ (Industrial Zone)* (VSIP I, II, II ext, Việt Hương, Tân Hương): là khu vực được xây dựng cho các doanh nghiệp vừa và nhỏ tiến hành các hoạt động sản xuất kinh doanh, trong đó có sẵn các nhà máy và các dịch vụ tiện nghi cho người sinh sống.

- *Khu công nghệ cao HTZ (High Tech Zone)* (Hòa Lạc, Thủ Đức): là khu kinh tế - kỹ thuật đa chức năng, có ranh giới xác định, do Thủ tướng Chính phủ quyết định thành lập, nhằm nghiên cứu - phát triển và ứng dụng công nghệ cao, ươm tạo doanh nghiệp công nghệ cao, đào tạo nhân lực công nghệ cao và sản xuất, kinh doanh sản phẩm công nghệ cao.

- *Đặc khu kinh tế SEZ (Special Economic Zone)* (Phú Quốc, Vân Đồn, Vân Phong): là khu kinh tế được thành lập trong một quốc gia nhằm thu hút đầu tư trong và ngoài nước bằng các biện pháp khuyến khích đặc biệt. Thuật ngữ này được sử dụng để nói về các khu vực kinh tế tại đó các công ty bị đánh thuế rất nhẹ hoặc không bị đánh thuế nhằm khuyến khích hoạt động kinh tế.

3. PHƯƠNG PHÁP NGHIÊN CỨU

Phương pháp nghiên cứu được sử dụng trong bài viết bao gồm phương pháp thu thập và phân tích số liệu và dữ liệu. Bài viết chủ yếu thu thập số liệu và dữ liệu thứ cấp thông qua: sách báo; báo cáo tổng kết của Tổng cục Thống kê; các nghiên cứu khoa học đã được thực hiện, các tài liệu tìm kiếm trên Internet... Phương pháp phân tích số liệu bao gồm:

✓ *Phương pháp phân tích thống kê mô tả*: Bài viết sử dụng phương pháp thống kê mô tả thông qua các công cụ: Số tương đối, số tuyệt đối,... nhằm mô tả thực trạng thu hút, sử dụng nguồn vốn FDI ở Việt Nam trong thời gian qua, cụ thể từ năm 2000 đến năm 2013.

✓ *Phương pháp phân tích thống kê so sánh*: Phương pháp thống kê so sánh được sử dụng nhằm so sánh các chỉ tiêu kinh tế của Việt Nam qua các năm kể trên.

4. KẾT QUẢ NGHIÊN CỨU VÀ THẢO LUẬN KẾT QUẢ NGHIÊN CỨU

Kể từ khi Luật đầu tư nước ngoài năm 1987 (sửa đổi bổ sung năm 2005) có hiệu lực, Việt Nam đã đạt được kết quả khả quan trong thu hút nguồn vốn FDI. Luật này đã bổ sung và chi tiết hoá các lĩnh vực cần khuyến khích kêu gọi đầu tư cho phù hợp với hoàn cảnh mới. Trong giai đoạn 2000 – 2013, quy mô bình

quân một dự án cũng có xu hướng tăng. Trong những năm 2001 – 2005, quy mô bình quân một dự án còn dưới 10 triệu USD, thì giai đoạn sau đó đã tăng lên được trên 12 triệu USD/dự án.

Bảng 1. Vốn đầu tư FDI vào Việt Nam giai đoạn 2000 - 2013

| Năm | Số dự án | Vốn đăng kí (triệu USD) | Tổng số vốn thực hiện (triệu USD) | Quy mô bình quân 1 dự án (triệu USD) |
|---------|----------|-------------------------|-----------------------------------|--------------------------------------|
| 2000 | 391 | 2 838,9 | 2 413,5 | 16,06 |
| 2001 | 555 | 3 142,8 | 2 450,5 | 5,66 |
| 2002 | 808 | 2 998,8 | 2 591,0 | 3,71 |
| 2003 | 791 | 3 191,2 | 2 650,0 | 4,03 |
| 2004 | 811 | 4 574,9 | 2 852,5 | 5,61 |
| 2005 | 970 | 6 839,8 | 3 308,8 | 7,05 |
| 2006 | 987 | 12 004,0 | 4 100,1 | 12,16 |
| 2007 | 1544 | 21 347,8 | 8 030,0 | 13,8 |
| 2008 | 1171 | 71 700,0 | 11 500,0 | 61,22 |
| 2009 | 839 | 23 100,0 | 10 000,0 | 27,53 |
| 2010 | 1240 | 19 764,0 | 11 000,0 | 15,94 |
| 2011 | 1191 | 15 618,0 | 11 000,0 | 13,11 |
| 2012 | 1287 | 16 348,0 | 10 460,0 | 12,70 |
| 2013 | 1257 | 21 600,0 | 11 500,0 | 17,18 |
| Tổng số | 13842 | 205 631,9 | 76 126,9 | 14,86 |

Trích nguồn: Tổng cục thống kê

Lũy kế đến năm 2013, thì Việt Nam có tất cả 13842 dự án FDI được cấp phép, với tổng số vốn đăng kí 205 631,9 triệu USD. Trong đó số vốn được thực hiện là 76 126,9 triệu USD, chiếm 37,02% tổng số vốn đăng kí. Với các số liệu trên ta có thể nhận thấy rằng kết quả thu hút FDI vào Việt Nam giai đoạn 2000 – 2013 đạt điểm cao nhất là vào năm 2008, sau đó giảm dần đến năm 2013. Nguyên nhân của lượng vốn FDI vào Việt Nam giảm là do ảnh hưởng bởi tình hình chung của kinh tế - tài chính thế giới như vụ khủng bố 11/9/2001 tại Mỹ, cuộc khủng hoảng tài chính thế giới năm 2008... Ngoài ra, theo Bộ Kế hoạch và Đầu tư, sự sụt giảm của lượng vốn FDI vào Việt Nam như hiện nay là do sự vắng bóng của các dự án lớn nên khiến cho vốn đăng ký giảm nhanh như vậy.

Mặc dù những đóng góp của FDI đối với Việt Nam là rất lớn như đã phân tích ở trên thì bên cạnh đó vẫn còn khá nhiều bất cập khi đề cập đến đầu tư FDI vào Việt Nam, nhất là chính sách thu hút nguồn vốn FDI của Việt Nam còn nhiều thiếu sót, cụ thể như sau:

Một là, **chính sách thay đổi thường xuyên: tâm lý nhà đầu tư bất ổn**. Những thay đổi chính sách không phù hợp với thông lệ quốc tế sẽ khiến nhà đầu tư nước ngoài gặp nhiều rủi ro và trở ngại khi thực hiện đầu tư. Thậm chí, ông Adam Sitkoff còn nhấn mạnh: các thành viên của chúng tôi thường gặp phải việc thực thi chính sách không đồng nhất, không hiệu quả và đối xử không công bằng giữa các khu vực. Thực tế này gây khó khăn cho hoạt động của các nhà đầu tư, bất luận nó là hệ quả của tham nhũng, chủ nghĩa bảo hộ hay thu thuế.

Hai là, **để thu hút FDI, phải tránh tình trạng thiếu nhất quán trong chính sách**. Lịch sử 30 năm thu hút FDI của Việt Nam kể từ khi Luật Đầu tư nước ngoài tại Việt Nam được ban hành lần đầu tiên tháng 12/1987, đến nay đã trải qua 3 lần sửa đổi (năm 1990, 1992, 2000) và 3 lần thay thế bằng luật mới (năm 1996, 2005, 2014). Những điều chỉnh giữa các giai đoạn đều liên quan đến quan điểm, mục tiêu và phương thức

quản lý nguồn vốn FDI. Từ năm 2005, DN FDI và các DN thuộc thành phần kinh tế khác nhau được thống nhất áp dụng quy định pháp luật chung là Luật Đầu tư và Luật DN. Hiện, Bộ Kế hoạch và Đầu tư đang tiến hành xây dựng Dự thảo “Luật Sửa đổi, bổ sung một số điều của Luật Đầu tư và Luật DN năm 2014” để khắc phục những nhược điểm, đồng thời bổ sung các nội dung có liên quan đến chính sách mới của Nhà nước. [12]

Hiện nay, hội nhập kinh tế quốc tế diễn ra ngày càng sâu rộng, cuộc cách mạng công nghiệp 4.0 đang phát triển mạnh mẽ, đặc biệt là sự chuyển dịch không ngừng của cơ cấu và xu hướng đầu tư sẽ tạo ra sự cạnh tranh gay gắt giữa các quốc gia về thu hút FDI... Tất cả những điều này đòi hỏi các chính sách FDI phải ổn định, nhất quán và bền vững hơn; tránh tình trạng “sớm nắng, chiều mưa” như lời của Thủ tướng Nguyễn Xuân Phúc nhắc nhở các Bộ, ngành, địa phương trước đó. Qua kết quả trên thì Việt Nam cần giải quyết những vấn đề về chính sách thu hút nguồn vốn FDI như sau, để các nhà đầu tư nước ngoài mạnh dạn đưa vốn vào Việt Nam hơn nữa: [12]

Một là, khi thay đổi chính sách, luật pháp cần bảo đảm tính hệ thống, công khai, minh bạch, ổn định, có độ trễ nhất định về thời gian thi hành để nhà đầu tư và DN FDI chủ động trong điều chỉnh chiến lược kinh doanh

Hai là, thực hiện đồng bộ “Chính phủ điện tử” trong toàn bộ hệ thống cơ quan nhà nước để giảm thiểu thủ tục hành chính, tiết kiệm thời gian, chi phí cho nhà đầu tư và DN.

Ba là, cởi bỏ hai nút thắt chính sách là bộ máy nhà nước và đội ngũ công chức, viên chức.

Bốn là, Trong giai đoạn 2018 - 2030, Việt Nam đang xem xét việc thực hiện chính sách ưu đãi đầu tư FDI, là lộ trình để Việt Nam thu hút FDI “thế hệ mới” nhằm thúc đẩy tăng trưởng kinh tế trong tương lai. Điển hình danh mục ngành trọng điểm cần đầu tư như: công nghiệp ô tô, xe máy và công nghiệp phụ trợ (sản xuất kim loại/khoáng sản/hóa chất/nhựa phẩm cấp cao và linh kiện công nghệ cao), máy móc, thiết bị công nghiệp, logistics, sản phẩm nông nghiệp mới giá trị cao, công nghệ môi trường, năng lượng tái tạo, dịch vụ ứng dụng CNTT. [9]

Năm là, hiện đại hóa công tác xúc tiến đầu tư, đặc biệt là xúc tiến đầu tư ở nước ngoài, phải tiếp tục nâng cấp môi trường kinh doanh cho tương xứng với thời đại cách mạng 4.0...[13]

Sáu là, tổ chức việc thu hút và quản lý có hiệu quả việc phân bổ, sử dụng nguồn vốn FDI theo chiến lược, quy hoạch, kế hoạch, lộ trình rõ ràng, vừa tăng về số lượng, vừa chú trọng nâng cao về mặt chất lượng, đặc biệt là về cơ cấu đầu tư, phục vụ trực tiếp, đặc lực cho quá trình đổi mới, nâng cao trình độ công nghệ. (Trần Xuân Tùng, 2005).

5. KẾT LUẬN VÀ KIẾN NGHỊ

Kết luận

Từ những luận điểm bài báo cáo trên, về những vấn đề cơ bản của FDI, với ý nghĩa mong muốn việc đẩy mạnh quá trình công nghiệp hóa-hiện đại hóa tại Việt Nam ngày càng tiến bộ. Bên cạnh đó, bài báo cáo cũng đã phân tích một cách khái quát cũng như đánh giá được những thành tựu và những hạn chế trong quá trình thu hút được nguồn FDI tại Việt Nam trong những năm qua, từ đó nêu lên những quan điểm và giải pháp nhằm đẩy mạnh và nâng cao hiệu quả việc thu hút, sử dụng nguồn FDI.

Kiến nghị

30 năm Luật Đầu tư nước ngoài đầu tiên tại Việt Nam 1986, đây được coi là bước đi chiến lược, kịp thời và thông minh khi Việt Nam bắt đầu chính sách đổi mới. Nhưng để phát triển và đi xa hơn thì Việt Nam không chỉ

cố gắng thôi, mà còn phải có những chính sách phù hợp. Theo các chuyên gia kinh tế, Việt Nam cần phải nỗ lực xây dựng môi trường kinh doanh chuyên nghiệp phù hợp với nhu cầu của doanh nghiệp trong thời công nghệ số. Việt Nam đang có chiến lược mang tính quốc gia hướng tới cuộc cách mạng công nghiệp 4.0 nhưng môi trường kinh doanh được các nước đánh giá chỉ ở mức 2.0. Yêu cầu cấp thiết đặt ra hiện nay là cần phải đẩy mạnh cải cách hơn nữa, để thu hút các nhà đầu tư, tăng cường đối thoại công - tư, bảo vệ nhà đầu tư chân chính để họ tin tưởng làm ăn lâu dài ở Việt Nam, ví dụ như bạo động ở những khu công nghiệp vừa qua ở Bình Dương làm thiệt hại nặng nề về cơ sở vật chất hoặc hơn là đã có những doanh nghiệp rút khỏi Việt Nam. Bên cạnh đó là vấn đề con người, cần xây dựng và triển khai một số kế hoạch về nâng cao tay nghề cho công nhân; rà soát toàn bộ khung chính sách ưu đãi đầu tư hiện hành; quan tâm, mở cửa một số ngành dịch vụ quan trọng như du lịch, nông nghiệp, khai thác để thúc đẩy và nâng cao năng lực cạnh tranh, tăng trưởng đối với đầu tư nước ngoài...

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PHÂN TÍCH SO SÁNH VAI TRÒ CỦA IMF VÀ WB ĐỐI VỚI NỀN KINH TẾ THẾ GIỚI

Nguyễn Hoàng Tiến*- Kim Ngọc Châu**

TÓM TẮT: Nghiên cứu được thực hiện nhằm phân tích, so sánh vai trò của Ngân hàng thế giới (WB) và Quỹ tiền tệ quốc tế (IMF) đối với nền kinh tế thế giới. IMF và WB Là một trong những định chế tài chính quốc tế lớn đã có những đối sách, chương trình điều chỉnh cơ cấu được coi là phương thuốc “điều trị” hay “cầm nang” cho các cuộc khủng hoảng tài chính - tiền tệ. Ngày càng nhiều quốc gia đang phát triển mong muốn IMF và WB giúp đối phó với tình trạng sụt giảm so với mức tăng trưởng chung của nền kinh tế toàn cầu. Tuy nhiên những chính sách, chương trình hỗ trợ của IMF và WB khi thực thi ở mỗi nước thì phản ứng và kết quả đạt được lại khác nhau. Vì vậy việc xem xét lại những chính sách tài chính - tiền tệ, cách xử lý những bất đồng trong hoạch định chính sách cũng như cách thức phối hợp thực thi chính sách và vai trò của IMF và WB với các chính phủ là hết sức quan trọng.

Từ khóa: ngân hàng thế giới; quỹ tiền tệ quốc tế; kinh tế thế giới; tài chính; chính sách tiền tệ.

1. DẪN NHẬP VÀO VẤN ĐỀ NGHIÊN CỨU

Với xu hướng toàn cầu hóa, giao thương giữa các quốc gia, các khu vực kinh tế ngày một tăng. Kéo theo đó là sự phát triển của hệ thống tài chính toàn cầu. Từ đó làm tăng mức độ ảnh hưởng của Ngân hàng thế giới (WB) và Quỹ tiền tệ quốc tế (IMF) đối với nền kinh tế. Sự thay đổi của các thị trường tài chính cùng với mức độ mở cửa thương mại mang lại những cơ hội lớn cho mỗi quốc gia, nhưng đồng thời cũng tiềm ẩn những nguy cơ khủng hoảng.^[5]

Trong quá trình phát triển của mỗi đất nước, nhu cầu ổn định cán cân thanh toán quốc tế, nhu cầu về vốn để đầu tư phát triển cơ sở hạ tầng, kinh tế, xã hội... là rất cấp bách, nhất là đối với các nước đang phát triển. Nếu chỉ dựa vào tiềm lực sẵn có của đất nước thì không thể giải quyết được những vấn đề này. Do đó, các quốc gia đều có xu hướng gia nhập các tổ chức tài chính - tín dụng quốc tế với mục đích đẩy nhanh tốc độ phát triển của mình bằng cách tìm kiếm sự hỗ trợ về vốn và kỹ thuật từ các nước phát triển khác. WB cho rằng tốc độ phát triển kinh tế và xã hội chỉ tăng trưởng khi chính sách tài chính và kinh tế ổn định, phù hợp với điều kiện của quốc gia.^[10] IMF cũng công nhận chính sách tài chính và kinh tế không lành mạnh thường liên quan đến việc sử dụng không hiệu quả lâu dài của nguồn lực kinh tế - xã hội thông qua sự thích nghi ngắn hạn của chính sách tài chính.^[22] Vì vậy, muốn đưa đất nước phát triển trên tầm quốc tế chỉ có một cách duy nhất là hội nhập kinh tế quốc tế. Trong đó, việc gia nhập các định chế tài chính – tín dụng quốc tế có ý nghĩa rất quan trọng đối với mỗi quốc gia, đặc biệt là các nước đang phát triển.

2. CƠ SỞ LÝ LUẬN CỦA VẤN ĐỀ NGHIÊN CỨU

Các định chế tài chính

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Định chế tài chính (*financial institution*) là các định chế mà hoạt động chủ yếu của chúng là đóng vai trò trung gian tài chính trong quá trình chuyển vốn từ người cho vay sang người đi vay hoặc người tiết kiệm tới người đầu tư.^[20]

Sự ra đời của các định chế tài chính quốc tế

Chiến tranh thế giới lần thứ hai kết thúc với kết quả là phe trục phát xít Đức – Ý – Nhật tất yếu bại trận và phe đồng minh chống phát xít với trụ cột là Liên Xô - Mỹ - Anh tất yếu thắng lợi, thế giới đang đứng trước yêu cầu định chế lại trật tự chính trị, kinh tế và tài chính. Việc định chế lập lại trật tự tài chính quốc tế đã được khởi đầu bằng việc lập ra hai định chế tài chính toàn cầu: Quỹ tiền tệ quốc tế và Ngân hàng quốc tế tái thiết và phát triển theo quyết định của Hội nghị tài chính quốc tế Bretton Woods từ 1 – 22 tháng 7 năm 1944 để soạn thảo Điều lệ Quỹ Tiền tệ quốc tế.^[7] Sự hình thành hai định chế tài chính quốc tế toàn cầu này phản ánh xu thế tăng cường ý muốn hợp tác quốc tế vì sự phồn vinh lâu dài của thế giới. Nó cũng bắt nguồn từ tình trạng tồi tệ của hệ thống tài chính - tiền tệ thời đó đang trên bờ sụp đổ - cần được cải tổ sâu sắc. Quỹ tiền tệ quốc tế và Ngân hàng tái thiết và phát triển lần được đi vào hoạt động sau chiến tranh thế giới II kết thúc. Đến nay, hai định chế này vẫn là hai trụ cột của hệ thống tài chính quốc tế^[19]. Thực tiễn phát triển kinh tế - xã hội của thế giới sau chiến tranh thế giới lần thứ hai đòi hỏi phải hình thành các định chế tài chính quốc tế, khu vực với nhiệm vụ là giải quyết các vấn đề tài - tệ của khu vực. Nhằm đáp ứng yêu cầu thực tiễn đó, vào những năm cuối thập niên 50 và những năm thập kỷ 60 đã lần lượt xuất hiện các ngân hàng phát triển của các châu lục như: Ngân hàng phát triển liên Mỹ, Ngân hàng phát triển Châu Phi và Ngân hàng phát triển Châu Á. Ở Châu Âu, với việc hình thành thị trường chung Châu Âu lúc đầu và sau đó là Liên minh kinh tế Châu Âu đòi hỏi sự xuất hiện các định chế tài chính quốc tế của khu vực Châu Âu.

Phân loại các định chế tài chính quốc tế

* Căn cứ vào phạm vi hoạt động, các định chế tài chính quốc tế được phân chia thành định chế tài chính toàn cầu và định chế tài chính khu vực^[15].

- Định chế tài chính quốc tế toàn cầu bao gồm: Quỹ tiền tệ quốc tế (International Monetary Fund – IMF), Ngân hàng thế giới (World Bank – WB) và Ngân hàng thanh toán quốc tế (International Payment Bank – IPB).

- Định chế tài chính quốc tế khu vực: Bao gồm các quỹ tiền tệ, các ngân hàng, các quỹ phát triển khu vực như: Quỹ tiền tệ Ả Rập (Arab Monetary Fund – AMF), Ngân hàng phát triển liên Mỹ (The Inter-American Development Bank – BID), Ngân hàng phát triển Châu Phi (African Development Bank – AfDB) và Ngân hàng phát triển Châu Á (The Asian Development Bank – ADB).

* Căn cứ vào mục tiêu tài trợ

- Định chế tài chính tài trợ cán cân thanh toán có: Quỹ tiền tệ quốc tế, Quỹ tiền tệ Ả Rập, Ngân hàng trung ương Châu Âu (European Central Bank – ECB).

- Định chế tài chính quốc tế tài trợ đầu tư phát triển: Ngân hàng thế giới, Ngân hàng phát triển các châu lục.

Vai trò của các định chế tài chính quốc tế

a. Vai trò của các định chế tài chính quốc tế đối với nền kinh tế quốc tế.

- Phối hợp chính sách tiền tệ của các nước thành viên nhằm tạo ra sự ổn định của hệ thống tiền tệ quốc gia và hệ thống tiền tệ quốc tế.

- Tạo dựng một hệ thống tỷ giá hối đoái hợp lý, thể hiện tính công bằng và tính hợp tác các nước.

- Kiên định chế độ tỷ giá hối đoái thả nổi có điều tiết.
- Các định chế tài chính quốc tế phải góp phần tích cực vào việc tài trợ cần thiết cho các nước hội viên phát triển kinh tế.
- b. Tài trợ cho các nước thành viên đang phát triển.
 - Cung cấp các khoản cho vay cho các nước đang phát triển để phát triển kinh tế - xã hội ở các nước này.
 - Cung cấp trợ giúp kỹ thuật.
 - Các Định chế tài chính quốc tế khích lệ sự đầu tư phát triển kinh tế công, kinh tế tư ở các nước đang phát triển từ các nguồn vốn công cộng, tư nhân.
- c. Hỗ trợ các nước thành viên đang phát triển bồi dưỡng và nâng cao kiến thức và kỹ năng quản lý kinh tế-tài chính tầm vi mô và vĩ mô.
 - Giúp các nước nâng cao năng lực xây dựng và thực thi các kế hoạch phát triển kinh tế xã hội.
 - Giúp hoàn thiện công tác thống kê, kế toán, kiểm toán phục vụ tốt việc theo dõi, phản ánh đúng đắn tình hình phát triển kinh tế - xã hội.
 - Giúp bồi dưỡng và nâng cao trình độ kiến thức, năng lực quản lý kế toán tài chính đối với cán bộ.

3. PHƯƠNG PHÁP NGHIÊN CỨU

Đề tài sử dụng phương pháp nghiên cứu chủ nghĩa duy vật biện chứng và chủ nghĩa duy vật lịch sử, với những phương pháp cụ thể là: Phân tích và tổng hợp, logic và lịch sử, so sánh, đối chiếu.

- Phương pháp phân tích và tổng hợp lý thuyết

Thu thập thông tin khoa học của WB và IMF trên cơ sở nghiên cứu các văn bản, tài liệu đã có, phân tích chúng thành từng bộ phận để tìm hiểu sâu sắc về từng đối tượng. Sau đó liên kết từng mặt, từng bộ phận thông tin đã được phân tích tạo ra một hệ thống lý thuyết mới đầy đủ và sâu sắc về đối tượng.

- Phương pháp logic và lịch sử

Đi tìm nguồn gốc phát sinh, quá trình phát triển của WB và IMF từ đó rút ra bản chất và quy luật của chúng.

- Phương pháp so sánh, đối chiếu

Sử dụng tư duy logic để so sánh những vấn đề về mục tiêu, vai trò của WB và IMF, sau đó rút ra kết luận tác động của chúng đối với nền kinh tế thời giới.

4. KẾT QUẢ NGHIÊN CỨU VÀ THẢO LUẬN

Kết quả nghiên cứu chỉ ra sự khác biệt về các mặt như: cấu trúc, nguồn vốn và mục đích sử dụng vốn, vai trò của WB và IMF.

NGÂN HÀNG THẾ GIỚI WB

Nhóm Ngân hàng Thế giới có năm định chế thành viên, bao gồm: Ngân hàng Quốc tế Tái thiết và Phát triển (IBRD); Hội Hỗ trợ Phát triển Quốc tế (IDA); Công ty Tài chính Quốc tế (IFC); Trung tâm Quốc tế Giải quyết Mâu thuẫn Đầu tư (ICSID) và cơ quan Bảo lãnh Đầu tư Đa phương (MIGA). Ngân hàng Thế giới (WB) Được thành lập sau Hội nghị Bretton Woods của Liên hiệp Quốc vào tháng 7 năm 1944. WB có trụ sở chính ở thủ đô Washington D.C., Hoa Kỳ, gồm hai định chế thành viên của nhóm Ngân hàng Thế giới là Hiệp hội Hỗ trợ Phát triển Quốc tế (IDA) và Ngân hàng Quốc tế Tái thiết và Phát triển (IBRD). Đây không phải là một ngân hàng thông thường, mà là một định chế Tài chính Quốc tế được thành lập với mục tiêu làm cho toàn cầu hóa mang tính bền vững và đồng đều hơn.

Các hoạt động chính của WB

Tạo quỹ: IBRD tạo những nguồn vốn vay cho các nước đang phát triển thông qua việc bán cổ phiếu được xếp hạng AAA trên thị trường tài chính thế giới. IBRD đạt được một phần nhỏ lợi nhuận từ những nguồn cho vay này. Nguồn thu lớn hơn của định chế đến từ việc cho vay những nguồn vốn mà nó sở hữu. Nguồn thu của IBRD được dùng để chi trả cho chi phí vận hành của WB và hỗ trợ hoạt động của IDA cũng như chương trình xóa nợ cho các nước nghèo.

Cung cấp các nguồn vốn vay: thông qua IBRD và IDA, WB đưa ra hai loại vốn cho vay và tín dụng: những hoạt động đầu tư và hoạt động liên quan đến chính sách phát triển. Nhằm ủng hộ cho các dự án phát triển kinh tế và xã hội trong nhiều khối ngành khác nhau. Những nguồn tín dụng dài hạn thường không có lãi suất, nhưng có một khoản thu nhỏ cho chi phí dịch vụ, tương đương khoảng 0,75% nguồn vốn được cho vay.

Quản lý các quỹ tín thác và cung cấp các khoản viện trợ không hoàn lại: Các nhà tài trợ chính phủ và tư nhân gửi tiền vào quỹ tín thác được cất giữ tại WB. WB cũng huy động những nguồn vốn từ bên ngoài để cung cấp cho những hoạt động phi lợi nhuận của IDA và những khoản viện trợ không hoàn lại. Những nguồn vốn hỗ trợ không hoàn lại của IDA thường được dùng cho các mục đích: giảm hoặc xóa nợ cho các quốc gia nghèo không có khả năng trả nợ; cải thiện vệ sinh và nguồn nước; ủng hộ cho những chương trình tiêm chủng; chống lại HIV/AIDS; ủng hộ cho các định chế dân sự; tạo ra những sáng kiến để cắt giảm khí thải và hiệu ứng nhà kính.

Cung cấp dịch vụ tư vấn: WB cũng đóng vai trò cung cấp những dịch vụ phân tích tình hình, tư vấn và cung cấp thông tin cho các nước thành viên nhằm giúp các nước này phát triển kinh tế – xã hội.

Xây dựng năng lực: WB có vai trò nâng cao năng lực của các đối tác, nguồn nhân lực ở các nước đang phát triển, và nhân viên của chính định chế này để giúp họ có được những kiến thức và kỹ năng cần thiết để cung cấp hỗ trợ kỹ thuật, cải thiện hiệu suất của chính phủ và cung cấp dịch vụ, thúc đẩy tăng trưởng kinh tế và duy trì các chương trình xóa đói giảm nghèo.

5. QUỸ TIỀN TỆ QUỐC TẾ IMF

Quỹ Tiền tệ Quốc tế (IMF) được thành lập đồng thời với WB tại Hội nghị quốc tế Bretton Wood vào tháng 7 năm 1944. Cho tới hiện nay, IMF bao gồm 188 quốc gia thành viên với mục tiêu thúc đẩy hợp tác tiền tệ toàn cầu, bảo đảm hệ thống tiền tệ quốc tế có thể hoạt động hữu hiệu. Cân bằng cán cân thương mại, tránh sự phá giá tiền tệ do cạnh tranh giữa các quốc gia tạo, điều kiện thuận lợi cho sự phát triển của thương mại thế giới. Thiết lập tài chính an toàn, đẩy mạnh việc làm và tăng trưởng kinh tế, giảm đói nghèo trên toàn thế giới. IMF điều chỉnh quan hệ tiền tệ giữa các thành viên và cho các nước bị thâm hụt cán cân thanh toán vay ngắn hạn và trung hạn.

Các hoạt động chính của IMF

Kiểm soát chính sách tiền tệ của các nước hội viên: Nghiên cứu về tình trạng kinh tế tổng quát, chính sách tiền tệ của mỗi nước hội viên. Đưa ra những lời khuyên về chính sách cho các chính phủ và ngân hàng trung ương dựa trên sự phân tích về xu hướng phát triển kinh tế, và những kinh nghiệm thực tế xuyên quốc gia. Dựa trên tài liệu nghiên cứu IMF quyết định giúp đỡ hay không khi cần thiết.

Phân tích kinh tế và tham vấn đa phương để duy trì sự ổn định của hệ thống tiền tệ toàn cầu: Nghiên cứu, thống kê, dự báo, và phân tích kinh tế thông qua việc theo dõi các nền kinh tế và thị trường riêng lẻ, khu vực và toàn cầu. Cung cấp diễn đàn cho hợp tác giải quyết những vấn đề về tiền tệ quốc tế.

Giúp đỡ tài chính: Đưa ra các nguồn vốn cho vay với lãi suất thấp để giúp các quốc gia vượt qua các giai đoạn kinh tế khó khăn; hỗ trợ nguồn vốn vay không lãi suất và có thời gian đáo hạn dài để giúp các nước phát triển chống lại đói nghèo.

Giúp đỡ về mặt kỹ thuật: Trợ giúp kỹ thuật và đào tạo để giúp các nước phát triển cải thiện khả năng điều hành nền kinh tế của mình, giúp đỡ để thiết lập hạ tầng tài chính quốc gia như ngân hàng trung ương, bộ kinh tế tài chính.

IMF đóng vai trò quan trọng trong việc phát triển các công cụ để các nước đo lường, đánh giá và cải thiện tình hình kinh tế vĩ mô hiện nay của họ, bao gồm chính sách tài khóa và tiền tệ, cũng như ổn định tài chính, tiền tệ và giá cả. Nó giúp các nước tìm ra cách tốt hơn để thực hiện các biện pháp trong tất cả các lĩnh vực này, và xác định những bài học lớn từ kinh nghiệm của nhiều nước, qua đó có thể làm sáng tỏ các lựa chọn mà một quốc gia cụ thể bất kỳ có thể có.

Cấu trúc của IMF và WB

Nhân sự IMF gồm 2.600 người và IMF không có chi nhánh. Hầu hết nhân viên IMF làm việc tại Washington DC và số còn lại làm việc tại ba văn phòng nhỏ ở Paris, Geneva và Liên Hiệp Quốc ở New York. Nhân sự IMF được xem là “ *tinh hoa của giới kinh tế học thế giới*”.^[8] WB có cấu trúc phức tạp hơn khi chứa đựng hai định chế chính: Ngân hàng Kiến thiết và Phát triển quốc tế (IBRD) và Hiệp hội Phát triển quốc tế (IDA). WB có khoảng hơn 7.000 nhân sự và 40 văn phòng trên khắp thế giới, nhưng 95% nhân viên đều làm việc tại trụ sở chính ở Washington DC. Nhân sự WB gồm các chuyên gia thuộc nhiều lĩnh vực khác nhau: nhà kinh tế học, nhà hoạch định chương trình phát triển đô thị, nhà thống kê học, chuyên viên dự án và nhiều chuyên viên trong các lĩnh vực khác nhau như giao thông, giáo dục, năng lượng, ...

Nguồn vốn và mục đích sử dụng

Mục đích thành lập IMF là nhằm kêu gọi, khuyến cáo sự hợp tác quốc tế về tiền tệ, ổn định tỷ giá hối đoái giữa các đơn vị tiền tệ nhằm tránh sự phá giá tiền tệ do cạnh tranh giữa các quốc gia, thiết lập hệ thống thanh toán đa phương, cung ứng cho các quốc gia hội viên ngoại tệ cần thiết để quân bình hoặc giảm bớt thiếu hụt trong cán cân thanh toán quốc tế. Khi gia nhập IMF, mỗi nước phải đóng một khoản tiền phí hội viên. Phần đóng góp của mỗi hội viên không đồng đều, tùy theo vị trí, quy mô kinh tế và tầm quan trọng của quốc gia đó, các nền kinh tế lớn phải đóng góp nhiều hơn. IMF cũng có thể mượn tiền của những nước hội viên giàu như các nước kỹ nghệ lớn hay có nhiều dầu hỏa trong trường hợp cần thiết. Số tiền này được sử dụng với nhiều mục đích khác nhau:

- Có thể trích ra cho các nước thành viên vay mỗi khi họ gặp khó khăn về tài chính. Tiền nhận được từ IMF phải hoàn trả trong thời gian 3-5 năm hoặc chậm nhất là 10 năm (lãi suất thấp hơn tỉ giá thị trường một chút).

- Là căn cứ để quyết định số lượng tiền mà nước thành viên được vay và là cơ sở để phân bổ rút vốn lớn đặc biệt (SDR) theo từng thời kỳ cho các nước thành viên.

- Có vai trò quyết định quyền bỏ phiếu của nước thành viên.

WB xây dựng quỹ tài chính của mình thông qua vay vốn bằng cách phát hành trái phiếu AAA cho các nhà đầu tư và cho các nước thành viên vay lại (IBRD). Ngoài ra, WB còn nhận được các khoản tiền từ các nhà tài trợ (IDA). WB hỗ trợ phát triển kinh tế cho các quốc gia nghèo bằng cách tài trợ cho các dự án tài chính và các chính sách cải tổ có triển vọng thành công. IBRD cho các quốc gia đang phát triển vay với lãi suất ưu đãi, trong khi đó IDA chỉ cho các nước nghèo nhất vay và không tính lãi suất. Cá nhân và công ty không được vay của WB và không phải quốc gia thành viên nào cũng được WB cho vay. Chỉ có Chính phủ của các nước đang phát triển có thu nhập quốc dân trên đầu người lớn hơn 1305 USD/ năm mới được vay của IBRD và phải hoàn trả trong vòng 12-15 năm. Các khoản vay này có lãi suất chỉ cao hơn lãi suất WB đi vay một chút. Chính phủ của các nước nghèo có thu nhập quốc dân trên đầu người dưới 865 USD/

năm được vay của IDA. Các khoản vay này sẽ không đòi lãi suất và thời hạn có thể lên tới 35 đến 40 năm.

Sự khác biệt giữa Ngân hàng thế giới và Quỹ tiền tệ quốc tế:

Cơ chế hoạt động của hai định chế trên có những điểm khác nhau khá rõ ràng mà cơ bản nhất nằm ở chỗ: WB là định chế phát triển, trong khi IMF là định chế hợp tác với nhiệm vụ duy trì một cách trật tự cho hệ thống chi trả giữa các quốc gia. IMF giống như một “bác sĩ” của nền kinh tế toàn cầu, chuyên chữa trị các “bệnh nguy cấp” trong hệ thống kinh tế - tài chính. IMF là buộc các nước thành viên phải để đồng tiền mình được trao đổi tự do với các đơn vị tiền tệ nước ngoài; và luôn phải báo cáo với IMF mọi sự thay đổi trong các chính sách tài chính - kinh tế nước mình, để tránh gây ảnh hưởng cho nền kinh tế các nước thành viên. Hơn nữa, thành viên phải hiệu chỉnh các chính sách liên quan đến tài chính - kinh tế theo lời khuyên IMF để phù hợp với nhu cầu của toàn bộ khối nằm chung trong định chế. Để hỗ trợ các nước thành viên tuân theo nguyên tắc trên, IMF cho vay tiền khi thành viên nào gặp rắc rối về tài chính. Bởi vậy, chẳng có gì ngạc nhiên khi IMF luôn can thiệp đôi khi khá thô bạo vào nền kinh tế một nước đang cần viện hỗ trợ. Các quốc gia khi vay tại IMF phải tuân thủ những điều kiện nghiêm ngặt do IMF đặt ra như hạn chế chi tiêu công, thắt lưng buộc bụng... IMF không hỗ trợ để phát triển về xã hội, điều này khác với WB là đặt mục đích giúp những nước nghèo phát triển kinh tế, xã hội.

6. KẾT LUẬN VÀ KIẾN NGHỊ

Kết luận

Trong những năm gần đây, tầm quan trọng của việc giám sát kịp thời và hiệu quả đã tăng lên do nhiều chuyển biến cơ bản trong nền kinh tế: tăng trưởng nhanh chóng của thị trường vốn tư nhân, hội nhập khu vực và thế giới, gia tăng, chính đôn tài khoản vãng lai và cải cách kinh tế theo hướng trị trường của nhiều nước. Ảnh hưởng của IMF và WB trong kinh tế toàn cầu được gia tăng nhờ sự tham gia đông hơn của các quốc gia thành viên.

IMF có vai trò thúc đẩy sự hợp tác tiền tệ quốc tế; tạo điều kiện thuận lợi cho việc mở rộng và tăng trưởng thương mại quốc tế một cách cân đối; tăng cường ổn định tỷ giá; hỗ trợ cho việc thành lập hệ thống thanh toán đa phương; cho các nước hội viên tạm thời sử dụng các nguồn vốn chung của Quỹ với những đảm bảo thích hợp; rút ngắn thời gian và giảm bớt mức độ mất cân bằng trong cán cân thanh toán quốc tế của các nước hội viên. Khi chính sách kinh tế lệch hướng hay hệ thống tiền tệ trong nước gặp biến động, nước hội viên có quyền nhờ IMF hỗ trợ và can thiệp. IMF thường tập trung giúp đỡ tài chính đối với các nước thành viên đang gặp khó khăn thông qua các khoản vay. Riêng đối với các nước đang phát triển, IMF có phần ít quan tâm hơn. Một phần do lượng vốn của các nước này rất ít, đồng thời ảnh hưởng của các nước này trong hoạt động thương mại, tài chính quốc tế không cao. Tuy nhiên, các nước đang phát triển cũng được vay với lãi suất rất thấp (0.5%). Với các khoản vay này các nước đã phần nào vượt dậy sau những thời kỳ đình trệ kinh tế, đương đầu với các cuộc khủng hoảng kinh tế, thúc đẩy các nước nghèo phát triển. Trong những thập niên 60, IMF đã giúp đỡ nhiều nước ở Châu Phi và Châu Á thiết lập hạ tầng tài chính quốc gia như ngân hàng trung ương, bộ kinh tế tài chính. Ngoài ra, IMF còn có các chương trình huấn luyện như phương cách thiết lập chính sách tiền tệ, ngân sách quốc gia, kiểm tra hệ thống ngân hàng, ... Những nước giàu muốn giúp đỡ những nước đang phát triển có thể đóng góp tài chính và để Quỹ định chế cách giúp đỡ.

Khác với IMF WB ra đời vì các nước nghèo, vì xã hội. WB đã huy động vốn từ các quốc gia thành viên phát triển để chuyển đến các quốc gia đang phát triển vay. Giúp các nước này xoá đói, giảm nghèo, ổn định phát triển kinh tế, giáo dục, y tế, môi trường, giải quyết các phát triển hệ thống an sinh xã hội trên thế giới đặc biệt là các nước nghèo. Thông qua việc thiết kế và tài trợ cho các dự án phát triển; hỗ trợ kỹ thuật

(TA), tư vấn về chính sách và các báo cáo phân tích; điều phối viện trợ. WB có các hỗ trợ dưới hình thức cho vay ưu đãi, hỗ trợ kỹ thuật và tư vấn của IDA cho các quốc gia đang phát triển. Bên cạnh hỗ trợ về tài chính, WB có chính sách tư vấn thực hiện các Chương trình Tín dụng Điều chỉnh Cơ cấu (SAC I) và các Chương trình Tín dụng Hỗ trợ Giảm nghèo (PRSC) I và II.

Kiến nghị

Các định chế tài chính kinh tế thế giới đều có những đặc điểm khác nhau về chức năng, nhiệm vụ cũng như cách thức hoạt động. Tuy nhiên, có thể thấy hoạt động của các định chế tài chính này đều hướng đến mục đích cuối cùng là ổn định và phát triển nền kinh tế thế giới. Trong quá trình hội nhập quốc tế như hiện nay, IFM và WB cần tích cực hơn trong việc xây dựng một cơ chế cảnh báo rủi ro kinh tế vĩ mô khu vực để giúp các nước nghèo nâng cao năng lực tự cường và thích ứng của kinh tế; tiếp tục ủng hộ, phát triển cơ sở hạ tầng, cảnh báo sớm thiên tai và ứng phó biến đổi khí hậu, thu hẹp khoảng cách phát triển nhất là khoảng cách số, nghiên cứu và ứng dụng công nghệ, cải cách thể chế và đào tạo nhân lực chất lượng cao để kịp nắm bắt các cơ hội của cuộc cách mạng công nghiệp 4.0. Đối với các nước đang phát triển, ngoài những giúp đỡ cho các dự án kinh tế, IFM và WB cũng cần tập trung nguồn vốn dành cho các chương trình dự án của ngành giáo dục và đào tạo. Vì giáo dục có phát triển thì kinh tế cũng như năng lực của quốc gia mới phát triển bền vững được.

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VẤN ĐỀ AN NINH MẠNG TRONG PHÁT TRIỂN BỀN VỮNG

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TÓM TẮT: An ninh mạng là vấn đề an ninh phi truyền thống, ngày càng được thế giới quan tâm và trên thực tế đã có hàng loạt luật An ninh mạng được các nước thông qua, cả châu Âu, Mỹ, Á...

Quốc hội Việt Nam cũng đã thông qua Luật An ninh mạng. Bên cạnh sự đồng thuận của đông đảo người dân, dư luận mạng vẫn có một số quan ngại về tự do internet do chưa hiểu đúng, đầy đủ về Luật mới ban hành này...?!

Từ khóa: An Ninh mạng, kiểm soát an ninh, phát triển công nghệ

1. TỪ THỰC TIỄN KIỂM SOÁT AN NINH MẠNG TRÊN THẾ GIỚI

An ninh mạng là vấn đề an ninh phi truyền thống, khá mới mẻ nhưng ngày càng được thế giới quan tâm cả cấp vĩ mô và vi mô. Năm 2013, chỉ một vụ xâm nhập tài khoản Twitter của bộ phận truyền thông Nhà Trắng và đăng tin giả về vụ nổ tại Nhà Trắng cũng đã khiến chỉ số S&P 500 giảm 0,9%, làm thị trường thiệt hại 130 tỷ USD. Sự kiện này cho thấy tầm quan trọng của việc bảo mật đối với các cơ quan truyền thông trước nguy cơ tội phạm mạng có thể lợi dụng uy tín của những tổ chức này để thao túng thị trường, dù chỉ trong ngắn hạn

Xuất hiện hồi tháng 5-2017, mã độc WannaCry đã lây nhiễm hơn 300.000 máy tính tại hơn 90 nước trên thế giới, trong đó có Việt Nam. Khi các vụ tấn công mã độc tổng tiền WannaCry chưa kết thúc, vào cuối tháng 6-2017, mã độc mới xuất hiện Petya được nhận định còn nguy hiểm hơn WannaCry do mã hóa toàn bộ ổ cứng và có khả năng lây lan rộng trong mạng nội bộ. Petya đã làm tê liệt hàng loạt ngân hàng, sân bay, máy ATM và một số doanh nghiệp lớn tại châu Âu. Đến tháng 9-2017, 1 trong 3 hãng đánh giá tín dụng lớn nhất của Mỹ, Equifax, xác nhận đã bị tin tặc “hỏi thăm” và làm rò rỉ thông tin của 143 triệu khách hàng. Bên cạnh các số an sinh xã hội, ngày tháng - năm sinh, những thông tin cá nhân khác của khách hàng cũng đã bị xâm nhập như họ tên, địa chỉ... Không chỉ vậy, số thẻ tín dụng của 209.000 khách hàng Mỹ cũng đã bị thao túng. Ngoài khách hàng Mỹ còn có một số lượng chưa xác định khách hàng người Anh và Canada cũng bị ảnh hưởng trong vụ việc.

Cùng với sự phát triển công nghệ và tự do hóa, những đe dọa an ninh trên không gian mạng, với những thiệt hại mà tội phạm mạng gây ra là vô cùng lớn. Tại châu Âu, châu Á và Mỹ, nhiều nước đã có hàng loạt đạo luật An ninh mạng và thường xuyên bổ sung những quy định mới để đảm bảo triển khai các biện pháp an ninh phù hợp bảo vệ cơ sở dữ liệu có giá trị.

Mỹ có hệ thống bảo mật thông tin sớm, và có hiệu quả nhất trên thế giới, với một loạt đạo luật của chính quyền các tiểu bang và liên bang, như: Đạo luật Chia sẻ thông tin an ninh mạng (CISA) đưa ra các

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quy định cho phép chia sẻ thông tin trên Internet giữa Chính phủ Mỹ và các công ty sản xuất công nghệ; Đạo luật Tăng cường an ninh mạng quy định mối quan hệ giữa Nhà nước và tư nhân trong việc tăng cường nghiên cứu, phát triển an ninh mạng, giáo dục nâng cao nhận thức cộng đồng đối với vấn đề an ninh mạng; Đạo luật Thông báo vi phạm dữ liệu trao đổi liên bang yêu cầu trao đổi bảo hiểm y tế để thông báo ngay khi có thể cho từng cá nhân biết khi thông tin cá nhân của họ đã bị thu thập hoặc tiếp cận bởi một hành vi xâm phạm an ninh, trong thời hạn chậm nhất là 60 ngày kể từ ngày phát hiện hành vi xâm phạm; Đạo luật Tăng cường bảo vệ an ninh mạng quốc gia năm 2015 sửa đổi Đạo luật An ninh nội địa năm 2002 nhằm cho phép Trung tâm tích hợp truyền thông và An ninh không gian mạng quốc gia của Bộ An ninh nội địa Mỹ kiểm soát thêm các đại diện không thuộc liên bang như các trung tâm phân tích, chia sẻ thông tin và tư nhân.

Đức thông qua Luật An ninh mạng ngày 17/12/2014 và trở thành nước đi đầu châu Âu trong xây dựng luật ở lĩnh vực này và đưa hạ tầng mạng quốc gia vào nhóm an toàn nhất thế giới, giúp Đức cải thiện tình hình an ninh thông tin, bảo vệ tốt hơn cho các doanh nghiệp, cơ quan công quyền và người dân Đức trên môi trường mạng in-to-nét. Trong Luật An ninh mạng định nghĩa và ghi rõ ràng những khái niệm và những điều được phép, điều bị cấm chia sẻ hoặc viết trên mạng xã hội, căn cứ vào Luật An ninh quốc phòng, Luật Hình sự, Luật Dân sự Đức, bao gồm: Phát tán tài liệu của các tổ chức phi chính phủ; Sử dụng phù hiệu hoặc biểu tượng các tổ chức trái với Hiến pháp; Âm mưu sử dụng bạo lực lật đổ an ninh quốc gia; Hướng dẫn người khác sử dụng bạo lực đe dọa an ninh quốc gia; Giả mạo thông tin gây ảnh hưởng đến an ninh đối ngoại; Công khai xúi giục hành vi phạm tội; Gây rối trật tự công cộng bằng đe dọa sử dụng hành vi phạm pháp; Hình thành các tổ chức tội phạm, khủng bố ở trong và ngoài nước; su tập về các tổ chức này; Xúi giục (bạo lực, hận thù); Diễn tả bạo lực (gồm các hành vi phân tán các văn hóa phẩm có nội dung bạo lực tàn bạo); Phân phối, mua lại và sở hữu nội dung khiêu dâm của giới trẻ và tạo nội dung khiêu dâm có sẵn bằng ra-di-o hoặc phương tiện truyền thông; Truy xuất nội dung khiêu dâm trẻ em và thanh thiếu niên qua phương tiện truyền thông; Các hành vi hình thành Tội xúc phạm, Tội Phỉ báng, Tội Vu khống, Tội Đe dọa, Tội trả tiền và đồng thuận cho một tội danh hình sự; Tội Nhục mạ tín ngưỡng, tôn giáo, cũng như thế giới quan (tư tưởng); Tội Tạo bằng chứng giả và Xâm phạm các khu vực sinh sống cá nhân bằng cách chụp ảnh; ...

Quy định chung về bảo vệ dữ liệu của EU (GDPR) đã có hiệu lực vào ngày 25-5-2018, nhằm thống nhất một tiêu chuẩn duy nhất áp dụng cho các tổ chức hoạt động trong EU và cho các tổ chức xử lý dữ liệu của bất kỳ cư dân nào của EU để bảo vệ dữ liệu giữa tất cả các nước thành viên trong EU.. Tiền phạt cũng trở nên nặng hơn và tổng cộng có thể lên tới 20 triệu euro hay 4% doanh thu hàng năm.

Australia có Luật Tội phạm mạng; Luật Thư điện tử rác; Luật Viễn thông và Luật Bảo mật.

Năm 2018, Singapore và Thái Lan cũng đang nỗ lực nâng cấp Luật An ninh mạng và kiện toàn Cơ quan An ninh mạng quốc gia trong việc quản lý và đối phó với mối đe dọa mạng. Ủy ban An ninh mạng quốc gia Thái Lan còn buộc các nhà cung cấp dịch vụ Internet phải gỡ bỏ, chặn các nội dung và trang mạng nhạy cảm khi được yêu cầu (theo đó, khoảng 300 tài khoản Facebook đăng tải bình luận, tài liệu phỉ báng Hoàng gia và chính quyền đã bị chặn)...

Đặc biệt, theo báo cáo năm 2017 của S. Bradshaw và P. Howard từ Đại học Oxford, chính phủ các nước đang tập trung vào các nền tảng Internet để tác động đến ý kiến công chúng và “Các đội quân mạng sẽ còn phát triển và nhiều khả năng nó vẫn sẽ tiếp tục là hiện tượng toàn cầu”. Đội quân mạng sử dụng một loạt các chiến lược, công cụ và kỹ thuật trên mạng xã hội, như viết blog, làm video trên Youtube, viết những tin tức giả, chế ảnh, sử dụng các tài khoản ảo (có thể là các “bot” - mã được thiết kế để tương tác và bắt chước người dùng) và thường xuyên tương tác và đưa ra các thông điệp với người dùng qua các bình luận nhằm các mục tiêu khác nhau như: Tuyên truyền chính trị để củng cố lập trường của chính phủ; đả kích những

người bất đồng chính kiến; quấy rối một cá nhân, tổ chức cụ thể là đối thủ trong cuộc bầu cử hay người có ý kiến đối lập... Theo báo cáo của Oxford, các nước Argentina, Azerbaijan, Iran, Mexico, Philippines, Hàn Quốc... đều dùng những bot này để tăng lượng like và chia sẻ, tạo ra cảm giác rằng quần chúng rất ủng hộ các quan điểm được tuyên truyền. Đội quân mạng cũng có thể tự xây dựng nội dung để truyền bá thông điệp.

Đội ngũ tuyên truyền viên có thể là đơn vị chính thức do chính phủ thành lập, nhưng cũng có thể được thuê ngoài hoặc là tình nguyện viên. Tại một số nước, đội ngũ này được tổ chức theo hệ thống phân cấp cụ thể như một công ty hay chính phủ. Cấp trên sẽ giám sát, phê duyệt nội dung đăng tải và cấp dưới được giao nội dung hàng ngày. Tuyên truyền viên Argentina và Ecuador có liên kết với văn phòng tổng thống còn lực lượng ở Venezuela nằm dưới sự quản lý của Bộ Thông tin. Các tổ chức thanh niên như IRELI ở Azerbaijan, Nashi ở Nga thường không được trả tiền, nhưng có thể được trao phần thưởng, bằng khen hay học bổng. Ở Azerbaijan, công việc tình nguyện trong IRELI được coi là bước đệm cho các vai trò cao cấp trong quản lý hành chính. Ấn Độ chọn và trả thù lao cho những người có ảnh hưởng trên mạng xã hội không liên quan trực tiếp đến chính phủ hoặc đảng phái chính trị, “tiếng nói độc lập” của họ dễ được công chúng đồng cảm hơn. Tuyên truyền viên Trung Quốc và Nga được trao danh sách các ý kiến hoặc chủ đề để thảo luận hàng ngày, thường liên quan đến một vấn đề chính trị cụ thể đang diễn ra. Ở Serbia, cấp trên theo dõi rất sát sao hoạt động của cấp dưới. Arab Saudi tổ chức này lỏng lẻo và ít bị kiểm soát hơn.

Quy mô và kinh phí cho đội quân mạng ở các nước có sự chênh lệch khá lớn, từ các nhóm 20 người ở Cộng hòa Czech cho đến mạng lưới trên 2 triệu người ở Trung Quốc. Ecuador chi trung bình 200.000 USD cho mỗi hợp đồng với các công ty tư. EGHNA, bên làm việc cho chính phủ Syria, cho biết chi phí dự án thông thường là khoảng 4.000 USD. Chính quyền cũng tổ chức các khóa đào tạo chiến binh mạng. Họ mở lớp học hoặc thậm chí trại hè. Chiến binh mạng Nga được học tiếng Anh. Thanh niên Azerbaijan được đào tạo kỹ năng viết blog. Triều Tiên chọn những thanh thiếu niên giỏi máy tính để chính phủ đào tạo và những người giỏi nhất được chọn vào đại học quân sự.

Mỹ thường thuê một công ty quan hệ công chúng để phát triển công cụ quản lý tài khoản mạng xã hội. Năm 2010, Cơ quan Dự án Nghiên cứu Quốc phòng của Mỹ tài trợ cho một dự án 8,9 triệu USD để nghiên cứu cách dùng mạng xã hội nhằm định hướng hành vi và theo dõi cách người dùng phản ứng với nội dung trên mạng.

Tháng 1/2015, quân đội Anh thành lập Lữ đoàn 77 để “tập trung vào các hoạt động tâm lý không gây sát thương bằng cách sử dụng mạng xã hội như Facebook và Twitter để chống lại kẻ thù”. Nhiệm vụ chính của đơn vị này là định hướng hành vi công chúng chống lại việc tuyên truyền của khủng bố. Lữ đoàn 77 đã làm các video trên YouTube để thuyết phục người Hồi giáo ở Anh không đến Syria.

Israel có hơn 350 tài khoản chính thức bằng ba thứ tiếng: tiếng Hebrew, tiếng Arab và tiếng Anh. Israel yêu cầu những người nắm giữ vị trí quan trọng trong chính phủ luôn phải bình luận nhả nhận.

Ukraine thành lập “đội quân của sự thật”, điều hành một trang web mà người dân và tình nguyện viên có thể truy cập và chia sẻ những thông tin được coi là trung thực.

Ecuador mở trang web có tên là Somos + để theo dõi những người dùng mạng để chỉ trích.

Tổ chức thanh niên IRELI có liên hệ với chính phủ Azerbaijan thường đăng những bình luận gay gắt.

Các nhà báo Mexico tố cáo họ bị quấy rối qua mạng xã hội bởi đội quân mạng.

Đội quân mạng Cộng hòa Czech thường không đăng bình luận mang cảm tính, mà chỉ đăng những thông tin chứng thực.

“Đảng 5 hào” - tên gọi đội quân mạng Trung Quốc - thì thường tập trung vào việc làm sao lãng hoặc chuyển hướng chú ý khỏi vấn đề đang được thảo luận.

Cơ quan Tình báo Quốc gia Hàn Quốc đã phát động một loạt chiến dịch chống lại đảng đối lập trong cuộc bầu cử tổng thống năm 2012.

Cơ quan Nghiên cứu Internet là công ty tư đã điều phối một số chiến dịch mạng xã hội cho Điện Kremlin. Một chiến binh mạng Nga còn điều hành một blog tiên tri về sức khỏe và các mối quan hệ, với mục tiêu là ngấm truyền bá chính trị vào những khía cạnh tưởng chừng như phi chính trị của đời sống.

2. THỰC TẾ VÀ LUẬT AN NINH MẠNG Ở VIỆT NAM

Hiện Việt Nam có trên 55% dân số đang sử dụng điện thoại di động, trên 52% dân số và đứng thứ 4 trên thế giới về thời gian sử dụng Internet, đứng thứ 22 trên thế giới tính theo dân số về số người sử dụng mạng xã hội. Hàng năm, Việt Nam phải chịu hàng ngàn cuộc tấn công mạng và Việt Nam đứng thứ 20 trên thế giới về xếp hạng các quốc gia bị tấn công mạng nhiều nhất, chịu thiệt hại lên tới 10.400 tỉ đồng riêng năm 2016 so với mức 8.700 tỉ đồng năm 2015. Riêng quý 1/2017, cả nước có khoảng 7.700 trang/cổng thông tin điện tử bị tấn công mạng dưới các hình thức như lừa đảo, cài mã độc, thay đổi giao diện... Trong nửa đầu năm 2017, cả nước có hơn 4600 trang thông tin có tên miền quốc gia bị tin tặc tấn công hoặc chiếm quyền điều khiển, tăng gần 50% so với cùng kỳ năm 2016. Trong số này, có 148 trang web thuộc quản lý của các cơ quan nhà nước, nơi tồn tại nhiều lỗ hổng bảo mật nghiêm trọng, mà tin tặc có thể khai thác và chiếm đoạt. Nhiều thông tin, tài liệu bí mật Nhà nước, ngành hàng không, ngân hàng, viễn thông có nguy cơ bị rò rỉ và phá hoại nghiêm trọng.

Thực tế trong nước và thế giới cho thấy, một tin đồn thất thiệt về tình trạng tài chính, nhân sự cấp cao, giám đốc ngân hàng bỏ trốn hay bị bắt, đặc biệt, tin đồn về đổi tiền hay đại loại như vậy... đều trực tiếp và gián tiếp gây tác động xấu tới sự ổn định của các tổ chức tài chính-tín dụng có liên quan và có thể gây hiệu ứng lan tỏa tới toàn bộ nền kinh tế. Hệ quả càng lớn khi thông tin mập mờ, suy luận thiếu căn cứ, nguồn tin không rõ ràng và khó xác minh cụ thể, còn bản thân đơn vị, cơ quan chức năng chậm phản ứng xử lý chính thức, không minh bạch thông tin, chủ động công bố thông tin cần thiết. Sự nhạy cảm, tốc độ và quy mô lan truyền, do đó, an toàn thông tin càng trở nên cấp thiết hơn trong bối cảnh bùng nổ cách mạng công nghệ truyền thông, internet vạn vật và mạng xã hội gia tăng kết nối toàn cầu, hệ thống máy tính kết nối tự động ngày càng can thiệp sâu hơn vào các hoạt động tài chính – đầu tư thế giới; đồng thời có sự gia tăng yêu cầu công khai, minh bạch hóa và dân chủ hóa về thông tin trong xã hội cởi mở và văn minh. Không chỉ những thông tin bộc phát, xuất phát từ những hiểu lầm, nhiều thông tin tiêu cực được ngụy tạo và tung ra vào thời điểm nhạy cảm, đã gây hoang mang và mài mòn sự tự tin trong xã hội, đẩy người dân và nhà đầu tư triển khai các phương án an toàn cho tài sản của mình, mà vô tình không biết mình đang tiếp tay cho những kẻ tung tin trục lợi. Thực tế truyền thông thời gian gần đây cho thấy, việc rút rút và diễn đạt thiếu cẩn thận có thể gây hiểu lầm Bitcoin là tiền và Việt Nam đã cho phép dùng nó như ngoại tệ, kéo theo nhiều hệ lụy nguy hiểm.

Bởi vậy, trong thời kỳ cách mạng công nghệ phát triển, chúng ta phải khai thác tối đa ưu thế của cách mạng công nghệ, nhưng mặt khác cũng đòi hỏi phải quản lý, phòng tránh lợi dụng nhằm bảo vệ an ninh quốc gia trên không gian mạng và bảo vệ quyền công dân. Đây phải là trách nhiệm chung của các cơ quan chức năng, tổ chức, cơ quan truyền thông, cộng đồng xã hội và cá nhân có liên quan.

Để bảo đảm an ninh mạng, Việt Nam đã thành lập cơ quan chuyên trách về an ninh mạng (Lực lượng 47) gồm 10.000 người chuyên trách đấu tranh trên không gian mạng và Việt Nam không phải là nước duy nhất có đội quân trên mạng.

Đặc biệt, ngày 12-6-2018, Quốc hội đã thông qua Luật An ninh mạng, với số phiếu tán thành đạt 86,86% trong tổng số 95,69% đại biểu tham gia bỏ phiếu.

Trong Luật An ninh mạng, những hành vi bị cấm cũng đã được quy định trong các luật và bộ luật khác, như Bộ luật Hình sự, Bộ luật Dân sự... của Việt Nam; Cụ thể, các Điều 8, Điều 16, Điều 17 quy định rõ **các hành vi bị nghiêm cấm** trong sử dụng không gian mạng gồm soạn thảo, đăng tải, phát tán thông tin trên không gian mạng có nội dung: Tuyên truyền chống Nhà nước Cộng hòa xã hội chủ nghĩa Việt Nam (bao gồm: Tuyên truyền xuyên tạc, phi báng chính quyền nhân dân; Chiến tranh tâm lý, kích động chiến tranh xâm lược, chia rẽ, gây thù hận giữa các dân tộc, tôn giáo và nhân dân các nước; Xúc phạm dân tộc, quốc kỳ, quốc huy, quốc ca, vĩ nhân, lãnh tụ, danh nhân, anh hùng dân tộc); Kích động gây bạo loạn, phá rối an ninh, gây rối trật tự công cộng (bao gồm: Kêu gọi, vận động, xúi giục, đe dọa, gây chia rẽ, tiến hành hoạt động vũ trang hoặc dùng bạo lực nhằm chống chính quyền nhân dân; Kêu gọi, vận động, xúi giục, đe dọa, lôi kéo tụ tập đông người gây rối, chống người thi hành công vụ, cản trở hoạt động của cơ quan, tổ chức gây mất ổn định về an ninh, trật tự); Làm nhục, vu khống (bao gồm: Xúc phạm nghiêm trọng danh dự, uy tín, nhân phẩm của người khác; Thông tin bịa đặt, sai sự thật xâm phạm danh dự, uy tín, nhân phẩm hoặc gây thiệt hại đến quyền và lợi ích hợp pháp của tổ chức, cá nhân khác); Xâm phạm trật tự quản lý kinh tế (bao gồm: Thông tin bịa đặt, sai sự thật về sản phẩm, hàng hóa, tiền, trái phiếu, tín phiếu, công trái, séc và các loại giấy tờ có giá khác; Thông tin bịa đặt, sai sự thật trong lĩnh vực tài chính, ngân hàng, thương mại điện tử, thanh toán điện tử, kinh doanh tiền tệ, huy động vốn, kinh doanh đa cấp, chứng khoán); Thông tin sai sự thật gây hoang mang trong nhân dân, gây thiệt hại cho các hoạt động kinh tế - xã hội, gây khó khăn cho hoạt động của cơ quan nhà nước hoặc người thi hành công vụ, xâm phạm quyền và lợi ích hợp pháp của tổ chức, cá nhân khác;

Luật cũng nghiêm cấm các hành vi gián điệp mạng; xâm phạm bí mật nhà nước, bí mật công tác, thông tin cá nhân trên không gian mạng (bao gồm: Chiếm đoạt, mua bán, thu giữ, cố ý làm lộ thông tin thuộc bí mật nhà nước, bí mật công tác; bí mật kinh doanh, bí mật cá nhân, bí mật gia đình và đời sống riêng tư gây ảnh hưởng đến danh dự, uy tín, nhân phẩm, quyền và lợi ích hợp pháp của tổ chức, cá nhân; Cố ý xóa, làm hư hỏng, thất lạc, thay đổi thông tin thuộc bí mật nhà nước, bí mật công tác; bí mật kinh doanh, bí mật cá nhân, bí mật gia đình và đời sống riêng tư được truyền đưa, lưu trữ trên không gian mạng; Cố ý thay đổi, hủy bỏ hoặc làm vô hiệu hóa các biện pháp kỹ thuật được xây dựng, áp dụng để bảo vệ thông tin thuộc bí mật nhà nước, bí mật công tác, bí mật kinh doanh, bí mật cá nhân, bí mật gia đình và đời sống riêng tư; Đưa lên không gian mạng những thông tin thuộc bí mật cá nhân, bí mật gia đình, đời sống riêng tư trái quy định của pháp luật; Cố ý nghe, ghi âm trái phép các cuộc đàm thoại; Hành vi khác cố ý xâm phạm bí mật nhà nước, bí mật công tác, bí mật kinh doanh, bí mật cá nhân, bí mật gia đình và đời sống riêng tư). Các hành vi khác (bao gồm: Chiếm đoạt tài sản; tổ chức đánh bạc, đánh bạc qua mạng internet; trộm cắp cước viễn thông quốc tế trên nền internet; vi phạm bản quyền và sở hữu trí tuệ trên không gian mạng; Giả mạo trang thông tin điện tử của cơ quan, tổ chức, cá nhân; làm giả, lưu hành, trộm cắp, mua bán, thu thập, trao đổi trái phép thông tin thẻ tín dụng, tài khoản ngân hàng của người khác; phát hành, cung cấp, sử dụng các phương tiện thanh toán trái phép; Tuyên truyền, quảng cáo, mua bán hàng hóa, dịch vụ thuộc danh mục cấm theo quy định của pháp luật; Hướng dẫn người khác thực hiện hành vi vi phạm pháp luật; Hành vi khác sử dụng không gian mạng vi phạm pháp luật về an ninh quốc gia, trật tự, an toàn xã hội. Tổ chức, hoạt động, cấu kết, xúi giục, mua chuộc, lừa gạt, lôi kéo, đào tạo, huấn luyện người chống Nhà nước Cộng hòa xã hội chủ nghĩa Việt Nam; Xuyên tạc lịch sử, phủ nhận thành tựu cách mạng, phá hoại khối đại đoàn kết toàn dân tộc, xúc phạm tôn giáo, phân biệt đối xử về giới, phân biệt chủng tộc; Thông tin sai sự thật gây hoang mang trong nhân dân, gây thiệt hại cho các hoạt động kinh tế - xã hội, gây khó khăn cho hoạt động của cơ quan nhà nước hoặc người thi hành công vụ, xâm phạm quyền và lợi ích hợp pháp của tổ chức, cá nhân khác;

Hoạt động mại dâm, tệ nạn xã hội, mua bán người; đăng tải thông tin dâm ô, đồi trụy, tội ác; phá hoại thuần phong, mỹ tục của dân tộc, đạo đức xã hội, sức khỏe cộng đồng; Xúi giục, lôi kéo, kích động người khác phạm tội. Thực hiện tấn công mạng, khủng bố mạng, gián điệp mạng, tội phạm mạng; gây sự cố, tấn công, xâm nhập, chiếm quyền điều khiển, làm sai lệch, gián đoạn, ngưng trệ, tê liệt hoặc phá hoại hệ thống thông tin quan trọng về an ninh quốc gia. Sản xuất, đưa vào sử dụng công cụ, phương tiện, phần mềm hoặc có hành vi cản trở, gây rối loạn hoạt động của mạng máy tính, mạng viễn thông; phát tán chương trình tin học gây hại cho hoạt động của mạng máy tính, mạng viễn thông, phương tiện điện tử; xâm nhập trái phép vào mạng máy tính, mạng viễn thông hoặc phương tiện điện tử của người khác. Chống lại hoặc cản trở hoạt động của lực lượng bảo vệ an ninh mạng; tấn công, vô hiệu hóa trái pháp luật làm mất tác dụng biện pháp bảo vệ an ninh mạng. Lợi dụng hoặc lạm dụng hoạt động bảo vệ an ninh mạng để xâm phạm chủ quyền, lợi ích, an ninh quốc gia, trật tự, an toàn xã hội, quyền và lợi ích hợp pháp của tổ chức, cá nhân hoặc để trục lợi...

Đồng thời, Luật An ninh mạng cũng quy định rõ trách nhiệm và thẩm quyền của Chủ quản hệ thống thông tin, Lực lượng chuyên trách bảo vệ an ninh mạng và Cơ quan có thẩm quyền, cùng với Doanh nghiệp cung cấp dịch vụ trên mạng viễn thông, mạng internet và các dịch vụ gia tăng, các Tổ chức, Cá nhân soạn thảo, đăng tải, phát tán thông tin trên không gian mạng trong quản lý, phòng ngừa, phát hiện, ngăn chặn, gỡ bỏ chỉ những thông tin trên mạng có nội dung bị cấm như trên...

Như vậy, về tổng thể, những quy định trong nội dung Luật An ninh mạng của Việt Nam là cần thiết và bám sát xu hướng chung trên thế giới về quy định pháp lý bảo đảm an ninh mạng; đáp ứng yêu cầu thực tiễn chủ động phòng ngừa, phát hiện, ngăn chặn, xử lý hành vi xâm phạm an ninh mạng, bảo đảm hoạt động trên không gian mạng không gây phương hại đến an ninh quốc gia, trật tự, an toàn xã hội, quyền và lợi ích hợp pháp của tổ chức, cá nhân; đặc biệt, không cản trở tự do internet và tự do ngôn luận lành mạnh và được pháp luật bảo hộ của người dân ở Việt Nam như ai đó quan ngại.

Tuy nhiên, để ngăn chặn sự xuyên tạc và ngộ nhận, làm méo mó ý nghĩa tích cực của Luật an ninh mạng, để tránh lạm dụng và giúp nhận thức, tuân thủ tốt hơn các quy định trong Luật an ninh mạng, các cơ quan chức năng cần cụ thể hóa thêm, làm rõ một số định nghĩa và mức độ chế tài, quy trình và cơ chế phối hợp xử lý những hành vi bị cấm trong sản xuất, lưu hành, tàng trữ và sử dụng thông tin trên không gian mạng; Đặc biệt, cần minh bạch và cụ thể hóa một số khái niệm, tiêu chí vi phạm mới, nhạy cảm, như: *“Thông tin sai sự thật gây hoang mang trong nhân dân, gây thiệt hại cho các hoạt động kinh tế - xã hội, gây khó khăn cho hoạt động của cơ quan nhà nước hoặc người thi hành công vụ; Thông tin xuyên tạc lịch sử, phủ nhận thành tựu cách mạng; phá hoại khối đại đoàn kết toàn dân tộc...”*

Đồng thời, theo chức năng và phân cấp quản lý, các cơ quan thuộc Chính phủ cần chủ động tiếp tục rà soát, hoàn thiện hệ thống luật pháp liên quan đến bảo đảm an ninh thông tin; nâng cao năng lực, hiệu lực, trách nhiệm và sự phối hợp thông tin và quản lý thông tin; thực hiện tốt quy chế phát ngôn và người phát ngôn, cung cấp định kỳ, công khai đầy đủ và cập nhật hệ thống các thông tin chính thức theo quy định nhà nước và yêu cầu hội nhập; bảo đảm trách nhiệm giải trình của người đứng đầu theo luật định; Đẩy mạnh các hoạt động xây dựng và thực thi, kiểm tra, đánh giá toàn diện các chuẩn quốc gia và chứng nhận hợp chuẩn về bảo đảm an ninh, hệ thống các quy định, quy trình bảo đảm an ninh thông tin trên không gian mạng và truyền thông quốc gia; phát hiện, phòng ngừa sự cố, khắc phục điểm yếu, lỗ hổng bảo mật của hệ thống thông tin quốc gia và công tác bảo đảm an ninh, an toàn thông tin tại các cơ quan, tổ chức kinh tế, tài chính, tiền tệ, đầu tư; Tổ chức nghiên cứu khoa học, giải pháp, công nghệ, thử nghiệm, ứng dụng, sản xuất, cung cấp hệ thống bảo đảm an ninh không gian mạng quốc gia; Thu hút, giáo dục, bồi dưỡng, đãi ngộ nguồn nhân lực chất lượng cao về công nghệ thông tin, chuyên gia an ninh mạng thực hiện nhiệm vụ bảo đảm an ninh không gian mạng quốc gia.

Các doanh nghiệp kinh doanh, tổ chức cần coi trọng công tác truyền thông, chủ động cung cấp thông tin trên các cổng thông tin nội bộ và cho báo chí, không chỉ các thông tin tốt, mà các thông tin bất lợi cũng cần được minh bạch và công khai theo các mức độ khác nhau, tránh sự đồn đoán gây ra những hiểu lầm hoặc những cách hiểu ngược trong truyền thông xã hội và công chúng. chủ động nắm bắt, thích nghi và thay đổi kịp thời với xu thế công nghệ mới, định hình lại mô hình kinh doanh và quản trị; nâng cấp trung tâm dữ liệu dự phòng, cải thiện năng lực xử lý các thách thức về vấn đề bảo mật thông tin và an ninh mạng, đối phó hiệu quả với các loại tội phạm công nghệ cao....

Các cơ quan báo chí và quản lý truyền thông cần đề cao trách nhiệm xã hội trong các hoạt động truyền thông; tuân thủ luật báo chí và các luật định liên quan đến thông tin và bí mật thông tin quốc gia; chủ động và kịp thời thông tin chính xác, minh bạch, chọn lọc và có cân nhắc, vừa đáp ứng nhu cầu thị trường và chất lượng chuyên môn, nghiệp vụ, vừa có tính định hướng đúng đắn và tạo sự đồng thuận, thống nhất trong dư luận xã hội. Đồng thời, cần tăng cường trách nhiệm chủ động phối hợp nhận diện và loại bỏ thông tin có nội dung sai lệch, độc hại, gây nhiễu nhận thức và thông tin lãnh đạo, chống nhà nước trên không gian mạng; Nâng cao trình độ chuyên môn và thận trọng trong sử dụng thuật ngữ chuyên ngành và rút tít bài báo, tránh bình luận dễ dãi, ham rút tít giật gân, sử dụng ngôn từ mạnh mẽ thu hút độc giả, mà coi nhẹ chất lượng thông tin (nhất là thông tin chưa, thiếu kiểm chứng) và chuyên môn, vô tình hay cố ý làm sai lệch thông tin và trực lợi cá nhân. Đẩy mạnh tuyên truyền rộng rãi và tăng cường xử phạt đối với những hành vi cung cấp, lưu trữ, sử dụng thông tin nhằm xuyên tạc, vu khống, xúc phạm uy tín và làm tổn hại danh dự, nhân phẩm và những lợi ích chính đáng của nhà nước, tổ chức, người khác... Đẩy mạnh ứng dụng công nghệ thông tin trong hoạt động nghiệp vụ truyền thông và tăng cường công tác bảo đảm an ninh và an toàn thông tin mạng nội bộ; chủ động xây dựng các kịch bản đối phó với khủng hoảng truyền thông và sự cố kỹ thuật, chủ động các giải pháp phòng ngừa và khắc phục nguy cơ mất an ninh, an toàn, bảo vệ bí mật nhà nước và cơ quan, nâng cấp các “tường lửa” và cập nhật, hiện đại hóa các thiết bị bảo mật, phần mềm, công cụ kỹ thuật để ngăn chặn, hạn chế truy cập tới các vùng thông tin do Nhà nước quản lý khi có yêu cầu; Bảo đảm trang bị hiện đại cho cơ quan chuyên trách bảo đảm an ninh không gian mạng quốc gia và tăng cường năng lực thanh tra, kiểm tra, đánh giá công tác bảo đảm an ninh hệ thống thông tin quan trọng về an ninh quốc gia và sự phát triển bền vững chung của đất nước .../.

TÀI LIỆU THAM KHẢO:

1. Dự thảo nghị định quy định chi tiết một số điều của luật An ninh mạng <http://vietnamnet.vn/vn/cong-nghe/>
2. *Muốn trở thành cường quốc kinh tế, Việt Nam phải là cường quốc an ninh mạng* <http://vietnamnet.vn/vn/thoi-su/chinh-tri/>

KINH TẾ TUẦN HOÀN - TIẾP CẬN MỚI CHO CÁC DOANH NGHIỆP

Trần Đức Trung*

TÓM TẮT: Hơn 200 năm qua, các nền kinh tế trên thế giới đã phát triển dựa vào mô hình tăng trưởng liên tục từ nguồn khai thác tài nguyên thiên nhiên phong phú. Tuy nhiên, quá trình này đang gia tăng áp lực do những lo ngại về tác động xã hội và ảnh hưởng môi trường. Tuy còn mới ở Việt Nam, nhưng khái niệm “kinh tế tuần hoàn” đã được các nền kinh tế thế giới triển khai tích cực trong những năm gần đây. Một cách hình ảnh, thế giới đang chứng kiến sự dịch chuyển từ nền kinh tế tuyến tính truyền thống sang nền kinh tế tuần hoàn, nơi rác thải thay vì bỏ đi, lãng phí và gây ô nhiễm môi trường sẽ được “hồi sinh” dưới dạng các nguồn lực khác nhau, một lần nữa sẽ tham gia vào quá trình sản xuất và sử dụng. Có thể nói, kinh tế tuần hoàn là khái niệm mang tính cách mạng, thách thức toàn bộ thói quen truyền thống trong sản xuất và tiêu dùng. **Để nắm bắt được cơ hội kinh doanh và gia tăng giá trị từ mô hình mới này, cần có lộ trình xây dựng chính sách và sự năng động, hiệu quả của các doanh nghiệp.**

Từ khóa: Kinh tế tuần hoàn, doanh nghiệp, phát triển bền vững, tái chế, bảo vệ môi trường

ABSTRACT: For the past 200 years, economies in the world have developed on the basis of a continuous growth module from abundant natural resources. However, this procedure is under increasing pressure due to concerns related to social and environmental impacts. Although the concept “recirculation economy” is still new in Vietnam, it has been actively implemented in recent years in the world. In a visual way, the world is witnessing a shift from a traditional linear economy to a circular economy where waste instead of leaving, wasting, and polluting the environment will be “revived” in the form of different resources, and once again will be involved in the production and use process. It can be said that the circular economy is a revolutionary concept which challenge all traditional habits in production and consumption. In order to capture business opportunities and increase value from this model, it is necessary to have a roadmap to develop policies and the dynamics and efficiency of enterprises.

Keywords: Circular economy, enterprises, sustainable development, recycle, protection of environment

1. ĐẶT VẤN ĐỀ

Năm 2015, Đại hội đồng Liên Hợp Quốc đã thay thế 8 Mục tiêu Phát triển thiên niên kỷ bằng 17 Mục tiêu Phát triển bền vững (SDGs) với 168 chỉ tiêu cụ thể, do 193 quốc gia thành viên thông qua. Trong đó, có đến 2/3 các mục tiêu có liên quan đến môi trường - một vấn đề cấp thiết không chỉ ở Việt Nam mà trên toàn thế giới. Kinh doanh trong một nền kinh tế mở, hội nhập mạnh mẽ đòi hỏi các doanh nghiệp luôn phải tìm ra hướng đi mới, vừa gia tăng giá trị nhưng có thể bảo vệ môi trường, tái tạo các nguồn lực, hướng tới tăng trưởng bền vững. Xây dựng nền kinh tế tuần hoàn sẽ giúp sử dụng tối ưu nguồn tài nguyên, giảm thiểu các rủi ro về khan hiếm nguồn lực trong tương lai, giải quyết các vấn đề môi trường cũng như mở ra cơ hội

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tăng trưởng GDP trị giá khoảng 4,5 nghìn tỷ USD đến năm 2030. Việc chuyển sang nền kinh tế tuần hoàn đòi hỏi những thay đổi đáng kể từ thiết kế sản phẩm cho đến mô hình kinh doanh, khai thác thị trường mới, các phương thức hành vi tiêu dùng mới.

2. KHÁI NIỆM VÀ LỢI ÍCH CỦA KINH TẾ TUẦN HOÀN

2.1. Kinh tế tuần hoàn là gì?

Kinh tế tuần hoàn, có thể hiểu là một nền kinh tế mà các nhà sản xuất thiết kế sản phẩm sao cho có thể tái sử dụng được. Một nền kinh tế dựa trên tái chế sẽ đảm bảo tương lai quốc gia có đủ nguyên liệu thô cho quá trình sản xuất và các nhu cầu thiết yếu. Đơn giản hơn, kinh tế tuần hoàn chính là hệ thống các quá trình kinh tế (bao gồm sản xuất, trao đổi, phân phối, tiêu dùng) vận động không có điểm kết thúc. Chính vì vậy, mô hình kinh tế tuần hoàn còn được gọi là kinh tế vòng tròn. Trước đây, con người bắt đầu sử dụng hàng hóa và kết thúc quá trình đó là rác thải. Nhưng hiện nay, việc sử dụng hàng hóa chính là khởi đầu của một quá trình không có điểm cuối. Quá trình này mang tính chất tuần hoàn, biến hàng hóa sử dụng ngày hôm nay thành nguồn lực sẽ sử dụng trong tương lai. Điều đó góp phần bảo vệ môi trường và thúc đẩy phát triển bền vững.

Kinh tế tuần hoàn là một khái niệm mới ở Việt Nam. Theo Wikipedia, kinh tế tuần hoàn (circular economy) là một mô hình kinh tế trong đó các hoạt động thiết kế, sản xuất và dịch vụ đặt ra mục tiêu kéo dài tuổi thọ của vật chất, loại bỏ tác động tiêu cực đến môi trường. Mô hình kinh tế tuần hoàn chú trọng việc quản lý và tái tạo tài nguyên theo một vòng khép kín nhằm tránh tạo ra phế thải. Việc tận dụng tài nguyên được thực hiện bằng nhiều hình thức như sửa chữa (repair), tái sử dụng (reuse), tái chế (recycle), thay vì sở hữu vật chất thì hướng đến chia sẻ (sharing) hoặc cho thuê (leasing).

Ở nền kinh tế tuyến tính, quá trình vận hành sẽ biến các tài nguyên thiên nhiên thành các vật liệu và sản phẩm cơ bản rồi đưa ra thị trường, thông qua một loạt những bước tạo thêm giá trị gia tăng. Với những thị trường đã bão hòa thì việc gia tăng lưu thông hàng hóa sẽ dẫn tới sự lãng phí khi sử dụng tài nguyên. Kinh tế tuần hoàn có sự khác biệt với kinh tế tuyến tính. Đặc trưng của nền kinh tế này là các hàng hóa, vật liệu sẽ được tái tạo theo thiết kế, với mục tiêu giữ lại nhiều giá trị của sản phẩm. Đặc trưng của kinh tế tuần hoàn là việc tái xử lý hàng hóa và nguyên vật liệu, tạo ra việc làm và tiết kiệm năng lượng, đồng thời làm giảm mức tiêu thụ nguồn lực.

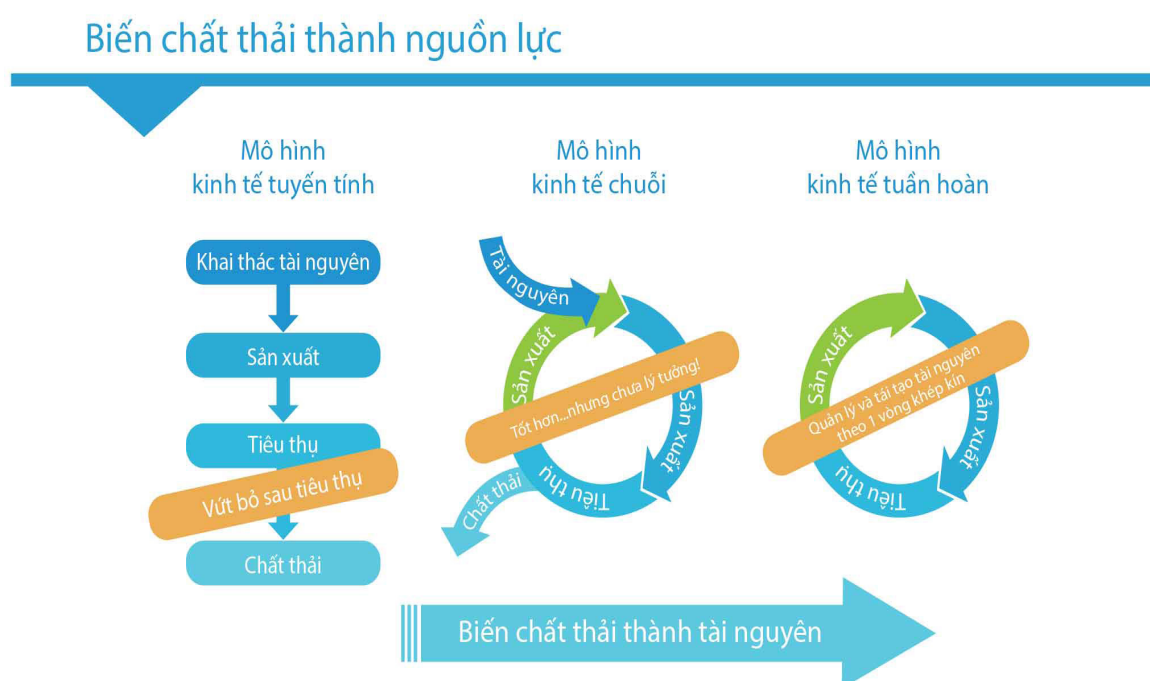
2.2. Lợi ích của kinh tế tuần hoàn

Việc ứng dụng kinh tế tuần hoàn là giải pháp khả thi nhằm giảm nguy cơ cạn kiệt tài nguyên và những yếu tố tác động gây ra hiện tượng thời tiết cực đoan. Kinh tế tuần hoàn sẽ hướng đến sử dụng tối đa giá trị của các nguồn tài nguyên và nâng cao hiệu quả quản lý chất thải. Với dự đoán dân số thế giới sẽ tăng lên 9,6 tỷ vào năm 2050, tài nguyên ngày càng khan hiếm, nhu cầu tái chế tăng mạnh, là thực tế phù hợp để chuyển sang mô hình kinh tế bền vững. Phần lớn sự tăng trưởng này dự kiến sẽ xảy ra ở các nước đang phát triển và thu nhập trung bình như ở Việt Nam.

Lợi ích của kinh tế tuần hoàn rất lớn. Theo mô hình này, sản phẩm hàng hóa sau khi được tiêu thụ, nguyên liệu thô, sản phẩm hết hạn và năng lượng sẽ được tái sử dụng và tái chế thông qua các quy trình phù hợp và tạo ra các mối quan hệ hợp tác giữa các doanh nghiệp khác nhau. Trong nền kinh tế tuần hoàn, các sản phẩm được thiết kế sao cho có thể được tái sử dụng hoặc tái chế hoàn toàn. Tái sử dụng có nghĩa là đưa một sản phẩm cùng sử dụng lại. Ví dụ sử dụng các bộ phận cũ trong một thiết bị máy móc mới. Tái chế có nghĩa là biến vật liệu cũ hoặc phát thải thành nguyên liệu thô mới. Ví dụ như việc tái chế nhựa thành bột

viên, hạt nhựa để sản xuất các sản phẩm nhựa mới. Các sản phẩm cũng được thiết kế sao cho chúng không làm ảnh hưởng môi trường khi thải loại. Từ đó sẽ tiết kiệm được nguồn lực tài chính để thanh lọc, làm sạch môi trường và chăm sóc sức khoẻ cộng đồng. Một trong những lợi ích lớn nhất khi thúc đẩy nền kinh tế tuần hoàn chính là các nguồn lực sẽ được sử dụng hiệu quả. Doanh nghiệp có thể giảm thiểu việc sử dụng nguồn tài nguyên mới, tận dụng tối đa tiềm năng của các nguồn tài nguyên và vật liệu cũ, giảm thiểu chất thải nhờ tái chế và sản xuất các sản phẩm chất lượng có độ bền cao. Việc làm mới sẽ được tạo ra nhiều hơn khi nhu cầu tái chế ngày càng cao. Quy trình này tạo thêm giá trị và bảo vệ môi trường, cộng đồng, xã hội cũng như hoạt động kinh doanh. Đây cũng là vấn đề đang được các cấp, bộ ngành ở Việt Nam coi trọng và đưa vào chiến lược phát triển bền vững.

Hình 1. Kinh tế tuần hoàn so với các mô hình kinh tế khác



Nguồn: Báo cáo chiến lược phát triển bền vững năm 2016 - Tập đoàn Bảo Việt

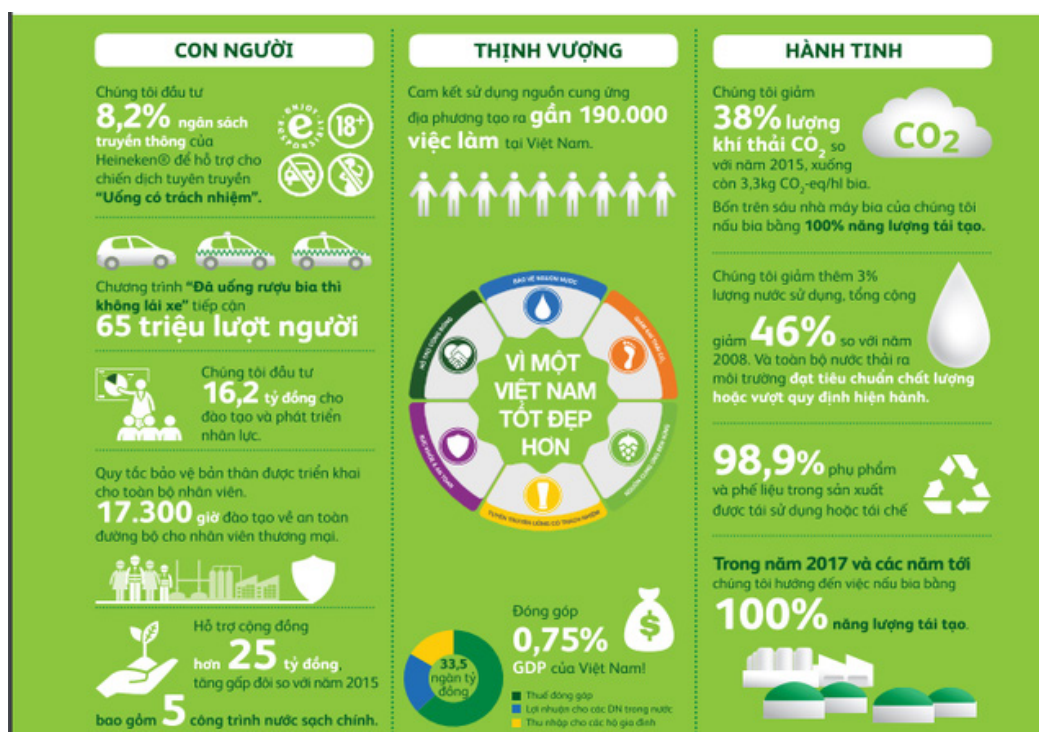
3. THỰC TIỄN VỀ KINH TẾ TUẦN HOÀN ĐỐI VỚI CÁC DOANH NGHIỆP VIỆT NAM HIỆN NAY

Kinh tế tuần hoàn là một vấn đề mới ở Việt Nam, nhưng thời gian qua đã có một số doanh nghiệp chủ động tiếp cận và xây dựng mục tiêu cũng như các bước vận hành theo mô hình kinh tế này. Các doanh nghiệp đã xây dựng lộ trình để hình thành và sớm thúc đẩy phát triển kinh doanh theo hướng kinh tế tuần hoàn. Điển hình như trong giai đoạn đầu thực hiện mục tiêu này, Công ty TNHH Nước giải khát Coca - Cola Việt Nam (Coca - Cola Việt Nam) đã xây dựng thí điểm các hệ thống thu thập và phân loại chai nhựa tại các thành phố lớn như TP. Hồ Chí Minh, TP. Hà Nội nhằm nâng cao nhận thức của cộng đồng về quản lý rác nhựa. Mục tiêu của Coca-cola Việt Nam đến năm 2030 chính là hỗ trợ thu gom và tái chế tất cả chai nhựa từ các sản phẩm đã được bán ra thị trường.

Công ty TNHH Nhà máy Heineken Việt Nam là một điển hình trong việc đầu tư hệ thống kinh doanh theo hướng bền vững. Trong năm 2017, 99% nguyên liệu đầu vào của Heineken Việt Nam được tái sử dụng

hoặc tái chế và chi khoảng 1% mất mát hoặc được chuyển đến bãi chôn lấp. Nhờ đó công ty đã chuyển đổi hơn 235,473 tấn chất thải. Cụ thể, công ty đã mua hơn 52,800 tấn trấu với chi phí vào khoảng 42,2 tỷ đồng để sản xuất năng lượng cho quá trình vận hành, tạo ra 100% nhiệt năng sử dụng cho 4 trên tổng số 6 dây chuyền sản xuất. Ưu tiên hàng đầu của công ty trong sản xuất là giảm phát thải CO₂. Để tạo ra được thành quả giảm phát thải CO₂, Heineken Việt Nam đã đầu tư lên đến 80.000 đô-la Mỹ để lắp đặt 197 tấm pin mặt trời. 4/6 nhà máy bia của Heineken tại Việt Nam đã nấu bia 100% bằng năng lượng tái tạo không các-bon bao gồm: năng lượng sinh khối, khí sinh học và năng lượng mặt trời. Ngoài ra, Heineken đã hoàn thành các cam kết toàn cầu đề ra cho năm 2018 - 2020 về cắt giảm tiêu thụ nước trong sản xuất từ năm 2014. Công ty sẽ tiếp tục nhân rộng hệ thống quản lý nước thải và các công nghệ tiết kiệm nước tại tất cả các nhà máy tại Việt Nam. Tăng cường tác động kinh tế đối với cộng đồng địa phương. Heineken đã sử dụng 100% nguyên liệu bao bì từ nguồn cung ứng địa phương, góp phần tạo việc làm và đóng góp vào sự phát triển của kinh tế Việt Nam.

Hình 2. Mô hình kinh doanh theo hướng bền vững của Công ty TNHH Nhà máy Heineken Việt Nam



Nguồn: Công ty TNHH Nhà máy Heineken Việt Nam

Tập đoàn SCG (một tập đoàn kinh tế lớn chuyên về lĩnh vực vật liệu xây dựng, hóa dầu, giấy và bao bì) có công ty thành viên tại Việt Nam - đã nỗ lực triển khai mô hình tuần hoàn khép kín xuyên suốt trong chuỗi cung ứng, từ khâu chọn lọc nguyên vật liệu thô đến quá trình sản xuất và tiêu thụ. Trong hoạt động thu mua, SCG yêu cầu các nhà cung ứng phải đạt tiêu chuẩn Xanh theo ISO 14000 và các nguyên vật liệu thô phải có các chứng chỉ về môi trường. Trong sản xuất, SCG đã ứng dụng thành công hệ thống xử lý nước thải với chất lượng nước đầu ra có thể tái sử dụng. Các nhà máy giấy của SCG đã giảm được lượng nước tiêu thụ từ 15m³/tấn còn 6,5m³/tấn, nước sau khi thải ra lại tiếp tục được xử lý và sử dụng được cho mục đích tưới tiêu. Sản phẩm của SCG cũng được tiếp thị theo hướng nâng cao nhận thức của người tiêu dùng về tính bền vững và giá trị sinh thái.

Với hơn 150 nhà phân phối và hơn 150.000 nhà bán lẻ, Unilever Việt Nam (một công ty lớn chuyên về các sản phẩm chăm sóc cá nhân, gia đình với các nhãn hàng quen thuộc như OMO, P/S, Clear, Pond's, Knorr, Lifebuoy, Sunsilk...) cũng đang vận hành theo mô hình kinh tế tuần hoàn. Công ty đang triển khai mô hình tái chế rác thải nhựa thành để làm bao bì nhựa, pallet (kệ hàng) và vật liệu xây dựng, hoặc để tạo điện năng. Để giải quyết các thách thức, Unilever hướng đến thiết lập chuỗi cung ứng huy động sự tham gia của các bên thông qua việc hỗ trợ người dân phân loại rác ngay tại hộ gia đình; hỗ trợ các công ty thu gom rác về thiết bị phân loại, tách túi nilon và chai lọ nhựa trước khi đưa rác đi xử lý; và phối hợp với các nhà tái chế.

Đối với các nhà máy nhiệt điện ở Việt Nam, trung bình mỗi năm có hơn 15,7 triệu tấn tro xỉ được thải ra từ 20 nhà máy nhiệt điện than đang vận hành với mức tiêu thụ khoảng 45 triệu tấn than/năm. Cứ một triệu tấn tro xỉ có thể làm ra khoảng 600 triệu viên gạch không nung. Tuy nhiên việc thu mua tro xỉ làm nguyên liệu cho sản xuất gạch không nung lại vấp phải các rào cản về pháp lý (như Nghị định số 38/2015/NĐ-CP quy định các nhà máy sản xuất vật liệu xây dựng phải có báo cáo đánh giá tác động môi trường ghi rõ có sử dụng tro xỉ của nhà máy nhiệt điện làm đầu vào). Để các doanh nghiệp sản xuất vật liệu xây dựng có thể tiếp cận và xử lý tái chế nguồn tro xỉ nói trên, Chính phủ cần sớm ban hành các quy chuẩn kỹ thuật.

Bên cạnh đó, các hoạt động nghiên cứu, hội thảo khoa học, truyền thông tăng cường nhận thức trong xã hội và cộng đồng doanh nghiệp nền kinh tế tuần hoàn cũng được triển khai mạnh mẽ. Ví dụ như việc nâng cao năng lực và cung cấp các giải pháp kỹ thuật cho khối doanh nghiệp trong ngành Nhựa. Bình quân mỗi ngày một hộ gia đình ở Việt Nam sử dụng khoảng 7 túi nilon. Với 90 triệu dân, con số này rất lớn và tiềm ẩn nhiều nguy cơ tiêu cực đến môi trường. Nguy hại hơn khi túi nilon thường lẫn trong rác thải sinh hoạt, không qua phân loại. Để giải quyết vấn đề chất thải nhựa này, Chính phủ cũng đã sớm có Quyết định số 582/QĐ-TTg về “Tăng cường kiểm soát ô nhiễm môi trường do sử dụng túi nilon khó phân hủy trong sinh hoạt đến năm 2020”. Theo đó, sẽ giảm dần và tăng cường thu gom, tái chế chất thải túi nilon khó phân hủy.

Kinh tế tuần hoàn đảm bảo rằng các tài nguyên được sử dụng liên tục và có tính tái tạo, đây được xem là phương án giúp tạo ra lợi ích cho môi trường. Tuy nhiên ở Việt Nam, việc tiếp cận kinh tế tuần hoàn, cụ thể là thúc đẩy cộng sinh công nghiệp, công nghiệp sinh thái vẫn còn vướng nhiều rào cản. Mặt khác, những doanh nghiệp ở Việt Nam mới hướng đến vận hành kinh doanh theo hướng bền vững thường là các doanh nghiệp có tiềm lực tài chính, hoặc các doanh nghiệp có vốn đầu tư nước ngoài. Việt Nam hiện có hơn 90% các doanh nghiệp nhỏ và vừa, để khu vực doanh nghiệp này có thể quan tâm, nhận thức và triển khai theo mô hình kinh tế tuần hoàn vẫn là một vấn đề khó.

4. PHÁT TRIỂN KINH TẾ TUẦN HOÀN TẠI MỘT SỐ QUỐC GIA TRÊN THẾ GIỚI

Tại Hà Lan, việc chuyển đổi mô hình kinh tế sang kinh tế tuần hoàn là thiết yếu khi nhu cầu về nguyên liệu thô của nước này đang tăng lên và nguồn cung lại phụ thuộc vào các nước khác. Ngành công nghiệp của Hà Lan có tới 60% nguyên liệu đến từ nước ngoài, một số trong số đó đang trở nên khan hiếm. Điều này dẫn đến giá nguyên liệu thô tăng cao, ảnh hưởng tới sự ổn định của nền kinh tế. Chính phủ Hà Lan muốn nền kinh tế trở thành nền kinh tế tuần hoàn vào năm 2050. Để đạt được điều này, Chính phủ đã xây dựng và phát triển chương trình hậu thuẫn cho nền kinh tế tuần hoàn, bao gồm tất cả các chương trình nhằm xử lý nguyên liệu hiệu quả hơn như “Kinh tế từ chất thải đến tài nguyên; Tăng trưởng xanh và nền kinh tế trên cơ sở sinh học”.

Việc chuyển sang nền kinh tế tuần hoàn không chỉ mang lại cơ hội kinh tế mà còn thúc đẩy phát triển khoa học, cắt giảm khí thải CO₂, đảm bảo sức khỏe và an toàn cho cộng đồng. Đó là lý do Hà Lan thực hiện nhiều biện pháp khuyến khích và đầu tư vào các doanh nghiệp đang hướng tới nền kinh tế tuần hoàn. Cụ thể, Hà Lan thực hiện cải cách pháp luật, ưu đãi thị trường khoa học công nghệ, hỗ trợ tài chính, nâng

cao tri thức, thúc đẩy hợp tác quốc tế. Trong tiến trình đó, Hà Lan đã lựa chọn 5 ngành kinh tế và chuỗi giá trị đầu tiên sẽ được chuyển đổi sang nền kinh tế tuần hoàn. 5 ngành ưu tiên này rất quan trọng đối với nền kinh tế Hà Lan và có ảnh hưởng lớn đến môi trường, bao gồm khí sinh học và thực phẩm, nhựa, ngành công nghiệp sản xuất, ngành xây dựng và hàng tiêu dùng. Riêng với Hà Lan, mô hình kinh tế này có thể tạo ra hơn 50.000 việc làm, giảm 10% chất thải ra môi trường, tiết kiệm 20% nước sử dụng trong ngành công nghiệp, giảm 25% nhập khẩu các nguồn cơ bản, tạo ra 7 tỷ euro cho nền kinh tế.

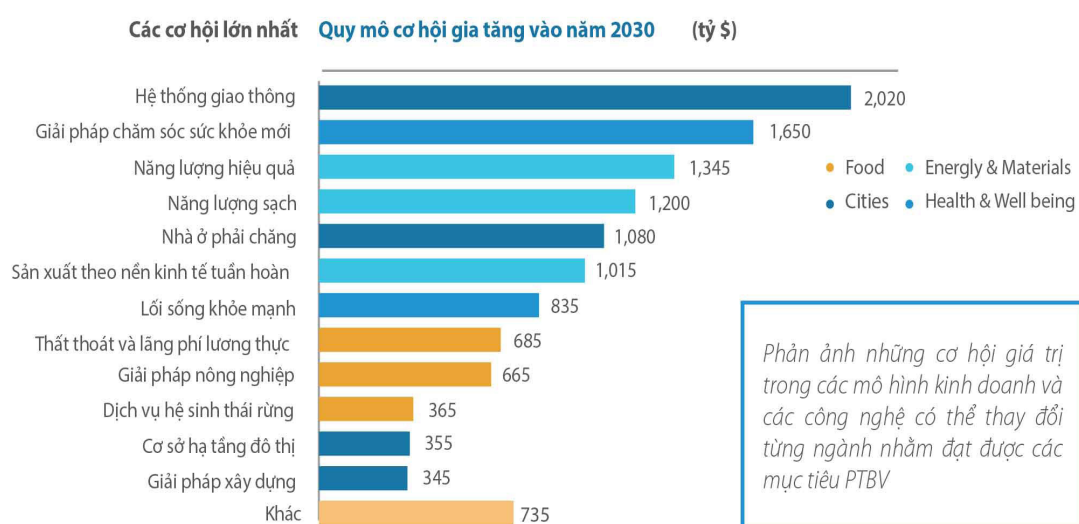
Ngày 23/04/2018, Chính phủ Pháp cũng đã công bố lộ trình phát triển mô hình kinh tế tuần hoàn, biến rác thải thành nguyên liệu phục vụ cho sản xuất. Pháp đề ra mục tiêu giảm 50 % lượng rác thải trước năm 2025, tận dụng tối đa phế phẩm, phế liệu để từ đó làm ra những sản phẩm mới. Chính phủ Pháp dự kiến trong 7 năm tới sẽ có thêm 300.000 việc làm mới được tạo ra từ mô hình mới này. Một số tập đoàn công nghiệp hàng đầu của Pháp như Suez Environnement, chuyên quản lý nước và rác thải hay hãng xe Renault đã đầu tư rất nhiều vào công nghiệp tái chế. Renault đã có riêng một chi nhánh dưới tên gọi INDRA để lọc lại những khối lượng lớn từ nhựa đến kim loại trong những chiếc xe bị thải ra. INDRA là nơi mỗi năm xử lý khoảng 350.000 chiếc xe cũ đã mục nát và 95% trong số này được tái sinh.

5. GỢI Ý VỀ CƠ HỘI KINH DOANH MỚI CHO CÁC DOANH NGHIỆP VIỆT NAM

Các mục tiêu phát triển bền vững chính là trọng tâm của chiến lược kinh tế thế giới trong giai đoạn này, có thể mở ra sự thay đổi lớn về tăng trưởng và năng suất, với sự gia tăng đầu tư mạnh mẽ vào cơ sở hạ tầng. Tuy nhiên, điều này sẽ không xảy ra nếu không có những thay đổi cơ bản trong cộng đồng doanh nghiệp. Một nền kinh tế tuyến tính được xây dựng trên nguyên tắc khai thác – sử dụng – xả thải sẽ không bền vững.

Trong nền kinh tế tuần hoàn, các doanh nghiệp có thể nghiên cứu, vận dụng các mô hình kinh doanh như: (i) Xây dựng chuỗi cung ứng tuần hoàn; (ii) Phục hồi và tái chế; (iii) Kéo dài đời sống của sản phẩm, v.v.. Cụ thể như đối các doanh nghiệp ngành nhựa, vật liệu xây dựng như sắt thép, kính, các doanh nghiệp mía đường, giấy, sản phẩm sinh học... có thể nghiên cứu triển khai theo hướng này.

Hình 3. Cơ hội gia tăng giá trị cho doanh nghiệp trong các mô hình kinh doanh theo hướng phát triển bền vững



Nguồn: Báo cáo "Better Business - Better World"

Nguồn: Báo cáo "Better Business - Better World"

Việc chuyển đổi tư duy kinh doanh trong kinh tế tuần hoàn đòi hỏi những thay đổi đáng kể từ thiết kế sản phẩm cho đến mô hình kinh doanh và thị trường mới, những cách thức mới để biến chất thải thành tài nguyên. Do đó sẽ có thêm nhiều việc làm mới và gia tăng thêm các ngành nghề kinh doanh mới cho doanh nghiệp như chuỗi cung ứng nguyên liệu, công nghiệp tái chế..., đặc biệt đối với các doanh nghiệp khởi nghiệp tại Việt Nam. *Muốn nắm bắt được các cơ hội này, cần phải gắn các mục tiêu phát triển bền vững vào chiến lược phát triển chung của doanh nghiệp.* Tiếp cận kinh tế tuần hoàn là động lực thúc đẩy, đóng góp vào các mục tiêu phát triển bền vững.

6. KẾT LUẬN

Kinh tế tuần hoàn có tính mở, mang hàm ý sử dụng tài nguyên thông minh hơn và hiệu quả hơn. Kinh tế tuần hoàn đặt vấn đề chất lượng của sản phẩm, hàng hóa là trung tâm, nhưng lấy vấn đề bảo vệ môi trường làm trọng yếu. Giá trị của hàng hóa được duy trì, gia tăng trong và sau quá trình sử dụng. Trong nền kinh tế tuần hoàn, sản phẩm hàng hóa có tính bền vững, tiết kiệm năng lượng, hướng tới phát triển lành mạnh. Phát triển bền vững là xu thế tất yếu của tương lai. Muốn đạt được điều này, mỗi doanh nghiệp phải giải quyết được bài toán phát triển kinh tế đi đôi với bảo vệ môi trường. Kinh tế Việt Nam đang trong giai đoạn phát triển nên gặp không ít những thách thức khi tiếp cận xu hướng kinh tế tuần hoàn. Vì vậy, để thích ứng và thành công với nền kinh tế tuần hoàn, cần thúc đẩy áp dụng khoa học công nghệ, từ đó tối ưu hoá việc sử dụng các nguồn tài nguyên. Việc chuyển sang nền kinh tế tuần hoàn không những quan trọng đối với quá trình bảo tồn và bảo vệ tài nguyên, mà còn quan trọng đối với sự thành công và phát triển bền vững của các doanh nghiệp.

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NÂNG CAO NĂNG SUẤT LAO ĐỘNG NHÂN TỐ CỐT LÕI ĐỂ XÂY DỰNG NĂNG LỰC CẠNH TRANH QUỐC GIA VÀ PHÁT TRIỂN BỀN VỮNG Ở VIỆT NAM

Đàm Thanh Tú*

TÓM TẮT: Năng suất lao động là chỉ tiêu quan trọng đánh giá trình độ phát triển của nền kinh tế của mỗi quốc gia, là yếu tố then chốt quyết định khả năng cạnh tranh và sự tồn tại lâu dài của một doanh nghiệp, là cơ sở để nâng cao thu nhập, tạo môi trường và điều kiện làm việc tốt cho người lao động. Trong vài năm gần đây, tuy năng suất lao động của Việt Nam liên tục tăng, đã thu hẹp khoảng cách với các nước trong khu vực nhưng vẫn còn khá thấp. Bài viết sau phân tích thực trạng năng suất lao động ở Việt Nam; nguyên nhân và đề xuất các giải pháp tăng năng suất lao động nhằm xây dựng năng lực cạnh tranh quốc gia và phát triển bền vững ở Việt Nam.

Từ khóa: Lao động Việt Nam, năng suất lao động, năng lực cạnh tranh, phát triển bền vững.

Abstract: Labour productivity is an important indicator of the level of economic development of each country. In recent years, although Vietnam's labour productivity has been rising and narrowed the gap with other countries in the region but remained relatively low. Vietnam's development potential is still great, we are still in the golden population structure period, but the biggest challenge for us is to exploit the advantages of a country with more than 90 million hard-working and creative people. This paper analyzes the current situation of labour productivity in Vietnam; causes and propose solutions to increase labor productivity to build national competitiveness and sustainable development in Vietnam.

Keywords: Labour productivity, national competitiveness, sustainable development, Vietnamese labour.

1. GIỚI THIỆU

Năng suất lao động (NSLĐ) là yếu tố then chốt quyết định khả năng cạnh tranh và sự tồn tại lâu dài của một doanh nghiệp, là cơ sở để nâng cao thu nhập, tạo môi trường và điều kiện làm việc tốt cho người lao động. Ở cấp độ quốc gia, trong điều kiện hội nhập quốc tế và cạnh tranh gay gắt hiện nay, NSLĐ xã hội là yếu tố có ảnh hưởng quyết định đến năng lực cạnh tranh của doanh nghiệp, của cả nền kinh tế.

Theo đánh giá của nhiều tổ chức như Ngân hàng thế giới (WB) và Tổ chức Lao động Quốc tế (ILO), Việt Nam có mức tăng năng suất lao động nhanh nhất ASEAN song chênh lệch với các nước vẫn ngày càng được nói rộng. Năm 2017, GDP của Việt Nam tăng 6,81%, quy mô nền kinh tế năm 2017 theo giá hiện hành đạt 5.007,9 nghìn tỷ đồng, tương đương 220 tỷ USD NSLĐ toàn nền kinh tế theo giá hiện hành năm 2017 ước tính đạt 93,2 triệu đồng/lao động (tương đương khoảng 4.159 USD/lao động). Tính theo giá so sánh năm 2010, NSLĐ toàn nền kinh tế năm 2017 tăng 6% so với năm 2016, bình quân giai đoạn 2011-2017 tăng 4,7%/năm [7], [8].

Tuy NSLĐ của Việt Nam thời gian qua đã có sự cải thiện theo hướng tăng đều qua các năm nhưng NSLĐ của Việt Nam hiện nay vẫn rất thấp so với nhiều nước trong khu vực. Tính theo sức mua tương

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đương năm 2011, NSLĐ của Việt Nam năm 2016 đạt 9.894 USD, chỉ bằng 7% của Singapore; 17,6% của Malaysia; 36,5% của Thái Lan; 42,3% của Indonesia; 56,7% của Philippines và bằng 87,4% NSLĐ của Lào. Đặc biệt, một xu hướng đáng lo ngại là chênh lệch về NSLĐ giữa Việt Nam và các nước trong khu vực tiếp tục gia tăng. Với tốc độ tăng năng suất như hiện nay, Việt Nam khó có thể duy trì được đà tăng trưởng nhanh, phát triển bền vững và không bị rơi vào bẫy thu nhập trung bình.

Tiềm năng phát triển của Việt Nam hiện nay còn rất lớn, chúng ta vẫn đang ở trong giai đoạn cơ cấu dân số vàng, song thách thức đặt ra với nước ta là làm sao tranh thủ phát huy tối đa và hiệu quả các tác động tích cực của quá trình toàn cầu hóa. Nếu tận dụng tốt cơ hội và vượt qua được các thách thức, Việt Nam sẽ có khả năng thu hẹp khoảng cách phát triển với các nước tiên tiến, sớm thực hiện được mục tiêu trở thành nước công nghiệp theo hướng hiện đại. Ngược lại, nếu không có chiến lược phù để chuyển dịch cơ cấu kinh tế, phát triển khoa học-công nghệ và nâng cao năng suất lao động thì Việt Nam sẽ phải đối mặt với nguy cơ tụt hậu xa hơn, khoảng cách giữa nước ta với các nước phát triển sẽ ngày càng tăng. Vì thế, việc tăng năng suất và cải thiện môi trường làm việc đóng vai trò vô cùng quan trọng nhằm đáp ứng yêu cầu của quá trình toàn cầu hóa sản xuất, từ đó đóng góp cho sự tăng trưởng kinh tế bền vững và toàn diện cho Việt Nam.

2. THỰC TRẠNG NĂNG SUẤT LAO ĐỘNG TẠI VIỆT NAM

Thông thường, NSLĐ xã hội được tính bằng tổng sản phẩm quốc nội (GDP) chia cho số lao động đang làm việc trong nền kinh tế quốc dân. Như vậy, cùng số lao động đang làm việc, nếu GDP càng lớn thì NSLĐ xã hội càng cao và ngược lại. Quy mô của GDP nói chung phụ thuộc vào các nhân tố sản xuất là lao động, vốn và công nghệ. Sự kết hợp của các nhân tố lao động, vốn và công nghệ có hiệu quả hay không tùy thuộc vào môi trường thể chế, mô hình tăng trưởng, cơ cấu của nền kinh tế và một số nhân tố khác. NSLĐ là một trong các chỉ tiêu thể hiện rõ ràng nhất năng lực, mô hình và trình độ phát triển của mỗi quốc gia.

Theo báo cáo công bố ngày 19 tháng 8 năm 2014 của ILO và Ngân hàng thế giới về NSLĐ của một số quốc gia trên thế giới, trong đó có Việt Nam như sau:

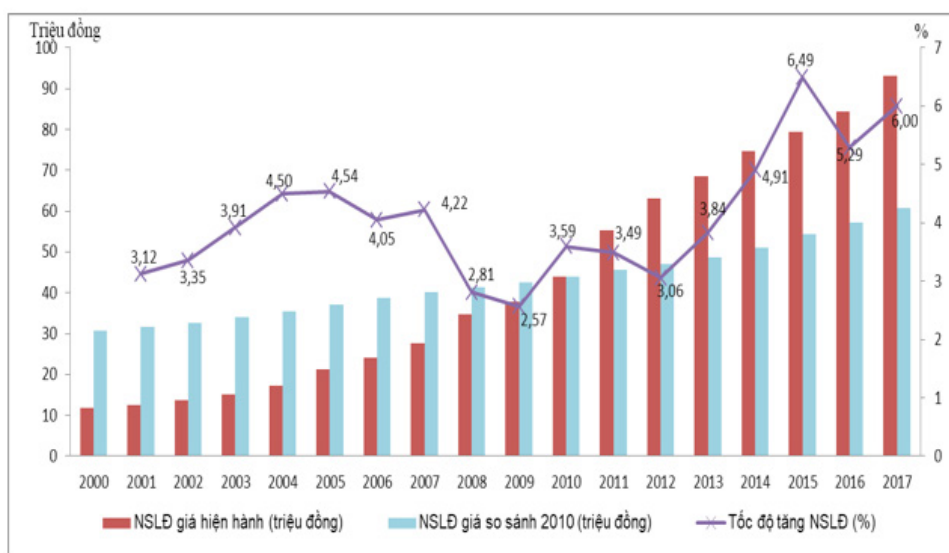
Bảng 1: Năng suất lao động thời kỳ 2007-2013 (USD, PPP2005)

| | 2007 | 2008 | 2009 | 2010 | 2011 | 2012 | 2013 | Tốc độ tăng BQ (%) |
|----------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------------|
| Brunei | 104,964 | 100,995 | 97,758 | 98,831 | 99,362 | 100,051 | 100,015 | -0.53 |
| Cambodia | 3,333 | 3,427 | 3,334 | 3,460 | 3,619 | 3,797 | 3,989 | 2.99 |
| Indonesia | 7,952 | 8,253 | 8,439 | 8,763 | 9,130 | 9,486 | 9,848 | 3.63 |
| Lao PDR | 4,029 | 4,216 | 4,399 | 4,636 | 4,865 | 5,115 | 5,396 | 4.99 |
| Malaysia | 31,907 | 32,868 | 31,899 | 33,344 | 34,056 | 35,018 | 35,751 | 1.92 |
| Myanmar | 2,229 | 2,282 | 2,364 | 2,454 | 2,560 | 2,683 | 2,828 | 4.07 |
| Philippines | 8,841 | 8,920 | 8,795 | 9,152 | 9,168 | 9,571 | 10,026 | 2.02 |
| Singapore | 92,260 | 90,987 | 88,751 | 97,151 | 98,775 | 96,573 | 98,072 | 1.47 |
| Thailand | 12,994 | 13,205 | 12,922 | 13,813 | 13,666 | 14,446 | 14,754 | 2.23 |
| Vietnam | 4,322 | 4,516 | 4,669 | 4,896 | 5,082 | 5,239 | 5,440 | 3.90 |
| China | 9,227 | 10,119 | 11,008 | 12,092 | 13,093 | 14,003 | 14,985 | 8.48 |
| India | 6,746 | 7,021 | 7,596 | 8,359 | 8,832 | 9,073 | 9,307 | 5.99 |
| Japan | 63,245 | 62,746 | 60,055 | 62,681 | 63,018 | 64,351 | 65,511 | 0.73 |
| South Korea | 52,314 | 53,226 | 53,514 | 56,106 | 57,129 | 57,262 | 58,298 | 1.93 |

Nguồn: ILO: Trends Econometric Models, 2014; World Bank: World Development Indicators, 2014.

Như vậy, dựa vào kết quả công bố trên ta thấy, NSLĐ của Việt Nam năm 2013 quy đổi theo giá cố định 2005 PPP đạt 5440 USD/lao động, bằng 1/6,5 so sánh với Malaysia, 1/3 Thái Lan và Trung Quốc, bằng 1/12 NSLĐ của Nhật Bản, bằng 1/10 NSLĐ của Hàn Quốc và bằng 1/18 NSLĐ của Singapore. Trong khu vực ASEAN, hiện tại NSLĐ Việt Nam chỉ cao hơn Myanmar, Cambodia và đang xấp xỉ với Lào [8],[9].

Tuy nhiên, trong cả giai đoạn 2000-2017, tốc độ NSLĐ của Việt Nam tăng khá ổn định. Do những ảnh hưởng của suy giảm tăng trưởng kinh tế giai đoạn 2006-2010 đã dẫn đến sự suy giảm của tốc độ tăng NSLĐ bình quân còn 3,3%/năm, thấp hơn tốc độ tăng của giai đoạn 2001-2005. Giai đoạn 2011-2016, NSLĐ đã phục hồi tốc độ tăng với mức tăng bình quân là 4,6%/năm. Năm 2017, NSLĐ Việt Nam là 93,2 triệu đồng/lao động theo giá hiện hành, tương đương khoảng 4.159 USD/lao động, tăng 7,8 lần so với năm 2000. Tính theo giá so sánh năm 2010, NSLĐ đạt 60,7 triệu đồng, bình quân tăng 6%/năm trong giai đoạn 2016-2017 và tốc độ tăng NSLĐ của Việt Nam trong giai đoạn 2000-2017 đạt 4,1%/năm [4].



Biểu đồ 1: Tốc độ tăng suất lao động của Việt Nam

Nguồn: Tổng cục thống kê, 2018.

NSLĐ của Việt Nam tăng trong thời gian qua chủ yếu do chuyển dịch cơ cấu ngành kinh tế, bắt đầu bằng khai thác các tài nguyên tự nhiên, gia công, trình độ chuyên môn ứng dụng khoa học kỹ thuật vào sản xuất còn thấp, chưa gia tăng giá trị sáng tạo, hàm lượng chất xám, công nghệ ... Với khoảng 80% dân số trong độ tuổi lao động tham gia vào lực lượng lao động hàng năm, NSLĐ thấp đang là một rào cản lớn cho nền kinh tế Việt Nam khi thực hiện chuyển đổi mô hình từ tăng trưởng theo chiều rộng sang kết hợp giữa chiều rộng và chiều sâu, đồng thời cũng làm giảm sức cạnh tranh với các nền kinh tế trong khu vực.

Đóng góp của lao động trong tăng trưởng kinh tế của Việt Nam đang có xu hướng giảm dần. Theo dự báo của các nhà dân số học, tốc độ tăng của lực lượng lao động Việt Nam sẽ chậm lại do xu hướng già hóa dân số. Vì vậy, tốc độ tăng trưởng của nền kinh tế chỉ có thể đạt được dựa vào tốc độ tăng NSLĐ và khi đó nền kinh tế chuyển dần sang tăng trưởng bền vững. Để đạt được mục tiêu đó thì Việt Nam cần nỗ lực rất nhiều để có thể giữ vững và tăng tốc độ tăng NSLĐ trong thời gian tới, đặc biệt là để đạt được mục tiêu tăng tốc độ tăng NSLĐ trên 5,5%/năm như tinh thần Nghị quyết số 05-NQ/TW của Ban chấp hành Đảng cộng sản Việt Nam khoá XII [1].

3. CÁC NGUYÊN NHÂN ẢNH HƯỞNG TỚI NĂNG SUẤT LAO ĐỘNG Ở VIỆT NAM

Có nhiều nguyên nhân dẫn tới NSLĐ của Việt Nam đạt thấp so với các nước trong khu vực. Theo quan điểm cá nhân, tôi cho rằng do một số nguyên nhân chủ yếu như sau:

Một là, do máy móc, thiết bị và quy trình công nghệ sản xuất còn lạc hậu

Ngành công nghiệp chế biến, chế tạo nước ta hiện nay chủ yếu là hoạt động sơ chế, gia công có hàm lượng giá trị tăng thêm kết tinh trong sản phẩm rất thấp. Nếu năm 1989, hệ số giá trị tăng thêm trên giá trị sản xuất của công nghiệp chế biến khoảng 0,362 thì đến năm 1996 hệ số này là khoảng 0,3 và năm 2007 hệ số này chỉ còn khoảng 0,27. Rõ ràng với quy trình công nghệ như vậy, Việt Nam đang là một trong những “*công xưởng*” của thế giới nhưng là công xưởng thuộc loại nhỏ bé [3].

Sản xuất công nghiệp Việt Nam chủ yếu có công nghệ sản xuất thấp và trung bình. Năm 2012, tỷ lệ doanh nghiệp công nghiệp sản xuất các sản phẩm thuộc công nghệ thấp và trung bình 88%, công nghệ cao chỉ chiếm 12%, tỷ lệ này thậm chí còn thấp hơn năm 2000 (12,8%). Giá trị tăng thêm của các ngành thuộc công nghệ cao năm 2012 chỉ chiếm 26,5% so với toàn ngành chế biến, chế tạo, thấp hơn tỷ lệ 29,1% của năm 2000 [2].

Hai là, do chất lượng lao động và cơ cấu lao động chưa hợp lý

Chất lượng nguồn nhân lực được thể hiện qua trình độ chuyên môn kỹ thuật, cụ thể là kiến thức và kỹ năng cần thiết để đảm đương các chức vụ trong quản lý, kinh doanh và các hoạt động nghề nghiệp. Năm 2015, cả nước có hơn 10,5 triệu lao động được đào tạo trong tổng số 52,9 triệu lao động từ 15 tuổi trở lên có việc làm, chiếm 19,9%. Như vậy, cả nước hiện có trên 42,4 triệu người (chiếm 80,1% tổng số lao động) chưa được đào tạo để đạt trình độ chuyên môn kỹ thuật nào đó. Chất lượng lao động có sự chênh lệch rõ nhất giữa khu vực nông thôn và thành thị. Ở thành thị lao động đã được đào tạo chiếm 36,3%, trong khi ở nông thôn chỉ có 12,6% [2],[3]. Đây chính là rào cản lớn cho việc cải thiện NSLĐ.

Cơ cấu lao động ở Việt Nam chưa phù hợp với nhu cầu thực tế, chưa cân đối giữa các ngành đào tạo. Quá trình chuyển dịch cơ cấu kinh tế của chúng ta tuy theo hướng tích cực nhưng còn chậm và còn khoảng cách khá xa so với yêu cầu của một nước công nghiệp. Các ngành công nghiệp, xây dựng và dịch vụ, nhất là những ngành dịch vụ mang tính chất “động lực” hay “huyết mạch” của nền kinh tế như tài chính, tín dụng của Việt Nam còn chiếm tỷ trọng thấp trong nền kinh tế. Cụ thể, “*tỷ trọng lao động trong khu vực công nghiệp, xây dựng tăng tương ứng từ 17,6% lên 22,8%; tỷ trọng lao động trong khu vực dịch vụ tăng từ 27,3% lên 33,2%; tỷ trọng lao động đang làm việc trong khu vực nông, lâm nghiệp và thủy sản giảm từ 55,1% năm 2005 xuống còn 44,0% năm 2017, tương ứng với 23,5 triệu người đang làm việc trong khu vực này...*” [2], [4]. Đây là con số khá cao so với các nước trong khu vực. Trong khi đó, phần lớn lao động làm việc ở lĩnh vực nông, lâm và thủy sản là lao động giản đơn, có tính thời vụ, việc làm không ổn định, nên giá trị gia tăng tạo ra thấp, dẫn đến NSLĐ thấp.

Ba là, do thể chế kinh tế và hiệu quả quản trị Nhà nước

Cải cách thể chế kinh tế có vai trò hết sức quan trọng, tạo ra động lực tăng trưởng mạnh mẽ, nâng cao NSLĐ và sức cạnh tranh của nền kinh tế. Tuy nhiên, tại Việt Nam trong thời gian qua vẫn còn một số “điểm nghẽn” và “rào cản” về thể chế trong quá trình chuyển đổi sang kinh tế thị trường đã ảnh hưởng tới quá trình tái cơ cấu nền kinh tế và đổi mới mô hình tăng trưởng: Hệ thống các văn bản quy phạm pháp luật thiếu đồng bộ, chất lượng chưa cao, còn chồng chéo, không tương thích với nhau. Thể chế kinh tế thị trường còn thiếu đồng bộ, đặc biệt là đối với thị trường lao động, thị trường công nghệ, thị trường tài chính, thị trường bất động sản.

Bên cạnh cải cách thể chế, vấn đề quản trị Nhà nước cũng đóng vai trò quan trọng trong việc nâng cao hiệu quả phân bổ nguồn lực cũng như tạo ra môi trường kinh tế thuận lợi cho các chủ thể kinh tế hoạt động, góp phần nâng cao năng suất, chất lượng và hiệu quả. Trong thời gian qua, tuy có nhiều nỗ lực trong cải cách hành chính, hệ thống pháp luật, trách nhiệm giải trình, quản lý chi tiêu công... nhưng quản trị Nhà nước cải thiện không nhiều. Xếp hạng các chỉ số quản trị toàn cầu (Worldwide Governance Indicators - WGI) các năm gần đây do Ngân hàng thế giới công bố cho thấy Việt Nam chỉ đạt kết quả tốt nhất về ở các chỉ số “ổn định chính trị và không có bạo lực”, tuy nhiên chỉ số “Tiếng nói và trách nhiệm giải trình” vẫn còn ở nhóm thấp. Theo báo cáo xếp hạng môi trường kinh doanh năm 2016 của Ngân hàng Thế giới thì Việt Nam hiện ở vị trí thứ 90/189 quốc gia và vùng lãnh thổ về môi trường kinh doanh, thấp hơn nhiều so với Singapore (vị trí số 1), Malaysia (vị trí 18) và Thái Lan (vị trí 49) [6].

Bốn là, do trình độ tổ chức, quản lý trong sản xuất kinh doanh và hiệu quả sử dụng các nguồn lực

Tỷ lệ đóng góp của năng suất các nhân tố tổng hợp (TFP) cho tăng trưởng GDP của Việt Nam ở mức thấp, chỉ đạt 11,9% cho giai đoạn 2001-2005 và 4,5% giai đoạn 2006-2010; ước tính giai đoạn 2011-2017 đạt khoảng 29%. So với một số nước trong khu vực về đóng góp của TFP vào tăng trưởng kinh tế cho thấy, trong giai đoạn 2001-2010 Việt Nam đạt mức rất thấp với 4,3%, trong khi Hàn Quốc đạt 51,3%; Malaysia đạt 36,2%; Thái Lan đạt 36,1%, Trung Quốc đạt 35,2%; Ấn Độ đạt 31,1%. Tỷ lệ đóng góp của TFP trong tăng trưởng GDP phản ánh trình độ, ý thức tổ chức và quản lý trong sản xuất kinh doanh của lao động Việt Nam còn ở mức thấp chưa đáp ứng được yêu cầu của nền sản xuất hiện đại [2].

Tăng trưởng kinh tế Việt Nam trong giai đoạn 2001-2017 chủ yếu dựa vào đóng góp của vốn và lao động, trong đó yếu tố vốn đóng góp tới 72,03% và yếu tố lao động đóng góp 23,69%. Việc huy động được nguồn vốn lớn mặc dù đã góp phần thúc đẩy tăng trưởng kinh tế-xã hội nhưng hiệu quả đầu tư vẫn còn thấp, thể hiện qua hệ số ICOR của Việt Nam ở mức cao và tăng lên qua các thời kỳ: Trong giai đoạn 2001-2005, để tạo ra 1 đồng GDP Việt Nam phải đầu tư 4,88 đồng; giai đoạn 2006-2010 cần 6,96 đồng; giai đoạn 2011-2017 tiếp tục ở mức 6,91 đồng [4].

Năm là, do chính sách lương tiền lương còn chưa hợp lý

Báo cáo tiền lương toàn cầu mới nhất của ILO cho thấy, xu hướng đình trệ tăng lương ở nhiều quốc gia. Trong khi đó Việt Nam được đánh giá tăng trưởng lương có diễn tiến tích cực nhưng vẫn còn cả chặng đường dài phía trước để bắt kịp với thế giới. Mức lương tối thiểu của Việt Nam mặc dù cao hơn so với Lào, Campuchia và Myanmar nhưng vẫn thuộc nhóm có mức lương tối thiểu thấp nhất trong khu vực ASEAN. Chính chế độ lương thấp và cào bằng dẫn đến người lao động không có động lực phát triển. ILO chỉ ra rằng, những nước có NSLĐ cao thường là những nước có mức lương cho người lao động cao. Đây là hai yếu tố có quan hệ tỉ lệ thuận với nhau. Khi chế độ trả lương, thưởng ở mỗi vị trí cho người lao động tương xứng với công sức hay thời gian lao động mà họ bỏ ra thì đó sẽ là động lực giúp người lao động làm việc. Và ngược lại thì người lao động sẽ có ít động lực phấn đấu hơn. Khi đó họ sẽ có ý nghĩ làm nhiều hay làm ít, có tăng NSLĐ hay không thì thu nhập cũng không tăng.

4. CÁC GIẢI PHÁP NÂNG CAO NĂNG SUẤT LAO ĐỘNG NHẪM XÂY DỰNG NĂNG LỰC CẠNH TRANH QUỐC GIA VÀ PHÁT TRIỂN BỀN VỮNG Ở VIỆT NAM

Nghị quyết số 05/NQ-TW của Ban chấp hành Trung ương Đảng khoá XII xác định nhiệm vụ đổi mới mô hình tăng trưởng, nâng cao chất lượng tăng trưởng, năng suất lao động và sức cạnh tranh của nền kinh tế là nhiệm vụ cơ bản, trọng yếu, có ý nghĩa quyết định đối với việc thực hiện mục tiêu phát triển nhanh và bền vững đất nước. Nghị quyết đề ra mục tiêu tốc độ tăng NSLĐ bình quân hàng năm cao hơn 5,5%. Đổi mới mô hình tăng trưởng để nâng cao chất lượng tăng trưởng, NSLĐ và sức cạnh tranh của nền kinh tế, phát triển nhanh và bền vững toàn diện về cả kinh tế, xã hội và môi trường. Không thúc đẩy tăng trưởng bằng

mọi giá, gây tác động xấu đến ổn định kinh tế vĩ mô, bảo đảm quốc phòng, an ninh, tiến bộ, công bằng xã hội, giữ gìn môi trường sinh thái; chú trọng và ngày càng dựa nhiều hơn vào các nhân tố thúc đẩy tăng năng suất lao động, sử dụng hiệu quả các nguồn lực. Nghị quyết xác định cải thiện và nâng cao NSLĐ là nhiệm vụ của cả hệ thống chính trị, tuy nhiên, những giải pháp quản lý, điều hành của Chính phủ có ý nghĩa quyết định trong việc cải thiện và nâng cao năng suất lao động nhằm xây dựng năng lực cạnh tranh quốc gia và phát triển kinh tế bền vững ở Việt Nam.

Trên tinh thần đó, để nâng cao NSLĐ trong thời gian tới Chính phủ Việt Nam cần tập trung thực hiện các giải pháp sau:

*** Nhóm giải pháp về thể chế, chính sách**

Thứ nhất, tiếp tục thực hiện cải cách thể chế; nâng cao hiệu lực, hiệu quả quản trị Nhà nước đối với phát triển kinh tế-xã hội. Tăng cường vai trò của cơ chế thị trường, tạo lập môi trường cạnh tranh lành mạnh, bình đẳng cho tất cả các ngành, lĩnh vực, doanh nghiệp, phù hợp với các cam kết quốc tế và lộ trình hội nhập. Đa dạng hóa và nâng cao hiệu quả hoạt động của các loại thị trường, nhất là các thị trường hàng hóa, lao động, tài chính, bất động sản, khoa học công nghệ,... đáp ứng yêu cầu phát triển kinh tế - xã hội.

Thứ hai, đẩy mạnh xã hội hóa, huy động các nguồn lực xã hội tham gia cung cấp các dịch vụ công. Cơ cấu lại các đơn vị sự nghiệp công, giao quyền tự chủ phù hợp, nâng cao năng lực quản trị, hiệu quả hoạt động theo cơ chế doanh nghiệp.

Thứ ba, Chính phủ và các Bộ, ngành có liên quan cần nhận thức việc tạo lập chính sách nhằm nâng cao NSLĐ là giải pháp quan trọng, ưu tiên hàng đầu trong nâng cao năng lực cạnh tranh và tăng trưởng bền vững của nền kinh tế. Cần có quyết tâm chính trị và cam kết thực hiện các giải pháp nâng cao NSLĐ của Việt Nam. Định kỳ tổ chức đánh giá tình hình thực hiện các giải pháp đề ra để kịp thời có các điều chỉnh phù hợp.

*** Nhóm giải pháp nâng cao NSLĐ cho khu vực doanh nghiệp**

Thứ nhất, nâng cao năng lực khoa học công nghệ và đổi mới sáng tạo trong doanh nghiệp. Đẩy nhanh tiến độ triển khai các chương trình hỗ trợ chuyển giao, đổi mới công nghệ nâng cao năng suất, chất lượng sản phẩm hàng hóa, năng lực cạnh tranh cho doanh nghiệp. Tăng cường đầu tư hoạt động nghiên cứu và phát triển trong các doanh nghiệp. Phát huy liên kết giữa Nhà nước - Nhà khoa học - Doanh nghiệp để ứng dụng, chuyển giao các kết quả nghiên cứu khoa học công nghệ vào sản xuất. Chính phủ cần đẩy mạnh hỗ trợ doanh nghiệp công nghiệp ứng dụng hệ thống quản lý chất lượng hiện đại như đào tạo chuyên sâu, triển khai các mô hình thí điểm... Bên cạnh đó, từng bước nghiên cứu, đề xuất chiến lược phát triển các ngành công nghiệp có hàm lượng khoa học và công nghệ cao, tỷ trọng giá trị gia tăng lớn, có lợi thế cạnh tranh, tham gia mạng sản xuất và chuỗi giá trị toàn cầu.

Thứ hai, đẩy mạnh đào tạo, bồi dưỡng nguồn nhân lực cho doanh nghiệp theo hướng chú trọng vào chất lượng, hiệu quả; đào tạo có trọng tâm, trọng điểm, trong đó ưu tiên đào tạo cho doanh nghiệp nhỏ và vừa trong một số ngành, lĩnh vực theo định hướng hỗ trợ của Nhà nước. Chất lượng nguồn nhân lực là yếu tố cơ bản tạo nên NSLĐ. Vì vậy, đào tạo, bồi dưỡng nguồn nhân lực có năng lực, trình độ, tay nghề, đáp ứng được yêu cầu phát triển là giải pháp cơ bản để nâng cao NSLĐ. Cần tiến hành rà soát, sắp xếp, quy hoạch lại mạng lưới cơ sở giáo dục đại học, giáo dục nghề nghiệp gắn với quy hoạch phát triển kinh tế - xã hội và nhu cầu của thị trường lao động trong cả nước, từng vùng và địa phương. Nâng cao chất lượng đào tạo của các trường sư phạm kỹ thuật. Xây dựng cơ chế, chính sách phân luồng giáo dục, gắn với đào tạo nghề và phát triển kỹ năng nghề nghiệp cho học sinh phổ thông. Đổi mới nội dung, phương thức đào tạo nhằm nâng cao chất lượng và hiệu quả giáo dục đại học và giáo dục nghề nghiệp; nâng cao chất lượng đào tạo một số trường đại học, một số nghề tiếp cận trình độ các nước phát triển trong ASEAN và thế giới. Khuyến khích khu vực tư nhân, doanh nghiệp tham gia dạy nghề; khuyến khích doanh nghiệp, nhất là các doanh nghiệp quy mô lớn, tự đào tạo lao động phục vụ nhu cầu của bản thân, các doanh nghiệp bạn hàng, đối tác, các doanh nghiệp có liên quan khác.

Thứ ba, nâng cao trình độ quản trị doanh nghiệp và đội ngũ doanh nhân, nâng cao nhận thức về vai trò của đội ngũ doanh nhân trong sự nghiệp công nghiệp hóa, hiện đại hóa và hội nhập quốc tế; tạo môi trường sản xuất, kinh doanh bình đẳng và thuận lợi cho doanh nhân; hỗ trợ đội ngũ doanh nhân mở rộng quy mô, nâng cao hiệu quả hoạt động của doanh nghiệp, khuyến khích phát triển doanh nhân khu vực nông thôn; quan tâm, tạo chuyển biến trong đào tạo và bồi dưỡng doanh nhân; đề cao đạo đức, văn hoá kinh doanh, trách nhiệm xã hội, tinh thần dân tộc của đội ngũ doanh nhân, xây dựng quan hệ lao động hài hòa; phát huy vai trò của các tổ chức đại diện của cộng đồng doanh nghiệp và đội ngũ doanh nhân. Trong đó, chú trọng đào tạo kiến thức, kỹ năng quản trị hiện đại và chuyên nghiệp, ngoại ngữ, tin học,...

Thứ tư, doanh nghiệp cần xác định lại chiến lược kinh doanh phù hợp với tình hình thực tế và sở trường, năng lực tài chính của doanh nghiệp. Lựa chọn quy mô phù hợp, phát triển những sản phẩm mới có giá trị gia tăng và hàm lượng công nghệ cao. Tham gia sâu vào chuỗi giá trị toàn cầu. Giữ vững các thị trường truyền thống và từng bước thâm nhập vào các thị trường hoặc những phân đoạn thị trường cao cấp.

Thứ năm, tăng cường chăm lo đời sống vật chất, tinh thần của người lao động trong các doanh nghiệp, nhất là lao động trong các khu công nghiệp, tạo điều kiện để người lao động ổn định đời sống, tham gia các hoạt động xã hội, góp phần thúc đẩy sản xuất, kinh doanh phát triển và tạo ra nhiều giá trị gia tăng cho xã hội. Nâng dần mức lương tối thiểu vùng để bảo đảm nhu cầu tối thiểu của người lao động theo từng vùng. Tiếp tục hoàn thiện cơ chế tiền lương đối với doanh nghiệp theo nguyên tắc thị trường, gắn tiền lương của người lao động với NSLĐ và hiệu quả kinh doanh của doanh nghiệp.

Hy vọng rằng, với việc thực hiện đồng bộ, hiệu quả các giải pháp nêu trên, đặc biệt hoàn thiện thể chế kinh tế thị trường định hướng xã hội chủ nghĩa và phát triển mạnh kinh tế tư nhân để khắc phục cải thiện môi trường đầu tư kinh doanh, nâng cao NSLĐ thì đến năm 2035 Việt Nam sẽ xây dựng được năng lực cạnh tranh quốc gia, phát triển nhanh và bền vững, thu hẹp khoảng cách phát triển với các nước trong khu vực như tinh thần của Nghị quyết số 05/NQ-TW của Ban chấp hành Trung ương Đảng cộng sản khóa XII đã đề ra.

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TĂNG CƯỜNG ÁP DỤNG FINTECH TRONG THỨC ĐẨY TÀI CHÍNH TOÀN DIỆN TẠI VIỆT NAM

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TÓM TẮT: Hệ thống hóa và đưa ra các khái niệm về Fintech, tài chính toàn diện để từ đó xây dựng mô hình mối quan hệ của Fintech đến thúc đẩy tài chính toàn diện. Năm yếu tố của mô hình được xác định bao gồm thanh toán, cho vay, quản lý dữ liệu, tài chính cá nhân và Blockchain. Bài viết cũng tập trung vào đánh giá thực trạng sử dụng Fintech tại Việt Nam hiện nay trên các khía cạnh để từ đó làm cơ sở đưa ra các giải pháp nhằm tăng cường áp dụng Fintech trong thúc đẩy tài chính toàn diện. Trong cuộc cách mạng công nghệ 4.0 như hiện nay thì việc vận dụng những tiến bộ khoa học công nghệ sẽ hỗ trợ rất nhiều cho các lĩnh vực trong đấy có lĩnh vực tài chính toàn diện, đồng thời giảm thiểu các chi phí phát sinh liên quan đến toàn bộ quá trình này

Từ khóa: Fintech; tài chính toán diện; thanh toán; tài chính cá nhân; quản lý dữ liệu; cho vay.

Abstract: Economic responsibility audit (ERA) by The State Audit of China (CNAO) is a special stype of the history of international audit. It is a great dedication of The State Audit of China. ERA is the work based on legal provisions conducted surveillance, assessment and appraisal of the implementation of economic responsibility of the leader of state enterprises and the leader of government departments and other agencies. Thus, the object of ERA is mainly "human". With the experience of CNAO and the real situation in Vietnam, ERA is the major tasks of the SAV in the fight against corruption and wastefulness in the near future.

Keywords: economic responsibility audit

1. GIỚI THIỆU

Sự xuất hiện của Fintech giúp thay đổi cách thức hoạt động của ngành ngân hàng trên toàn thế giới. Fintech có khả năng giúp giao dịch đơn giản và thuận tiện hơn rất nhiều nên luôn được lòng người dùng ở khắp nơi trên thế giới. Đặc biệt hơn nữa, Fintech hoạt động với mức chi phí thấp nên càng thu hút được đa dạng các loại nhóm khách hàng. Vì giao diện thân thiện, dễ sử dụng bằng tiếng Việt, tiếng Anh. Dùng cho cả Khách hàng Cá nhân và Doanh nghiệp, Khách hàng Doanh nghiệp có thể được cấp nhiều tài khoản khác nhau. Fintech có thể thay thế các ngân hàng vật lý truyền thống. Điều đó khiến các hộ gia đình có thu nhập quá thấp không thể tiếp cận với các dịch vụ tài chính nhưng đổi lại nó thuận tiện hơn, không tốn nhiều chi phí cho ngân hàng truyền thống

2. KHÁI QUÁT LÝ THUYẾT

Khái niệm, đặc điểm Fintech

Theo bài viết "Fintech là gì? Công nghệ Fintech quan trọng thế nào với ngành tài chính?" của web kienthucvecoin.com thì *Fintech là viết tắt của từ financial technology, fintech được sử dụng chung cho tất*

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cả các Công ty sử dụng internet, công nghệ điện toán đám mây, điện thoại di động, các phần mềm mã nguồn mở hay tiền mã hóa như Bitcoin, nhằm mục đích cải thiện hiệu quả của hoạt động ngân hàng và đầu tư.⁽¹⁾

Theo Wikipedia, Fintech là một ngành công nghiệp mới sử dụng công nghệ để cải thiện các hoạt động tài chính. Việc sử dụng điện thoại thông minh cho ngân hàng di động, dịch vụ đầu tư và tiền điện tử là những ví dụ về công nghệ nhằm làm cho các dịch vụ tài chính dễ tiếp cận hơn với công chúng. Các Công ty công nghệ tài chính bao gồm cả các Công ty khởi nghiệp và các Công ty tài chính và công nghệ được thành lập đang cố gắng thay thế hoặc nâng cao việc sử dụng các dịch vụ tài chính được cung cấp bởi các Công ty tài chính hiện có. Fintech phát triển đòi hỏi hạ tầng kỹ thuật công nghệ hiện đại vì công nghệ thông tin hiện đại sẽ giúp cho Ngân hàng quản lý tốt hơn, phục vụ Khách hàng nhanh chóng, chính xác và trong thời đại Internet hiện nay, Khách hàng chỉ cần giao dịch trực tuyến mà không cần phải đến Ngân hàng. Fintech là các ứng dụng, quy trình, sản phẩm, mô hình kinh doanh mới trong ngành dịch vụ tài chính, bao gồm một hay nhiều dịch vụ tài chính bổ sung và được cung cấp như một quy trình ‘từ đầu tới cuối’ qua mạng internet

Theo bài *Fintech xu hướng thị trường tài chính hiện đại* của báo dân trí, Fintech là nơi dịch vụ tài chính và công nghệ giao thoa. Tại đây, các doanh nghiệp khởi nghiệp trong lĩnh vực công nghệ tận dụng sức mạnh của công nghệ để tạo ra sự thay đổi, trải nghiệm mua sắm hoàn toàn mới cho khách hàng về các sản phẩm và dịch vụ của các công ty dịch vụ tài chính cung cấp. Do đó Fintech cũng giúp doanh nghiệp tài chính truyền thống tiết kiệm chi phí và tạo ra một kênh tiếp cận khách hàng hiệu quả trong bối cảnh sự thống trị của công nghệ đã thay đổi rất lớn hành vi mua sắm của người tiêu dùng.

Từ các khái niệm và phân tích trên, có thể kết luận rằng *Fintech là sự kết hợp giữa tài chính và công nghệ. Trong đó có các ứng dụng, quy trình, sản phẩm, mô hình kinh doanh mới trong ngành tài chính. Từ đó mở ra được nhiều tiềm năng hơn cho ngành tài chính, tiếp cận được với nhiều nhóm khách hàng, tiết kiệm được rất nhiều khoản chi phí. Ngoài ra còn giúp tăng cường tiếp cận tài chính cho khách hàng, mang dịch vụ tài chính đến gần hơn những khách hàng ở vùng sâu, vùng xa; giúp tăng tính bảo mật nhờ sự phát triển của công nghệ dữ liệu và các ứng dụng giao diện mở. Nên có thể thấy Fintech có thể là lựa chọn tối ưu cho ngành tài chính*

Khái niệm, đặc điểm tài chính toàn diện

Theo mục I.1 Định nghĩa tài chính toàn diện của sách “Sơ lược về tài chính toàn diện”, thì Tài chính toàn diện là tất cả việc cung cấp các dịch vụ tài chính chính thức (thanh toán, chuyển tiền, tiết kiệm, tín dụng, bảo hiểm) một cách thuận tiện, phù hợp với nhu cầu và với chi phí hợp lý tới tất cả người dân. Tài chính toàn diện không chỉ giới hạn trong việc cải thiện khả năng tiếp cận tín dụng mà bao gồm cả nâng cao hiểu biết về tài chính cho người dân và bảo vệ người tiêu dùng. Tài chính toàn diện là việc cung cấp dịch vụ tài chính phù hợp và thuận tiện, đặc biệt đối với người có thu nhập thấp và dễ bị tổn thương nhằm tăng cường cơ hội tiếp cận tài chính, góp phần tạo cơ hội sinh kế, luân chuyển dòng vốn đầu tư và tiết kiệm trong xã hội, qua đó thúc đẩy tăng trưởng kinh tế. Để triển khai tài chính toàn diện hiệu quả cần có sự tham gia của nhiều bên liên quan, không chỉ khu vực Chính phủ mà còn các khu vực tư nhân cũng như các khu vực chính thức, khu vực phi chính thức... Tài chính toàn diện có vai trò rất quan trọng trong việc phát triển của đất nước. Vai trò quan trọng nhất là tiếp cận tài chính. Tiếp cận tài chính có tác động rất lớn trong việc xóa đói giảm nghèo, hỗ trợ phát triển toàn diện và bền vững. Thiếu tiếp cận tài chính là nguyên nhân dẫn đến bất bình đẳng thu nhập, nạn nghèo đói và hạ thấp tăng trưởng. Tài chính toàn diện có thể tạo ra những tác động tích cực như: làm tăng trưởng kinh tế và giảm nghèo bền vững; góp phần huy động và sử dụng hiệu quả nguồn lực xã hội, nâng cao hiểu biết về tài chính cho người dân và bảo vệ người tiêu dùng. Tài chính

toàn diện giúp Chính phủ giảm bớt chi phí cho các chương trình trợ cấp an sinh xã hội thông qua việc chi trả qua tài khoản ngân hàng, làm tăng sự minh bạch, phòng chống tham nhũng tích cực hơn, nhờ đó quản lý xã hội tốt hơn. Tài chính toàn diện còn giúp tăng cường khả năng tiếp cận vốn cho nông nghiệp nông thôn, doanh nghiệp vừa và nhỏ, cải thiện đời sống cho người nghèo nông thôn, tăng cường vai trò của phụ nữ trong nền kinh tế...

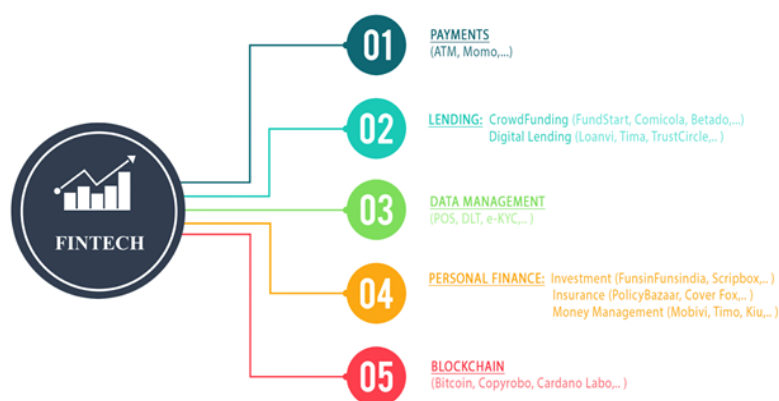
Theo Financial Inclusion in Malaysia thì Tài chính toàn diện tương đối đồng nhất trên các phân đoạn khác nhau của dân số, dân số được chia theo nhóm tuổi, mức thu nhập, nơi cư trú (nông thôn so với khu vực thành thị) và giới tính, tỷ lệ tài chính toàn diện được tính bằng số lượng người lớn có tài khoản tại một tổ chức tài chính, vẫn tương đối đồng nhất. Tuy nhiên, một số khác biệt đáng kể về mặt tài chính toàn diện quan sát thấy khi dân số được nhóm lại theo trình độ học vấn của họ. Một hệ thống tài chính toàn diện phục vụ tốt nhất tất cả các thành viên của xã hội, bao gồm cả không được phục vụ, có quyền truy cập và sử dụng chất lượng, tài chính thiết yếu phải chẳng dịch vụ để đáp ứng nhu cầu của họ đối với thịnh vượng chung.

Qua các khái niệm nêu trên, có thể đưa ra khái niệm về tài chính toàn diện *bao gồm nhiều yếu tố như vấn đề tiếp cận dịch vụ, sử dụng dịch vụ cũng như chất lượng dịch vụ tài chính. Nó cung cấp dịch vụ tài chính một cách ưu việt nhất đến với người dùng, bảo vệ người dùng nhờ đó làm thúc đẩy tăng trưởng nền kinh tế. Tài chính toàn diện phục vụ tất cả nhóm người trong xã hội, tạo cơ hội cho họ phát triển đa dạng sản phẩm dịch vụ, mở rộng cơ sở khách hàng và theo đó là lợi nhuận tăng lên. Giúp cho nền kinh tế phân bổ phát triển một cách đồng đều*

3. PHƯƠNG PHÁP NGHIÊN CỨU

Xây dựng mô hình mối quan hệ giữa Fintech với tài chính toán diện

Sơ đồ 1. Mô hình của Fintech trong thúc đẩy tài chính toàn diện



(Nguồn: Tác giả tổng hợp)

Phân tích vai trò của Finetch trong thúc đẩy tài chính toàn diện dựa trên sơ đồ mô hình 1

(1) Trong lĩnh vực thanh toán (Payment)

Fintech được ứng dụng trong việc chuyển khoản, thanh toán tiền online, mua sắm trực tuyến...Điển hình là thẻ ATM với nhiều chức năng có thể tích hợp trong một dịch vụ. Khách hàng có thể thực hiện các giao dịch cơ bản như rút tiền, chuyển khoản trong và ngoài hệ thống với nhiều ngân hàng khác đến các nhu cầu thanh toán trong đời sống hàng ngày như thanh toán hoá đơn điện nước, thẻ tín dụng, vé máy bay, phí bảo hiểm...hoàn toàn chỉ bằng một chiếc thẻ. Thay bằng việc chờ 45 phút để giao dịch tại các ngân hàng, mọi người hoàn toàn có thể

thực hiện nhanh chóng các giao dịch bằng cách ra cây ATM gần nhất để rút tiền mà không tốn giờ gian và công sức. Tại một số ngân hàng, thẻ ATM còn có tích hợp các dịch vụ online như ebanking, mobile banking, internet banking...điều này cho phép người sử dụng thực hiện các thao tác chuyển tiền, thanh toán ngay tại chỗ chỉ với điện thoại thông minh. Ngoài ra, nói đến sự thuận tiện trong thanh toán hiện nay không thể không nhắc tới các loại ví điện tử hay còn gọi là tài khoản điện tử như Momo, PayPal, AliPay, Vimo...Đây là các phần mềm được cài đặt miễn phí trên điện thoại, cho phép người dùng gửi, nhận tiền nhanh chóng, thanh toán ở bất cứ đâu mà không cần mang theo tiền mặt. Khi chưa xuất hiện ATM hay các loại ví điện tử, người sử dụng luôn phải mang theo tiền mặt, thậm chí khi thực hiện các khoản thanh toán lớn như mua nhà hay mua ô tô...cũng cần chuẩn bị tiền mặt, điều này tạo nên sự bất lợi cho việc thanh toán như vấn đề an ninh, kiểm đếm, quản lý...Tuy nhiên với Fintech, người dùng không nhất thiết sử dụng tiền mặt trong các khoản thanh toán, dễ dàng quản lý các khoản thu chi của mình, được cung cấp dịch vụ ngay cả trong các ngày lễ tết, ứng dụng được vào nhiều mảng dịch vụ tài chính như nạp thẻ điện thoại, thẻ game, đặt phòng khách sạn...Chi phí thực hiện giao dịch tài chính thông qua ví điện tử cũng rẻ hơn rất nhiều so với dịch vụ ngân hàng, Ví dụ như phí chuyển tiền qua Vimo chỉ từ 1.000 VND. Đối với nhà cung cấp, các ví điện tử cung cấp phương thức thanh toán lương theo tháng theo yêu cầu chủ doanh nghiệp. Điều này giúp doanh nghiệp dễ dàng theo dõi tiền lương, tra cứu lịch sử online cũng như hạch toán vào các phần mềm kế toán. Với nhiều tiện ích như tạo điều kiện thanh toán nhanh chóng cho khách hàng, mua sắm nhanh và an toàn, dễ dàng theo dõi các khoản thanh toán lương cho doanh nghiệp, mức phí gửi hàng thấp, chính sách đổi trả thuận tiện...Fintech đã đưa lĩnh vực thanh toán trong ngành tài chính phát triển một cách nhanh chóng. Tỷ lệ người tham gia các giao dịch tài chính tăng lên đáng kể do các giao dịch ứng dụng Fintech đã đáp ứng được nhu cầu của một xã hội đang có thiên hướng đặt điện thoại thông minh lên đầu mọi hoạt động đời thường. Điều này giúp các ngân hàng tiết kiệm được chi phí và tạo ra sự thuận tiện hơn cho các khách hàng tiếp cận dịch vụ tài chính. Theo khảo sát công bố mới đây của Hội doanh nghiệp hàng Việt Nam chất lượng cao, cách đây 1 năm, mua sắm trực tuyến mới chỉ chiếm 0,9% nhưng chỉ sau 1 năm, số người tiêu dùng chọn mua online đã tăng gấp 3 lần 2,7%. Báo cáo nghiên cứu vào năm 2017 của CBRE Việt Nam cho thấy 25% số người tiêu dùng, trong tổng số hơn 1.000 người được khảo sát dự định sẽ giảm tần suất mua sắm tại cửa hàng thực tế, trong khi 45-50% số người cho rằng sẽ mua sắm trực tuyến thường xuyên hơn trong tương lai.

(2) Cho vay (Lending)

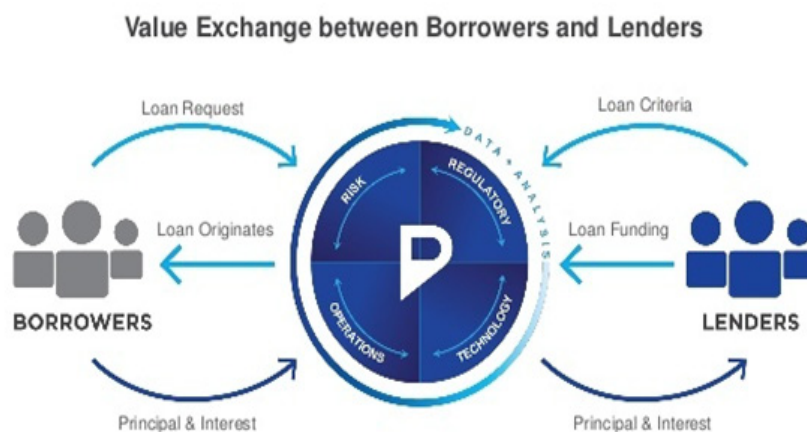
Lending là việc một bên (bên cho vay) cung cấp nguồn tài chính cho đối tượng khác (bên đi vay) trong đó bên đi vay sẽ hoàn trả tài chính cho bên cho vay trong một thời hạn thỏa thuận và thường kèm theo lãi suất. Do hoạt động này làm phát sinh một khoản nợ nên bên cho vay còn gọi là chủ nợ, bên đi vay gọi là con nợ. Do đó, Tín dụng phản ánh mối quan hệ giữa hai bên - Một bên là người cho vay, và một bên là người đi vay. Quan hệ giữa hai bên ràng buộc bởi cơ chế tín dụng, thỏa thuận thời gian cho vay, lãi suất phải trả,... Trong Lending được chia thành 2 phần là CrowdFunding and Digital Lending.

Đầu tiên, CrowdFunding là gọi vốn từ cộng đồng hay tài trợ bởi đám đông. Đây là một hình thức kêu gọi vốn dành cho tất cả mọi người, ngoài ra còn giúp chúng ta giới thiệu ý tưởng của mình đến với đại đa số công chúng. Có 4 hình thức CrowdFunding phổ biến là (i) Donate là một hình thức mà tổ chức xã hội, tổ chức phi chính phủ vận động quyên góp giúp đỡ vùng thiên tai, người có hoàn cảnh đặc biệt... (ii) Reward-based là số tiền tài trợ được chia theo từng gói, mỗi gói là một phần quà tương ứng. Người tài trợ sẽ nhận được quà khi dự án thành công, không xét đến lợi nhuận hay cổ phần sở hữu (iii) Equity là hình thức này không khác việc mua cổ phiếu một công ty mới có tiềm năng. Người đầu tư nhận lại cổ phần và lợi nhuận nếu công ty kinh doanh có lãi; (iv) Lending là Vốn vay được lấy từ vốn góp của cộng đồng hoặc từ những người đã kinh doanh thành công từ hình thức này nhằm tạo ra dòng vốn luân chuyển lớn

Thứ hai, Digital Lending. Cryptocurrency (Crypto) là tiền đã được số hóa, tức là tiền ở dạng những bit số. Tiền điện tử chỉ được sử dụng trong môi trường điện tử phục vụ cho những thanh toán điện tử thông qua hệ thống thông tin bao gồm hệ thống mạng máy tính, Internet và các phương tiện điện tử được lưu trữ trong cơ sở dữ liệu của tổ chức phát hành (bên thứ 3) và được biểu hiện dưới dạng bút tệ trên tài khoản mà khách hàng (người mua) mở tại tổ chức phát hành. Digital Lending là việc sử dụng công nghệ trực tuyến để bắt nguồn và gia hạn các khoản vay để cung cấp nhanh hơn và hơn thế nữa... Nó sử dụng tiền điện tử để thanh toán qua Internet giúp thuận tiện hơn cho người sử dụng. Một số trang web thông dụng cho Digital Lending Loanvi, Tima, TrustCircle...

Các mô hình cho vay ngang hàng-Peer to Peer Lending (P2P) đang bùng nổ trên thế giới, đỉnh điểm là tại Trung Quốc. Theo thống kê năm 2015 của Prime Meridian Capital Management và China News, thị trường cho vay ngang hàng tại Mỹ đạt khoảng 18 tỷ USD, tại Trung Quốc là 150 tỷ USD về quy mô giao dịch. Vậy điều gì khiến việc cho vay trực tuyến bùng nổ mạnh mẽ như vậy? Bằng cách dựa trên công nghệ Big Data, P2P cho phép việc thực hiện phân tích đánh giá thông tin khách hàng hoàn toàn trực tuyến giúp cho việc thẩm định thông tin khách hàng nhanh, hiệu quả với chi phí thấp hơn nhiều so với hình thức truyền thống. Với P2P Lending, người có nhu cầu vay được cung cấp một dịch vụ vay trực tuyến với phí dịch vụ hấp dẫn và nhanh chóng. Với lãi suất được tính dựa trên cơ sở phân tích thông tin khách hàng, chi phí dịch vụ thấp hơn so với phương pháp truyền thống, cho phép nhà đầu tư thu về được mức lợi nhuận cao hơn khi gửi tiết kiệm hay đầu tư vào ngân hàng

Sơ đồ 2. How Peer to Peer Lending Works



(Nguồn: <https://www.quora.com/>)

Khác với mô hình gọi vốn truyền thống, P2P cho phép gọi vốn ở các hình thức rộng rãi, đa dạng khi mà bạn có ý tưởng nhưng không có tiền để thực hiện, từ những khoản vay nhỏ để mua điện thoại, máy tính, tiêu dùng, ô tô và bất động sản... với hình thức có tài sản thế chấp hoặc đảm bảo giống như ngân hàng cho doanh nghiệp vay vốn. Tại Việt Nam, một số Công ty cho vay Fintech hoạt động mạnh như cho vay trực tuyến (LoanVi), gọi vốn (FundStart...). Đây được coi là một hình thức cho vay đa dạng cùng với việc thẩm định trực tuyến, nhà đầu tư có quyền lựa chọn đối tác cần vay và theo dõi lợi nhuận nhanh, tiện lợi, hiệu quả cùng chi phí thấp hơn so với hình thức truyền thống

(3) Quản lý dữ liệu (Data Management)

Data management là thực hành tổ chức và duy trì các quy trình dữ liệu để đáp ứng nhu cầu vòng đời thông tin đang diễn ra. Nhấn mạnh vào quản lý dữ liệu bắt đầu với kỹ nguyên điện tử của xử lý dữ liệu, nhưng các phương pháp quản lý dữ liệu có nguồn gốc trong kế toán, thống kê, lập kế hoạch hậu cần và các ngành khác

trước sự xuất hiện của máy tính doanh nghiệp vào giữa thế kỷ 20...Data management sinh ra với mục đích áp dụng nền tảng công nghệ Big data cho các Công ty thành viên và phát triển một số nghiệp vụ mới. Trong đó có 5 xu hướng công nghệ để quản lý dữ liệu như No Clear Standard, Reorientation to Happen, Outsourcing Data Management, Cloud-based Solutions, Adoption of Technology Innovation. Ngoài ra có thể kể đến các dịch vụ hỗ trợ quản lý dữ liệu là POS, DLT, e-KYC... Với các phần mềm, ứng dụng các công nghệ như sổ cái phân tán (DLT), hệ thống định dạng cá nhân sinh trắc học, các thủ tục nhận biết khách hàng điện tử (e-KYC), phân tích hành vi người sử dụng thông tin tin dụng điện tử...việc mở rộng cơ sở, lưu trữ thông tin khách hàng trở nên thuận tiện và dễ dàng hơn bao giờ hết. Nhờ có các phần mềm này, nhà cung cấp có thể nhìn nhận được bao quát nhu cầu thị trường và đưa ra các quyết định tài chính một cách đúng đắn nhất. Điển hình là mỗi cá nhân khi thực hiện giao dịch tài chính đều để lại thông tin, giúp cho các đơn vị cung cấp dịch vụ tài chính gia tăng sự hiểu biết đối với phân khúc khách hàng thông qua việc xử lý, phân tích cách thức khách hàng giao dịch và nhờ đó xác định được những sản phẩm phù hợp, tiềm năng, giúp các đơn vị cung cấp dịch vụ tài chính có thể dễ dàng đánh giá rủi ro tín dụng trên thị trường. Từ đó đưa ra những quyết định đúng đắn về cho vay, thấu chi, khả năng trả nợ. Đặc biệt đối với ngân hàng, việc xác thực nhân thân khách hàng và giải quyết vấn đề bất cân xứng thông tin giúp cho các giao dịch ngân hàng có thể tiến hành một cách an toàn, nhanh chóng, hiệu quả. Với các nhà cố vấn tài chính việc ứng dụng Fintech trong phân tích dữ liệu góp phần tìm kiếm hiệu quả hơn, cho phép họ nhắm mục tiêu chính xác hơn trên thị trường và sử dụng thông tin tốt hơn để thu hút khách hàng cũng như triển vọng của họ. Ngoài ra thị trường lao động trong lĩnh vực ngân hàng cũng sẽ có sự thay đổi, do việc ứng dụng những thành tựu Fintech, nên các ngân hàng giảm bớt số lượng nhân viên. Mặc dù vậy, nhu cầu về nguồn nhân lực chất lượng cao sẽ gia tăng (giỏi cả về chuyên môn nghiệp vụ ngân hàng và công nghệ thông tin). Hơn nữa, việc cạnh tranh thông qua mở rộng mạng lưới các chi nhánh ngân hàng sẽ dần chấm dứt, do chi phí hoạt động cao, thay vào đó là công nghệ ngân hàng hiện đại

(4) Tài chính cá nhân (Personal Finance)

Tài chính cá nhân là việc quản lý tài chính mà mỗi cá nhân hoặc một gia đình thực hiện để lập ngân sách, tiết kiệm và chi tiêu các nguồn tiền mặt theo thời gian, có tính đến các rủi ro tài chính và các sự kiện trong tương lai. Khi lập kế hoạch tài chính cá nhân, cá nhân sẽ xem xét sự phù hợp với nhu cầu của mình về một loạt các sản phẩm ngân hàng (tài khoản tiết kiệm, vãng lai, thẻ tín dụng và các khoản cho vay tiêu dùng) hoặc đầu tư cá nhân (thị trường chứng khoán, trái phiếu, quỹ tương hỗ) và bảo hiểm (bảo hiểm nhân thọ, bảo hiểm y tế, bảo hiểm tai nạn) hoặc tham gia và giám sát các kế hoạch hưu trí, trợ cấp an sinh xã hội, và quản lý thuế thu nhập, quản lý tiền bạc.

Đầu tư là việc mua hàng hóa không được tiêu thụ ngày nay nhưng được sử dụng trong tương lai để tạo ra sự giàu có. Nó là một tài sản tiền tệ được mua với ý tưởng rằng tài sản sẽ cung cấp thu nhập trong tương lai hoặc sau đó sẽ được bán với mức giá cao hơn cho lợi nhuận. Một số trang web uy tín của Investment là FunsinFunsindia, Scripbox,...

Bảo hiểm là phương tiện bảo vệ khỏi mất mát tài chính. Nó là một hình thức quản lý rủi ro, chủ yếu được sử dụng để phòng hộ chống lại nguy cơ mất mát ngẫu nhiên hoặc không chắc chắn. Một số hãng bảo hiểm thông dụng đối với người tiêu dùng hiện nay như PolicyBazaar, Cover Fox,...

Quản lý tiền bạc là quản lý ngân sách của mình và cách bạn quản lý các khoản đầu tư của mình. Quản lý tiền trong ngân sách của bạn chỉ đơn giản là đảm bảo bạn chi tiêu ít hơn bạn mang về nhà. Nó cho bạn biết làm thế nào để ngừng chi tiêu tiền trước khi bạn chạy ra ngoài. Nó bao gồm việc thực hiện các khoản phụ cấp cho các trường hợp không lường trước được và ưu tiên tiết kiệm. Nó xác định nguy cơ hết tiền trước khi bạn hết tháng và nó xác định nguy cơ hết tiền trong tương lai vì chi tiêu của bạn. Nếu bạn không có quản lý tiền

đúng đắn, bạn sẽ không bao giờ có thể tiết kiệm tiền và bạn sẽ không bao giờ có thể nắm giữ các khoản đầu tư của mình. Còn nếu bạn quản lý tiền bạc một cách khoa học sẽ giúp cân đối ngân sách, tạo ra những khoản tiết kiệm, nhờ đó bạn sẽ đạt được tự do tài chính và trên hết có cơ hội chạm đến những ước mơ của mình. Thời buổi hiện nay đã có một số ứng dụng hỗ trợ trong việc quản lý tiền bạc của bạn như Mobivi, Timo, Kiu...

Phần mềm thông minh nhân tạo (AI) đang phát triển khá nhanh. thúc đẩy dữ liệu giao dịch của người tiêu dùng, AI giúp theo dõi sức khỏe tài chính của người dùng và cung cấp hướng dẫn tài chính có thể hành động phù hợp với hoàn cảnh của họ. Bằng cách mở rộng giải pháp chăm sóc sức khỏe tài chính (ứng dụng AI FinCheck), nhà cung cấp dịch vụ tài chính có thể cung cấp cho người tiêu dùng một trợ lý chăm sóc sức khỏe tài chính ảo được cá nhân hóa cung cấp thông tin chi tiết hữu ích để giúp cải thiện sức khỏe tài chính của họ. Công cụ này sử dụng dữ liệu thực tế cá nhân đưa vào, từ đó nó có thể giúp người tiêu dùng đưa ra quyết định tài chính sáng suốt. Đối với mỗi người dùng AI FinCheck cung cấp thông tin chi tiết về sức khỏe tài chính được cá nhân hóa, tự động hóa qua thói quen chi tiêu, tiết kiệm, vay và lập kế hoạch của người dùng. Giúp cho người dùng liên tục tương tác, công cụ cung cấp thông tin chi tiết tương tác trên kênh ưa thích của họ. Điều này không chỉ giúp cá nhân cải thiện tình hình tài chính của họ mà còn đưa ra một trợ lý chăm sóc sức khỏe tài chính ảo nhanh và tiết kiệm chi phí. Ngoài ra, bộ phận chăm sóc sức khỏe tài chính như FastLink cho phép người dùng liên kết các tài khoản tài chính bên ngoài và xem tất cả thông tin tài chính của họ ở một nơi; lưu trữ mục tiêu cần đạt, giúp người dùng thiết lập, dễ dàng thực hiện và thành công trong mục tiêu tài chính của họ.

(5) Blockchain

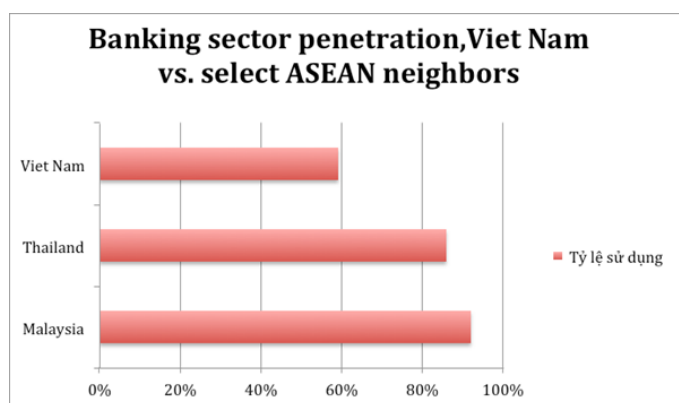
Blockchain là công nghệ lưu trữ và truyền tải thông tin bằng các khối được liên kết với nhau và mở rộng theo thời gian, do đó được gọi là chuỗi khối. Ứng dụng của Blockchain là khá đa dạng, tác động đến hầu hết lĩnh vực hoạt động của ngành tài chính - ngân hàng, như tiền gửi, thanh toán và chuyển tiền, bảo hiểm, tín dụng tiêu dùng và doanh nghiệp nhỏ, quản trị rủi ro, an toàn bảo mật, tài trợ thương mại, bao thanh toán, giao dịch ngoại hối, giao dịch chứng khoán; các dịch vụ hỗ trợ khác như nhận biết khách hàng, phòng chống rửa tiền, chống tài trợ khủng bố. Công nghệ Blockchain có thể ứng dụng cho hợp đồng hoán đổi nợ xấu (CDS) và các hợp đồng tương lai, hợp đồng kỳ hạn trên thị trường tài chính phái sinh để quản lý và thanh toán. Điều này giúp tiết kiệm chi phí nhân lực để thực hiện một số bước thủ công cần yếu tố con người và giảm chi phí giao dịch, tăng tính bảo mật trong các giao dịch tài chính phức tạp như hiện nay. Dựa trên công nghệ Blockchain, các đồng tiền kỹ thuật số đã được phát minh, điển hình là đồng Bitcoin, Copyrobo, Cardano Labo, Ethereum, Zcash, Monero... đã tạo nên xu hướng đầu cơ, giao dịch tiền ảo với vốn hóa thị trường lên đến hàng trăm tỷ USD. Có thể thấy, Blockchain đóng vai trò giống như một cuốn sổ cái cho tất cả các giao dịch, thúc đẩy các ngành nghề như ngân hàng, đầu tư, công nghệ thông tin, thương mại điện tử, xuất nhập khẩu, bất động sản, du lịch, khám chữa bệnh... Sự phát triển của đồng tiền điện tử không do các ngân hàng trung ương phát hành (với 3 loại nổi tiếng nhất là Bitcoin, Onecoin, Litecoin) có thể sẽ gây ảnh hưởng việc điều hành CSTT. Ngân hàng Trung ương châu Âu (ECB) cho rằng, mức độ hiệu quả của các công cụ CSTT có thể bị ảnh hưởng bởi sự chấp nhận rộng rãi tiền điện tử. Vậy lý do mà đồng tiền điện tử ngày càng được ứng dụng rộng rãi là gì? Phân tích kỹ về Blockchain - một loại cơ sở dữ liệu có vai trò là sổ kế toán, có khả năng phân phối, minh bạch và an toàn, ghi lại tất cả các giao dịch kể từ khi khởi động hệ thống, tự động hóa việc xác minh các giao dịch bằng cách huy động sức mạnh tính toán của tất cả các máy tính đang tham gia mạng, mà không cần sự kiểm soát tập trung và trên cơ sở đồng thuận. Từ đó cung cấp tính minh bạch cho nhiều ngành công nghiệp khác nhau. Ví dụ như duy trì hồ sơ của tất cả các giao dịch Cryptocurrency (đồng tiền số được phân quyền sử dụng mã hoá) trên một mạng lưới phân phối của máy tính mà không có sổ cái trung tâm. Điển hình là Bitcoin - một loại tiền tệ kỹ thuật số cho phép cá nhân thực hiện giao dịch trên toàn thế giới vô cùng nhanh chóng với chi

phí cực thấp, đảm bảo tính riêng tư và bảo mật cao. Hơn thế nữa, mỗi cá nhân có thể tự kiểm thêm tiền cho bản thân thông qua sử dụng Bitcoin-đây là một trong những lý do dẫn tới sự bùng nổ của tiền tệ số. Bạn có thể mua Bitcoin bằng điện thoại và Internet ở bất cứ đâu trên thế giới, điều này dẫn tới việc nhà nước không thể kiểm soát cũng như không thể thu thuế từ đồng tiền cá nhân được tạo ra từ Bitcoin. Ngoài ra, chỉ có duy nhất 21 triệu bitcoin được tạo ra. Do vậy, lạm phát rất khó xảy ra trong phạm vi tiền tệ số này. Với các tính năng như thanh toán nhanh, minh bạch, dễ dàng thiết lập và chi phí giao dịch nhỏ và có thể tạo ra lợi nhuận, Bitcoin là lựa chọn khá hấp dẫn cho các cá nhân quan tâm đến công nghệ

4. THẢO LUẬN VÀ ĐÁNH GIÁ

Quy mô áp dụng Fintech: so với các nước Đông Nam Á trong khu vực như Thailand và Malaysia thì tỷ lệ sử dụng các giải pháp tài chính điện tử vẫn còn khá thấp chỉ ở mức 59% trong khi Thailand và Malaysia lần lượt ở mức 86% và 92%

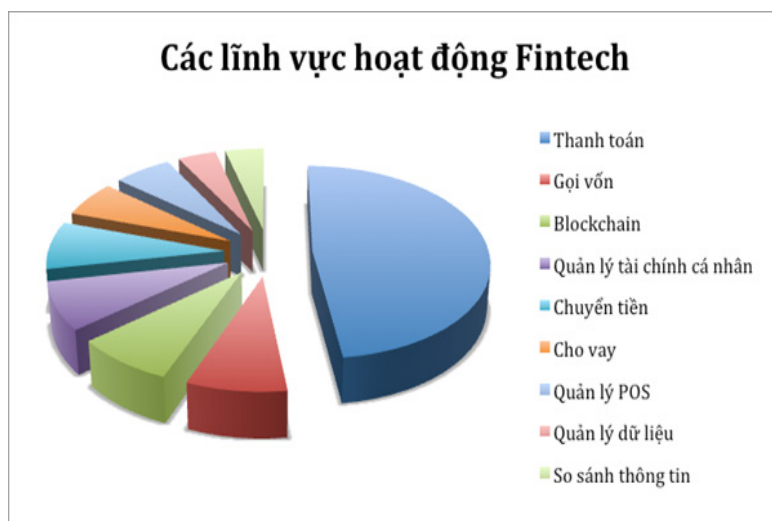
Sơ đồ 3. Tỷ lệ sử dụng các giải pháp tài chính điện tử



(Nguồn: theo <https://blog.truemoney.com.vn/bao-cao-thi-truong-fintech-vietnam-2017>)

Đầu năm 2017 tổng giá trị thương vụ liên quan tới startup Fintech là 129 triệu \$ chiếm tới 63% tổng giá trị các thương vụ startup. Tính đến thời điểm 2018 đã có nhiều ngân hàng lớn áp dụng Fintech, ví dụ như khách hàng có thể thanh toán bằng FaceId, chuyển tiền qua mạng xã hội, hay hệ thống ngân hàng số

Sơ đồ 4. Tỷ lệ các lĩnh vực hoạt động Fintech tại Việt Nam



(Nguồn: https://www.sbv.gov.vn/webcenter/portal/vi/menu/rm/apph/tcnh/tcnh_chitiet?leftWidth=20)

%25&showFooter=false&showHeader=false&dDocName=SBV327374&rightWidth=0%25¢erWidth=80%25&_afLoop=3719565113758000#%40%3F_afLoop%3D3719565113758000%26centerWidth%3D80%2525%26dDocName%3DSBV327374%26leftWidth%3D20%2525%26rightWidth%3D0%2525%26showFooter%3Dfalse%26showHeader%3Dfalse%26_adf.ctrl-state%3Dc19lzy169_27)

Ở thời điểm hiện tại đã có hơn 48 công ty cung cấp Fintech tại VN trong đó có đến 48% cung cấp dịch vụ thanh toán trung gian, các lĩnh vực còn lại như gọi vốn, blockchain, quản lý tài chính cá nhân, cho vay... dao động từ 4-8%. Ngân hàng nhà nước VN cũng đã quan tâm đến Fintech từ rất sớm. Từ năm 2008 đã có 27 tổ chức dịch vụ trung gian thanh toán được cấp giấy phép hoạt động chính thức.

Văn bản pháp quy về phát triển Fintech: NHNN đã đưa ra các nghị quyết chính sách nhằm hỗ trợ phát triển Fintech, Bảng 1

Bảng 1. Các chính sách của nhà nước về phát triển Fintech

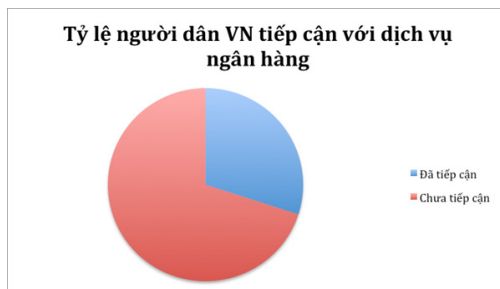
| Chính sách | Đối tượng thụ hưởng | Mục tiêu |
|---|---|---|
| Chương trình phát triển thương mại điện tử quốc gia giai đoạn 2014-2020 (Quyết định số 689/QĐ-TTg ngày 11/5/2014) | Các cơ quan, tổ chức, doanh nghiệp thuộc mọi thành phần kinh tế | <ul style="list-style-type: none"> - Phát triển cơ sở hạ tầng thương mại điện tử - Nâng cao nhận thức của người dân về TMĐT - Phát triển nguồn nhân lực, các sản phẩm, giải pháp về TMĐT - Mở rộng hợp tác quốc tế về TMĐT - Nâng cao năng lực quản lý và tổ chức hoạt động phát triển TMĐT |
| Đề án thanh toán không dùng tiền mặt tại Việt Nam giai đoạn 2016-2020 (quyết định số 2545/QĐ-TTg ngày 30/12/2016) | Toàn thể người dân Việt Nam | <ul style="list-style-type: none"> - Hoàn thiện hành lang pháp lý và cơ chế chính sách - Thúc đẩy sử dụng thanh toán điện tử, giảm sử dụng tiền mặt - Đổi mới hệ thống bù trừ và quyết toán chứng khoán và hệ thống thanh quyết toán - Đẩy mạnh tuyên truyền, hướng dẫn đào tạo và bảo vệ người tiêu dùng |
| Thành lập ban chỉ đạo về lĩnh vực công nghệ tài chính (Quyết định số 328/QĐ-NHNN ngày 16/3/2017) | Các đối tượng cung cấp công nghệ tài chính | -Tham mưu các giải pháp nhằm hoàn thiện hệ sinh thái, khuôn khổ pháp lý cho các doanh nghiệp Fintech ở Việt Nam phát triển phù hợp với chủ trương định hướng của chính phủ |
| Đề án hoàn thiện khung pháp lý để quản lý, xử lý đối với các loại tài sản ảo, tiền điện tử, tiền ảo (Quyết định số 1255/QĐ-TTg ngày 21/08/2017) | Những người giao dịch tiền điện tử, tiền ảo, tài sản ảo | <ul style="list-style-type: none"> - Nghiên cứu đề nghị sửa đổi bổ sung, ban hành mới văn bản quy phạm pháp luật về tiền điện tử - Đề xuất biện pháp phòng chống, xử lý các vi phạm liên quan đến tiền ảo, tài sản ảo - Ban hành văn bản quy phạm pháp luật về thuế đối với tài sản ảo, tiền ảo |

(Nguồn: Tác giả tổng hợp)

Đối tượng sử dụng ở Việt Nam: nhìn chung, việc sử dụng Fintech ở Việt Nam đang được phổ biến nhanh chóng. Thị trường Fintech ở Việt Nam đạt 4,4 tỉ USD vào năm 2017 và sẽ đạt 7,8 tỉ USD vào năm

2020 (theo nghiên cứu của Solidiance). Việt Nam có tiềm năng để phát triển Fintech nhờ vào việc người dân sử dụng phổ biến Internet, điện thoại thông minh, nhất là ở các đô thị lớn. Với những mục đích nghiên cứu khác nhau, ta có thể phân loại đối tượng sử dụng Fintech ở Việt Nam theo sự khác biệt về nơi sinh sống và làm việc, độ tuổi, công việc...

Sơ đồ 5. Tỷ lệ người dân tiếp cận với dịch vụ ngân hàng

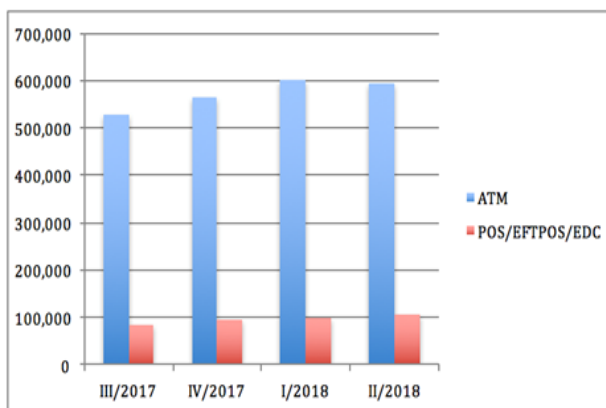


(Nguồn: Thống kê của ngân hàng nhà nước)

Theo thống kê của NHNN hiện nay vẫn còn tới 70% dân số Việt Nam chưa được tiếp cận với dịch vụ ngân hàng đồng nghĩa với việc các dịch vụ Fintech của ngân hàng vẫn chưa đến được với lượng người này. Trong khi đó lại có đến 141.59 triệu thẻ ngân hàng được phát hành. Sự mâu thuẫn này cho thấy sự phân bố không đều và việc một người có quá nhiều thẻ ngân hàng cùng một lúc... Bên cạnh đó lượng người sử dụng Fintech hiện nay chủ yếu tập trung ở khu vực thành thị. Với việc phát triển về công nghệ cùng với việc thương mại quốc tế được thúc đẩy cho nên việc người dân thành phố sử dụng Fintech cho những giao dịch trực tuyến cũng là điều dễ hiểu. Ở nông thôn, do nhu cầu sử dụng là không nhiều nên việc mở tài khoản ngân hàng là không thực sự cần thiết nhưng người dân nông thôn vẫn thực sự có nhu cầu thanh toán trực tuyến, cho nên thay vì sử dụng tài khoản ngân hàng, việc sử dụng các ứng dụng thanh toán tiện lợi như ví điện tử sẽ là một lựa chọn tốt hơn. Fintech cần phải quan tâm nhiều hơn đến thị trường nông thôn vì đây thực sự là một thị trường tiềm năng khi chiếm tới 65% tỷ lệ dân cư toàn Việt Nam

Sơ đồ 6. Giao dịch qua ATM, POS/EFTPOS/EDC

(đơn vị: tỷ đồng)

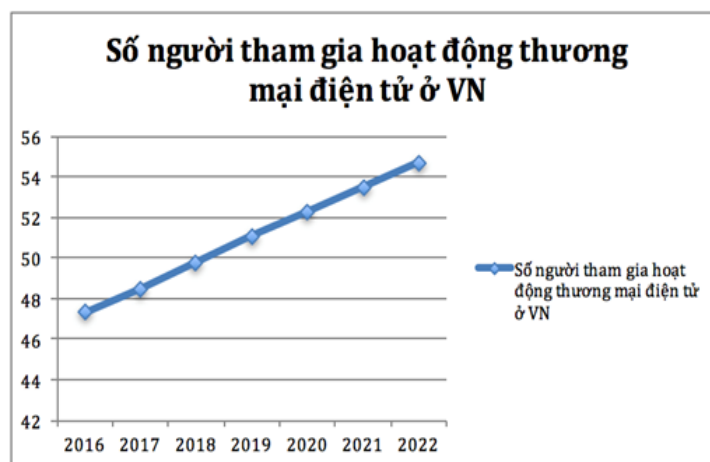


(Nguồn: https://www.sbv.gov.vn/webcenter/portal/vi/menu/trangchu/tk/hdtt/gdqatmpos?_afLoop=3706425341251000#%40%3F_afLoop%3D3706425341251000%26centerWidth%3D80%2525%26leftWidth%3D20%2525%26rightWidth%3D0%2525%26showFooter%3Dfalse%26showHeader%3Dfalse%26_adf.ctrl-state%3Dwnv3wzn32_142)

Giá trị giao dịch: qua các phương tiện như ATM hay POS/EFTPOS/EDC tính từ quý III/2017-II/2018 có sự tăng trưởng nhẹ. Trong hai quý đầu 2018 giá trị giao dịch gần như không thay đổi ở mức gần 600.000 tỷ đối với ATM và gần 100.000 tỷ đối với POS/EFTPOS/EDC.

Về thương mại điện tử: theo số liệu từ Statista trung bình mỗi người dân Việt Nam chi tiêu 54.89\$ cho việc mua sắm online. Trong năm 2018, số lượng người dùng tham gia mua sắm trực tuyến đạt 76% lượng người tham gia sử dụng Internet tương đương với 49 triệu người

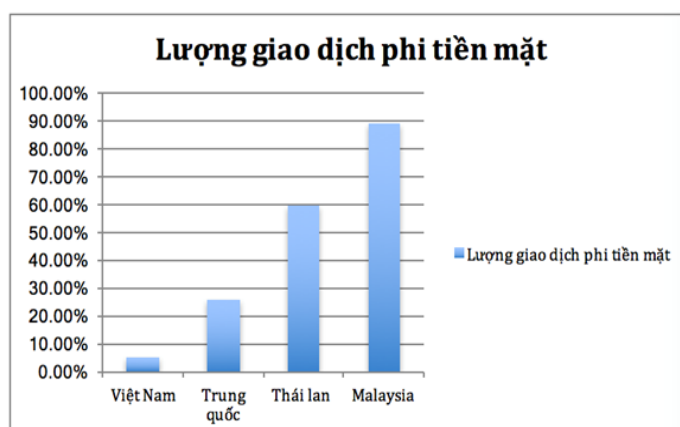
Sơ đồ 7. Số người tham gia hoạt động thương mại điện tử ở Việt Nam



(Nguồn: <https://www.dammio.com/2018/07/10/chi-so-thuong-mai-dien-tu-o-viet-nam-nam-2018>)

Lượng người tham gia TMĐT ở VN có dấu hiệu tăng trưởng rõ rệt trong vòng 3 năm từ 2016 đến 2018 đã tăng từ 47,1 triệu người lên 49,8 triệu người. Theo dự báo, số người tham gia hoạt động thương mại điện tử ở Việt Nam sẽ đạt tới 54,7 triệu người vào năm 2022. Tỷ lệ tăng trưởng thương mại điện tử ở Việt Nam thuộc nhóm các nước top đầu trong thời gian gần đây

Sơ đồ 8. Thông kê lượng giao dịch phi tiền mặt

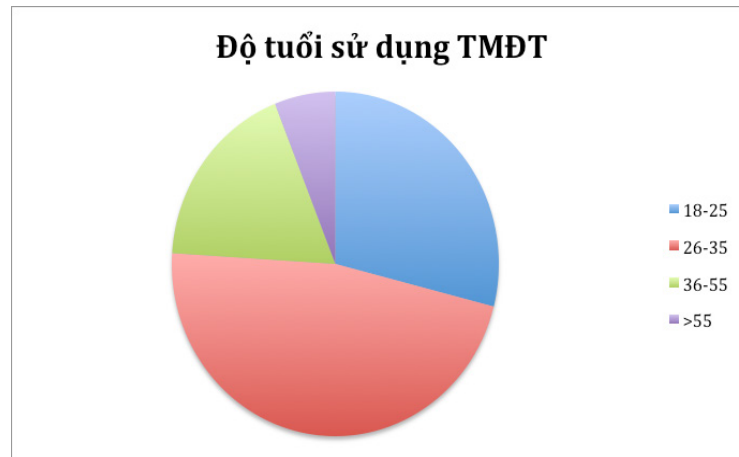


(Nguồn: <https://www.dammio.com/2018/07/10/chi-so-thuong-mai-dien-tu-o-viet-nam-nam-2018>)

Lượng giao dịch phi tiền mặt ở VN chỉ đạt 4,9% trong khi ở Trung quốc là 26,1%, ở Malay lên đến 89%. Mặc dù tốc độ phát triển thương mại điện tử ở Việt Nam là rất nhanh nhưng lượng giao dịch online lại rất thấp. Hiện tại có gần 40% dân số Việt Nam có tài khoản ngân hàng nhưng lại có tới 90% chi tiêu hàng

ngày sử dụng bằng tiền mặt. Qua đó có thể thấy mặc dù việc phát triển nhanh nhưng lòng tin của người tiêu dùng vào tmĐT vẫn còn khá thấp

Sơ đồ 9. Thống kê độ tuổi sử dụng thương mại điện tử tại Việt Nam



(Nguồn: <http://tapchinganhang.com.vn/huong-phat-trien-dich-vu-mobile-banking-cho-cac-ngan-hang-viet-nam.htm>)

Về độ tuổi của người dùng Fintech, hầu hết là những người đi làm mới có nhu cầu tài chính cần sử dụng đến Fintech đồng thời đây cũng là số người sử dụng Smartphone cao nhất. Độ tuổi từ 26-35 chiếm tới gần một nửa số người dùng vì đây là độ tuổi có nhu cầu nhiều nhất cho việc giao dịch trực tuyến, dân số có độ tuổi lớn hơn 55 chỉ chiếm 6%

Cơ sở hạ tầng: theo thống kê cho thấy Việt Nam tính đến năm 2018 sẽ lên đến hơn 60 triệu smartphone... Cảnh đó theo thống kê trên hệ thống ngân hàng có khoảng 150 triệu thẻ với 66,6 triệu tài khoản thanh toán cá nhân; 58,6% người trưởng thành có thẻ ATM. Theo NHNN tính đến quý II năm 2018 đã có tới 18,287 cây ATM với hơn 200,000 giao dịch đạt tổng giá trị giao dịch là 592,362 tỷ đồng. Các thiết bị khác như POS/EFTPOS/EDC cũng đã đạt đến 289,075 thiết bị với tổng giá trị giao dịch là 104,673 tỷ đồng. Việc sáp nhập thành công Smartlink vào Banknetvn và đổi tên thành Công ty Cổ phần thanh toán Quốc gia Việt Nam (Napas) đã tạo thuận lợi và hiệu quả hơn trong việc kết nối, chuyển mạnh thẻ, đây là bước đi quan trọng nhằm tạo nền tảng kỹ thuật cho việc phát triển thanh toán thẻ

Hạ tầng Internet: trong khoảng 92 triệu dân, có hơn 40% sử dụng Internet, trong đó 50% sử dụng vào việc mua hàng trực tuyến, 65% sử dụng Smartphone để truy cập. Tính đến nay, Việt nam có hơn 120 triệu thuê bao di động, 95% sử dụng Smartphone cho việc nghiên cứu sản phẩm, dịch vụ trước khi đưa ra quyết định mua hàng và 60% đã từng mua hàng. Điều này cho thấy phương thức thương mại truyền thống cần có sự chuyển dịch nhằm thích ứng với quá trình mua hàng tiêu dùng

Hạ tầng viễn thông, di động: hạ tầng viễn thông tiếp tục được các doanh nghiệp chú trọng đầu tư tới vùng sâu, vùng xa. 6 tháng đầu năm 2018, các doanh nghiệp viễn thông đã phát triển thêm được 22.665 trạm BTS, 19.865 km cáp quang, với tỷ lệ phủ sóng di động đạt 95% diện tích cả nước, tỷ lệ người sử dụng internet là 59,37% dân số. Tốc độ mạng đứng thứ 2 Đông Nam Á chỉ sau Sing. Hệ thống ATM phân bố không đều, phát triển khá nhanh ở các vùng thành thị, trung tâm nhưng lại thưa vắng tại khu vực nông thôn, miền núi. Một số cây ATM tại các khu vực trung tâm, nơi đông dân cư... thường xuyên báo ngừng hoặc hết tiền. Hệ thống máy POS dù tăng nhưng cũng vẫn ở mức thấp nhất thế giới. Theo phân tích của Viện Nghiên cứu Thương mại (Bộ

Công thương), mật độ 1 máy POS/1.000 dân (1.000 chủ thẻ ngân hàng) của Việt Nam được đánh giá là mức rất thấp so với các nước trong khu vực như Thái Lan là 5 máy, Ma-lai-xi-a 8 máy... Một số bộ phận dân cư vẫn chưa có đủ khả năng để sử dụng các công cụ hỗ trợ Fintech như smartphone, laptop, mạng viễn thông...

5. KẾT LUẬN VÀ KHUYẾN NGHỊ

Chỉ ra những tồn tại và nguyên nhân như sau:

Thứ nhất, tỷ lệ sử dụng các giải pháp tài chính điện tử vẫn còn khá thấp so với Thailand và Malaysia. Theo nghiên cứu của Iprice kết hợp với SocialBaker về sự tham gia của người dùng vào truyền thông xã hội trên các trang TMĐT ở mỗi quốc gia, Thái Lan có tỷ lệ tương tác cao nhất trên mỗi 1000 người yêu thích trang mạng xã hội khi đạt 237,6 điểm so với Việt Nam và Malaysia lần lượt là 208,9 và 109 điểm. Vì thế mà TMĐT ở Thái Lan phát triển hơn Việt Nam. Một lý do nữa khiến cho tỷ lệ sử dụng TMĐT ở Việt Nam cũng như Thái Lan thấp hơn các nước như Malaysia là do rào cản ngôn ngữ. Hơn nữa do người dân Việt Nam vẫn thích dùng tiền mặt để chi trả các bởi vì chưa nhận thức được sự thuận tiện của việc thanh toán online và cũng là do chưa có lòng tin vào hệ thống bảo mật

Thứ hai, có đến gần một nửa số Công ty là cung cấp dịch vụ thanh toán vì đây là thị trường có nhiều đối tượng sử dụng nhất, nhưng trong khi đó vẫn còn những dịch vụ điển cần được phát triển như dịch vụ tài chính doanh nghiệp nhằm hỗ trợ cho các doanh nghiệp nhỏ và vừa cạnh đó thì ứng dụng quản lý tài chính cá nhân cũng chưa được chú trọng nhiều khi mà các ứng dụng này chỉ chiếm từ 6-8% trong thị phần. Nguyên nhân là do thời gian để phát triển ứng dụng này lâu hơn thanh toán, chi phí để quảng cáo, phát triển sản phẩm cũng rất lớn, đặc biệt để chiếm được lòng tin và thay đổi lối tư duy cũ của các doanh nghiệp hiện nay là một bài toán khó

Thứ ba, hơn 70% dân số Việt Nam chưa được tiếp cận với dịch vụ ngân hàng. Rất nhiều người dân có nhu cầu nhưng lại chưa được cung cấp các dịch vụ phù hợp. Mạng lưới chi nhánh phân bố không đều khi chỉ tập trung ở các thành phố lớn và gặp khó khăn về vị trí địa lý. Đặc biệt, hạn chế vô cùng lớn là nằm ở giáo dục tài chính, tỷ lệ người trưởng thành có hiểu biết về tài chính ở Việt Nam vẫn còn rất thấp so với các nước lân cận, các khu vực như miền núi và nông thôn vẫn còn thói quen tiêu dùng cũ và chưa được tiếp cận với sự tiện lợi của các công nghệ tài chính

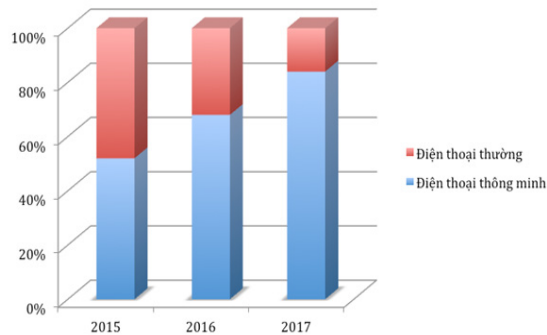
Thứ tư, Mặc dù thống kê tỷ lệ tăng trưởng thương mại điện tử thuộc top đầu cho thế giới nhưng theo số liệu ở biểu đồ 6 lượng giao dịch bằng tiền mặt lại lên tới gần 95%. Lý do là người dân vẫn chưa đặt hết niềm tin vào dịch vụ giao dịch trực tuyến, bên cạnh đó một số bộ phận dân cư vẫn chưa tiếp cận được với các công nghệ tân tiến này là vì lý do địa lý, tiềm lực tài chính không đủ để thực hiện hoặc gặp khó khăn về mặt giấy tờ khi mở tài khoản ngân hàng. TMĐT ở Việt Nam chỉ là sân chơi của những tên tuổi lớn trên thế giới, đặc biệt là các Công ty lớn ở Trung Quốc điển hình như Alibaba đã thu tóm hầu hết các startup TMĐT ở Việt Nam. Có thể hiểu rằng là do các doanh nghiệp tài chính Việt Nam chưa có đủ kinh nghiệm trong việc quản trị năng lực tài chính và công nghệ, thiếu hụt về nguồn vốn và nguồn nhân lực cũng hạn chế lớn để phát triển TMĐT ở Việt Nam

Giải pháp tăng cường áp dụng Fintech tại Việt Nam trong điều kiện hiện nay

Giải pháp 1, khi người tiêu dùng Việt Nam luôn ưu tiên mua hàng qua website thương mại điện tử ở nước ngoài vì đó là những website nổi tiếng, đi đầu và đã lấy được lòng tin của mọi người trên thế giới. Các doanh nghiệp Fintech ở Việt Nam nói chung và các doanh nghiệp TMĐT ở Việt Nam nói riêng cần phải tập trung xây dựng niềm tin cho người sử dụng. Việc marketing để chứng minh cho người dùng thấy tính năng nổi bật và sự tiện lợi đặc biệt thông qua tiếp thị bằng trực quan, làm mẫu trực tiếp cho người tiêu dùng. Theo dự báo hết năm 2018 sẽ có tới hơn 60 triệu smartphone tại Việt Nam và tỷ lệ máy kết nối Internet trên 50% và vẫn đang tăng lên, để tận dụng điều này các doanh nghiệp Fintech phát triển sản phẩm theo hướng

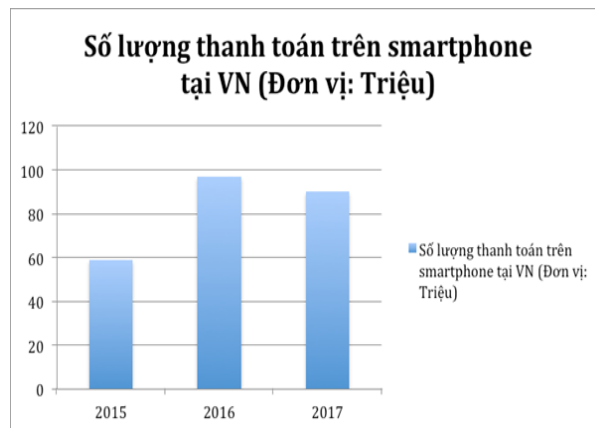
càng tiện lợi sử dụng qua di động càng tốt, yếu tố an toàn và bảo mật là yếu tố thiết yếu hàng đầu, sẽ rất tốt nếu các doanh nghiệp tích hợp được với càng hình thức bảo mật thông minh hiện nay như vân tay, faceid...

Sơ đồ 10. Tỷ lệ sử dụng smartphone tại Việt Nam



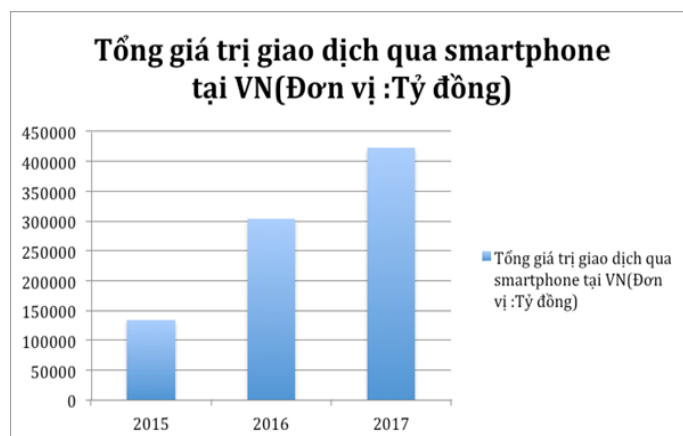
(Nguồn: Nielsen VietNam SmarttPhone insight report)

Sơ đồ 11. Số lượng thanh toán trên smartphone tại Việt Nam



(Nguồn: Diễn đàn Thanh toán điện tử Việt Nam 2017, Vụ Thanh toán, NHNN)

Sơ đồ 12. Tổng giá trị giao dịch qua smartphone tại Việt Nam



(Nguồn: Diễn đàn Thanh toán điện tử Việt Nam 2017, Vụ Thanh toán, NHNN)

Có thể thấy sự tăng trưởng về mức độ sử dụng smartphone ở Việt Nam tăng mạnh trong 3 năm từ 2015-2017, đồng thời khi đó số lượng giao dịch qua di động cũng tăng lên, mặc dù ở năm 2017 có giảm nhẹ so với năm 2016 nhưng tổng giá trị giao dịch lại hơn hẳn. Tổng giá trị giao dịch qua smartphone đã tăng gấp 3 lần chỉ trong vòng 3 năm. Chứng tỏ rằng cứ theo đà tăng mạnh này thì việc hướng các doanh nghiệp tập trung phát triển sản phẩm về smartphone là một giải pháp tối ưu

Giải pháp 2, Giống như thị trường tài chính toàn cầu, các nhà cung cấp fintech đang phải đầu đầu với hàng loạt thách thức, đặc biệt là tính ổn định trong các dịch vụ. Cần tăng thêm số lượng công ty tham gia đầu tư và sự đa dạng trong các dịch vụ Fintech. Các Công ty Fintech ở Việt Nam hiện nay chủ yếu cung cấp dịch vụ thanh toán, do đó cần hướng các doanh nghiệp sang Fintech sang các lĩnh vực khác như quản lý tài sản, quản lý thanh khoản, quản lý rủi ro, bảo hiểm...điều này sẽ đáp ứng được nhu cầu của khách hàng cũng như giúp họ có nhiều sự lựa chọn hơn

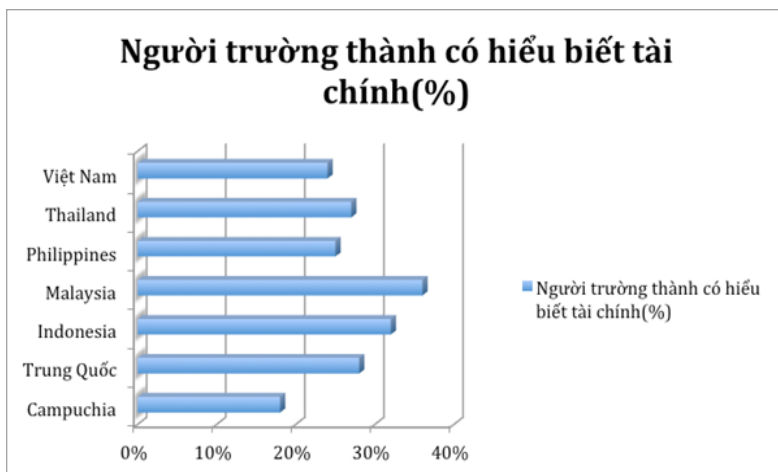
Giải pháp 3, Thách thức tiếp theo là đến từ nhận thức của khách hàng đối với sản phẩm Fintech. Sự yếu kém trong khâu phổ cập dịch vụ làm cho rất nhiều đối tượng khách hàng không được tiếp cận hoặc có tiếp cận nhưng chưa nắm rõ công nghệ. Cảnh đó hị trường nông thôn hiện nay đang bị các Fintech bỏ trống trong khi thị trường này chiếm tới 65% dân số. Để khai phá hết thị trường này, các Công ty nên thiết kế các sản phẩm có thể dùng với điện thoại cơ bản mà không cần Internet, phù hợp với thói quen sử dụng điện thoại và điều kiện kinh tế phát triển của người dân vùng sâu vùng xa. Trong khi đó chi phí để mở điểm giao dịch cho nạp và rút tiền ở nông thôn, vùng sâu xa là rất lớn nên như so sánh với các nguồn thu khác cho nên giải pháp tối ưu là phát triển ứng dụng ví điện tử tại các khu vực này. Đi đầu trong giải pháp này là ViettelPay khi có tới hơn 120000 điểm giao dịch và rút tiền phân phối trải rộng đến từng làng xã

Giải pháp 4, khi ngân hàng sử dụng Fintech, sự phối hợp này giữa hai yếu tố này là rất cần thiết để là tiền đề giúp các nhà lãnh đạo, các nhà hoạch định chính sách tạo nên được một thị trường tài chính phát triển an toàn và hiệu quả trong tương lai, đáp ứng được kỳ vọng của người sử dụng. Các chuyên gia cao cấp nước ngoài cho rằng, các nhà hoạch định chính sách cần thay đổi theo người tiêu dùng. Nếu có được một hành lang pháp lý chuẩn mực sẽ dễ dàng hơn trong việc triển khai dịch vụ tài chính linh hoạt. Nhà nước nên lập ra mục tiêu hoàn thiện khuôn khổ pháp lý cũng như tạo một hệ sinh thái lành mạnh, đồng bộ cho các công ty Fintech cung ứng các dịch vụ, giải pháp trong lĩnh vực ngân hàng. Về độ an toàn, tại Việt Nam, các nhà cung cấp dịch vụ vẫn còn xem nhẹ vấn đề bảo mật an ninh. Thông tin cá nhân của khách hàng luôn là miếng mồi ngon của tin tặc. Vì thế, tương lai các nhà quản lý nên chú trọng vào việc chứng thực cá nhân đối với các tài khoản trực tuyến. Các công nghệ như faceid, vân tay...được dự báo sẽ phổ biến hơn ở các hệ thống doanh nghiệp hay ngân hàng. Ngoài ra cần nâng cao ý thức người sử dụng để họ có ý thức trong việc tự bảo mật những thông tin cá nhân như họ và tên, số chứng minh nhân dân, địa chỉ, ngày tháng năm sinh, số tài khoản... Điều này làm gia tăng mạnh nguy cơ ảnh hưởng đến tài khoản của chính người tiêu dùng cũng như các tổ chức tài chính.

Giải pháp 5, ngoài ra các nhà cung cấp dịch vụ nên có cái giải pháp giáo dục tài chính. Để giúp hiểu rõ về Fintech, các nhà đầu tư cần được hỗ trợ kiến thức cũng như những hướng dẫn, cố vấn đúng đắn từ các tổ chức tài chính, các chuyên gia và các nhà đầu tư. Nhà nước nên đẩy mạnh việc giáo dục tài chính thông qua các buổi hội thảo, giải đáp khúc mắc hay các buổi giới thiệu sản phẩm. Đối với người dùng tại Việt Nam, các nhà cung cấp phải có những khoá học hay buổi tọa đàm hướng dẫn và giải thích. Các trường đại học, cũng như các tổ chức giáo dục hiện nay đang từng bước đi vào công tác giáo dục Fintech cho thế hệ trẻ. Điển hình như Đại học Kinh tế, Đại học Quốc Gia đã có những đổi mới như liên kết với ASIA University để đào tạo chương trình cử nhân Công nghệ Tài chính đầu tiên tại Việt Nam, mục đích chính là đào tạo ra thế

hệ nhân lực có kiến thức chuyên môn cao về Fintech kết hợp với đó là hội thảo quốc tế Giáo dục tài chính trong bối cảnh đẩy mạnh phổ cập tài chính ở Việt Nam. Với sự hợp tác của Viện kế toán Công chứng Vương quốc Anh và xứ Wales (ICAEW)

Sơ đồ 13. Tỷ lệ người trưởng thành có hiểu biết tài chính



(Nguồn: Điều tra về hiểu biết tài chính toàn cầu của Standard & Poor's năm 2014)

Qua Sơ đồ trên có thể thấy nếu so sánh với các nước trong khu vực thì tỷ lệ người trưởng thành có hiểu biết về tài chính ở Việt Nam vẫn chỉ ở mức trung bình với 24% đồng nghĩa với việc lượng người được tiếp cận với công nghệ tài chính cũng không nhiều. Sau 3 năm, đến năm 2017 theo thông kê của NHNN thì đã có 58,6% người trưởng thành sở hữu tài khoản và thẻ ATM. Điều này cho thấy Việt Nam đã có những thành công nhất định trong việc giáo dục tài chính đối với người dân. Thời gian gần đây khi nền kinh tế đang trong công cuộc cách mạng 4.0 thì việc đầu tư cho giáo dục, phổ cập kiến thức về công nghệ tài chính là điều cần thiết để thúc đẩy Fintech tại Việt Nam

6. LỜI CẢM ƠN (KNOWLEDEGMENTS)

Bài viết Tăng cường vận dụng Fintech trong thúc đẩy tài chính toàn diện tại Việt Nam hiện nay được thực hiện theo đề tài trọng điểm cấp Nhà nước Thúc đẩy tài chính toàn diện tại Việt Nam. Đây là kết quả làm việc của nhóm nghiên cứu, xuất phát từ việc đánh giá thực trạng áp dụng Fintech hiện nay trong hoạt động tài chính. Nhóm Tác giả xin chân thành cảm ơn sự quan tâm, hỗ trợ của đồng nghiệp và Hội đồng khoa học đã góp ý, tạo điều kiện trong suốt thời gian thực hiện bài viết

DANH MỤC TÀI LIỆU THAM KHẢO

Government

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TÁC ĐỘNG CỦA XUẤT KHẨU ĐẾN NĂNG SUẤT CÁC DOANH NGHIỆP TẠI VIỆT NAM

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TÓM TẮT: Trong những năm qua, diễn biến xuất khẩu của Việt Nam phụ thuộc rất nhiều vào tín hiệu và tình hình thực tiễn tại một số thị trường truyền thống như Hoa Kỳ, EU, Nhật Bản, các nước ASEAN, Trung Quốc. Việc xuất hiện những yếu tố bất lợi từ các thị trường này thường khiến doanh nghiệp xuất khẩu Việt Nam gặp nhiều khó khăn có thể gây ra những thiệt hại. Chính vì vậy, vấn đề này dấy lên những hoài nghi về tác động tích cực của xuất khẩu tới năng suất nhân tố tổng hợp của doanh nghiệp cả ở góc độ lý luận và thực tiễn. Nghiên cứu này tập trung vào đánh giá tác động của xuất khẩu phối hợp với các yếu tố đặc trưng của doanh nghiệp đến năng suất nhân tố tổng hợp các doanh nghiệp trong ngành thủy sản ở Việt Nam bằng cách sử dụng phương pháp ước lượng vững hàm sản xuất bằng kết hợp các kỹ thuật tham số và bán tham số của Levinshon –Petrin, sau đó sử dụng năng suất làm biến phụ thuộc ước lượng tác động của xuất khẩu và các đặc trưng của các doanh nghiệp. Kết quả cho thấy ảnh hưởng tích cực của xuất khẩu tới năng suất nhân tố tổng hợp của các doanh nghiệp, ảnh hưởng dương của chất lượng lao động, hệ số vay vốn bên ngoài, trang bị vốn trên đầu người, biến tuổi doanh nghiệp tới năng suất nhân tố tổng hợp. Các doanh nghiệp xuất khẩu có quy mô lớn hơn thì năng suất nhân tố tổng hợp cao hơn, các doanh nghiệp quy mô vừa và nhỏ hiện nay mức độ hấp thụ hiệu ứng tích cực từ xuất khẩu còn thấp, mà nhóm này lại tập trung nhiều doanh nghiệp nhất. Nghiên cứu còn chỉ ra ngành nông lâm thủy sản có sự hấp thụ tích cực từ xuất khẩu là lớn nhất, còn ngành mang tính chủ chốt là ngành công nghiệp chế biến lại thấp nhất.

Từ khóa: Xuất khẩu; TFP; Levinshon-Petrin

1. CƠ SỞ LÝ THUYẾT VÀ KHUNG PHÂN TÍCH TÁC ĐỘNG CỦA XUẤT KHẨU ĐẾN NĂNG SUẤT CÁC DOANH NGHIỆP

Trên thế giới đã có một số công trình nghiên cứu định lượng liên quan đến vấn đề tác động của xuất khẩu đến năng suất. Các nghiên cứu được thực hiện tại các nước phát triển điển hình như Đức (Bernard và Wagner, 1997), Mỹ (Bernard và Jensen, 1999), Canada (Baldwin và Gu, 2003), Anh (Greenaway và Kneller, 2004) đến những nước đang phát triển như Colombia, Mexico và Morocco (Clerides và ctg, 1998) đều đi đến kết luận những DN có năng suất cao hơn khi gia nhập vào thị trường xuất khẩu. Tuy nhiên cũng có những nghiên cứu tìm thấy tác động tiêu cực của xuất khẩu tới năng suất của DN, hoặc chỉ tìm thấy tác động nhân quả theo chiều ngược lại, một số khác thì tìm thấy tác động mờ nhạt, không tìm được tác động cụ thể của xuất khẩu tới năng suất các doanh nghiệp điển hình như nghiên cứu của Panayiotis và Christopoulos (2005), Mah (2005) và Tang (2006), Shujaat (2012), kết luận rằng cả trong ngắn hạn và dài hạn tăng năng suất hướng về xuất khẩu chưa giúp nền kinh tế thoát khỏi tình trạng trì trệ kéo

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dài. Trong trường hợp của Việt Nam, có một số nghiên cứu thực chứng khác về vấn đề trên, trong đó tác giả Phan Minh Ngọc và các cộng sự (2003), nghiên cứu của Phạm Mai Anh (2008) đã có nghiên cứu đăng trên ASEAN Economic Bulletin lại cho kết quả khá bất ngờ. Trong nghiên cứu này, đo lường trực tiếp đóng góp của xuất khẩu vào năng suất của DN trong suốt thời kỳ trên và sau này mở rộng thêm đến các năm gần đây, sau khi đã tách bạch ảnh hưởng của các nhân tố khác, như đầu tư và lao động. Kết luận chính của nghiên cứu này là xuất khẩu không phải là động lực cho việc tăng năng suất lao động của DN ở Việt Nam. Những kết luận không hoàn toàn thống nhất về tác động của xuất khẩu tới năng suất của doanh nghiệp khiến cho chủ đề này, cho tới nay, vẫn còn mang tính thời sự, đồng thời khuyến khích các nghiên cứu đi tìm lời giải đáp cho vấn đề: “Tác động của xuất khẩu lên năng suất của các doanh nghiệp ở Việt Nam”.

Xây dựng mô hình đánh giá tác động của xuất khẩu đến năng suất các nhân tố tổng hợp và năng suất lao động của các doanh nghiệp Việt Nam

Mô hình lý thuyết sử dụng để phân tích tác động của xuất khẩu đến năng suất của các doanh nghiệp dựa theo Joachim Wagner (2005), tác giả phát triển có dạng như sau:

$$\begin{aligned} \ln TFP_{jt} = & \alpha_0 + \alpha_1 \ln EX_{jt} + \alpha_2 KL_{jt} + \alpha_3 LC_{jt} + \alpha_4 Vng_{jt} + \alpha_5 Lhdn_{jt} \\ & + \alpha_6 nganh_{jt} + \alpha_7 quymo_{jt} + \alpha_8 tuoi_{jt} + e_{jt} \end{aligned}$$

Trong đó: j là chỉ số của doanh nghiệp

t là chỉ số của năm

e là một thuật ngữ nhiễu

Biến phụ thuộc của mô hình:

TFP: Năng suất nhân tố tổng hợp của doanh nghiệp được ước lượng theo phương pháp Levinshon Petrin

Tác giả sử dụng phần mềm stata 13 để tính toán năng suất nhân tố tổng hợp với phương pháp bán tham số ước lượng hàm sản xuất của Levinshon-Petrin để ước lượng năng suất TFP. Phương pháp ước lượng vững hàm sản xuất bằng kết hợp các kỹ thuật tham số và bán tham số của Levinshon và Petrin (2003) sử dụng nguyên liệu để điều chỉnh sự chệch do tính đồng thời.

Xét hàm sản xuất Cobb-Douglas sau đây:

$$y_{it} = \beta_k k_{it} + \beta_l l_{it} + \omega_{it} + \varepsilon_{it} \quad (1)$$

Ở đây là log của giá trị gia tăng, là log của tư bản, là log của lao động. Các số hạng và không được quan sát bởi các nhà kinh tế nhưng công ty quan sát được. Điều này dẫn đến một vấn đề do tính đồng thời, vì có thể tương quan với sự lựa chọn tư bản và lao động. Levinshon và Petrin giả thiết rằng, ở đây là đầu vào trung gian, và chỉ ra rằng quan hệ này là đơn điệu tăng theo. Do vậy, hàm đầu vào trung gian có thể đảo lại để thu được

Khi đó phương trình (1) trở thành:

$$y_{it} = \beta_l l_{it} + \varphi_t(m_{it}, k_{it}) + \varepsilon_{it} \quad (2)$$

Ở đây, ước lượng Levinshon - Petrin đòi hỏi 2 bước. Trong bước thứ nhất, phương trình (2) được ước lượng khi xử lý bằng cách phi tham số, cho ta các ước lượng đối với các đầu vào lao động. Như trong Levinshon và Petrin, sử dụng giả thiết điện là đầu vào trung gian cho phép xác định độ co giãn của tư bản. Sau khi đã ước lượng được hàm sản xuất bằng phương pháp bán tham số thì nhiệm vụ quan trọng là dự báo năng suất cho từng doanh nghiệp. Năng suất nhân tố tổng hợp đối với doanh nghiệp i, năm t sẽ tính được theo công thức sau:

$$TFP_{it} = y_{it} - \hat{\beta}_l l_{it} - \hat{\beta}_m m_{it} - \hat{\beta}_k k_{it} \quad (3).$$

Độ đo TFP này gắn với công nghệ cụ thể. Ở đây tfp_{it} là logarit của TFP, y_{it} là mức đầu ra thực của đầu ra đối với nhà máy i tại thời điểm t . l_{it} , m_{it} , k_{it} biểu thị mức logarit của lao động, nguyên liệu, và tư bản đối với nhà máy i tại thời điểm t . Các $\hat{\beta}$ với chỉ số thích hợp là các ước lượng tham số thu được từ ước lượng hàm sản xuất.

Biến độc lập của mô hình:

✓ EX: Giá trị xuất khẩu của các doanh nghiệp năm 2010-2016

✓ LC=w/L là thu nhập trên đầu người, được dùng làm biến xấp xỉ cho chất lượng lao động; Về mức lương trung bình của công nhân trong doanh nghiệp. Ở nghiên cứu của David Greenaway và Richar Kneller (2004) thì những doanh nghiệp xuất khẩu có quy mô lớn thì mức lương trung bình cho nhân viên càng cao. Một doanh nghiệp với mức lương trung bình cao thể hiện sự tập trung đầu tư cho các công nhân có kỹ năng và tay nghề theo Arnold J M và Hussinger K (2005). Như vậy các doanh nghiệp có một mức lương trung bình cao sẽ thúc đẩy năng suất của các doanh nghiệp tăng lên.

✓ KL là vốn trên đầu công nhân biểu thị mức trang bị vốn trên đầu người của doanh nghiệp. Được tính bằng Tổng vốn trên tổng số lượng lao động của DN. Với vốn được tính bằng tổng giá trị tài sản hữu hình được qui đổi ra giá trị tiền (Grossman và Helpman, 1991; Bernard và Wagner, 1997; Clerides và ctg, 1998; Bernard và Jensen, 1999; Giles và Williams, 2000).

✓ Vng=(1-vốn chủ sở hữu)/ tổng nguồn vốn, biểu thị vốn vay từ bên ngoài

✓ Quy mô doanh nghiệp (quymo). Theo một số nghiên cứu như của Bernard và cộng sự (1999), Arnold J M và Hussinger K (2005) họ dùng số lượng nhân công trong doanh nghiệp để diễn tả cho quy mô của doanh nghiệp, theo đó thì số lượng nhân viên trong doanh nghiệp xuất khẩu thường cao hơn doanh nghiệp không xuất khẩu, và những doanh nghiệp lớn hơn thường có số lượng nhân viên hay công nhân nhiều hơn. Chính vì vậy mà tác giả cũng sẽ dùng biến này đại diện cho quy mô của một doanh nghiệp và nó có thể giảm đi tính sai lệch trong mẫu của doanh nghiệp. Theo lý thuyết về tính kinh tế theo quy mô, khi doanh nghiệp mở rộng quy mô sản xuất thì sẽ giúp giảm chi phí cố định, tăng hiệu quả sản xuất. Mặt khác, khi mở rộng sản xuất, đồng nghĩa doanh nghiệp đầu tư cải tiến công nghệ, nâng cao trình độ quản lý. Vì vậy, quy mô sản xuất của doanh nghiệp được kỳ vọng tác động tích cực đến việc tham gia thị trường xuất khẩu. Quy mô doanh nghiệp được phân chia như sau: Doanh nghiệp siêu nhỏ, doanh nghiệp nhỏ, doanh nghiệp vừa và doanh nghiệp lớn (Căn cứ vào nghị định 56/2009/ NĐ-CP ngày 30/06/2009) - xem thêm phụ lục

✓ Biến giả đại diện cho ngành sản xuất của các doanh nghiệp (nganh). Các tài liệu của các tác giả đã nghiên cứu trước đây như: Castellani, D (2001), Ferragina và Quintieri (2000) và Saladini (1997), Bernard and Wagner (1997) đều sử dụng các biến giả về ngành trong các bài nghiên cứu của họ. Với biến này có thể giúp các nhà nghiên cứu xác định xem những ngành nào đang chiếm ưu thế với năng suất cao và thường phân bố ở khu vực nào từ ảnh hưởng của việc xuất khẩu. Tác giả sử dụng biến giả cho 3 nhóm ngành xuất khẩu theo 3 lĩnh vực (i) Hàng nông lâm, thủy sản; (ii) Nguyên, nhiên liệu và khai khoáng và (iii) Công nghiệp chế biến

✓ Biến tuổi: Tuổi của doanh nghiệp được xác định bằng năm sản xuất kinh doanh.

✓ Biến giả loại hình doanh nghiệp (lhdn): Được xác định theo kết quả khảo sát với 13 loại hình DN Việt Nam qui định. Tác giả dựa vào luật doanh nghiệp sửa đổi năm 2014, gộp thành 3 loại hình : Doanh nghiệp nhà nước, doanh nghiệp ngoài nhà nước, doanh nghiệp có vốn nước ngoài (FDI)

Phương pháp thực hiện ước lượng

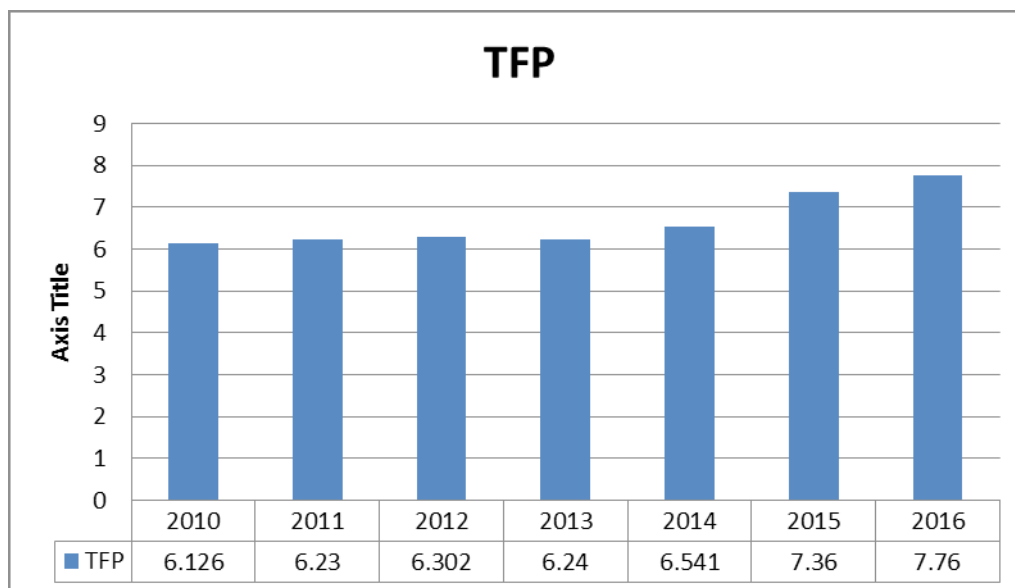
Việc sử dụng các phương pháp ước lượng không phù hợp cho mô hình đang xét có thể dẫn đến các vấn đề về độ tin cậy (bị chệch), tính hiệu quả của kết quả ước lượng. Ngoài ra, nếu mô hình được chọn tồn tại các vấn đề như biến nội sinh, sự tự tương quan của sai số thì mô hình sẽ gặp vấn đề dẫn đến kết quả ước lượng bị thiên chệch và không tin cậy. Tác giả kiểm tra hiện tượng nội sinh bằng cách: i) ước lượng mô hình (4) bằng OLS và tạo phần dư, ii) ước lượng OLS cho mô hình giữa phần dư và các biến độc lập. Kết quả cho thấy không có tương quan giữa các biến độc lập và nhiễu (F- statistic rất nhỏ). Do đó, vấn đề nội sinh trong mô hình đã được loại trừ. Sau đó tác giả kiểm định lựa chọn phương pháp ước lượng phù hợp. Có 3 phương pháp thường được sử dụng là: ước lượng thô (pooled OLS), tác động cố định (FE) và tác động ngẫu nhiên (RE). Sự phù hợp của ước lượng FE và RE được kiểm chứng trên cơ sở so sánh với ước lượng Pooled OLS, phương pháp nhân tử Lagrange (LM) với kiểm định Breusch-Pagan được sử dụng để kiểm chứng tính phù hợp của ước lượng (Baltagi, 2008 trang 319). Kiểm định Hausman sẽ được sử dụng để lựa chọn phương pháp ước lượng phù hợp giữa hai ước lượng FE và RE (Baltagi, 2008 trang 320; Gujarati, 2004 trang 652). Từ trên khi lựa chọn được phương pháp ước lượng thì tác giả kiểm tra đa cộng tuyến, phương sai thay đổi và tự tương quan. Nếu mô hình cho thấy mô hình không có hiện tượng đa cộng tuyến, tuy nhiên, mô hình tồn tại phương sai thay đổi và tự tương quan bậc 1 (HAC) thì giải pháp tối ưu khắc phục vấn đề HAC là kỹ thuật ước lượng bình phương bé nhất tổng quả khả thi (FGLS), trên Stata là sử dụng câu lệnh xtglsl (Judge, Hill et al, 1988).

2. MÔ TẢ SỐ LIỆU

Số liệu sử dụng trong nghiên cứu này là số liệu phù hợp dựa trên điều tra doanh nghiệp hàng năm của Tổng cục Thống kê trong 7 năm (từ năm 2010 đến năm 2016) của các doanh nghiệp. Số liệu điều tra mẫu của nhóm doanh nghiệp xuất khẩu là 22953 quan sát trong 7 năm. Các thông tin chủ yếu của các doanh nghiệp như loại hình doanh nghiệp, ngành nghề kinh doanh, lao động, vốn, tài sản, khấu hao, thu nhập người lao động, lương thưởng và tài sản cố định, lợi nhuận, doanh thu của các doanh nghiệp. Biến lao động (L) tính bằng đơn vị người thể hiện bằng số công nhân có việc làm trong năm. Số liệu về lượng vốn (K) và giá trị gia tăng (GTGT), doanh thu (DTHU) được tính bằng đơn vị triệu đồng, được điều chỉnh theo chỉ số giảm phát năm gốc là 1994. Các doanh nghiệp mà tuổi đời doanh nghiệp, tổng tài sản, doanh thu, lao động không dương bị loại bỏ. Trong nghiên cứu này giá trị gia tăng (GTGT) được sử dụng để ước tính năng suất nhân tố tổng hợp. Tuy nhiên, dữ liệu về giá trị gia tăng không có sẵn và cần được tính toán từ các thành phần liên quan. Theo Tổng cục Thống kê, giá trị gia tăng được xác định bằng tổng của hai thành phần là: (i) phân bù lao động và (ii) chi phí thuê vốn. Vì vậy, trong nghiên cứu này giá trị gia tăng sẽ được đo lường dựa trên cách tiếp cận nhân tố thu nhập, phương pháp xác định thu nhập của lao động và vốn một cách riêng biệt. Thông tin về phân bù thu nhập, khấu hao tài sản cố định, và lợi nhuận sẵn có trong điều tra công ty. Các đầu vào trung gian được dùng làm biến điều khiển để ước lượng năng suất nhân tố tổng hợp theo kỹ thuật bán tham số và được tính toán bằng việc lấy tổng doanh thu trừ đi giá trị gia tăng ở giá cố định. Mô tả về mẫu số liệu điều tra cho thấy DN xuất khẩu chủ yếu ở quy mô nhỏ và lớn, doanh nghiệp ngoài quốc doanh, và doanh nghiệp FDI, xuất hiện ít ở quy mô siêu nhỏ. Thêm vào đó, chủ yếu các doanh nghiệp có xuất khẩu tập trung nhiều nhất ở ngành công nghiệp chế biến. Các doanh nghiệp trong ngành nông lâm thủy sản chủ yếu là doanh nghiệp xuất khẩu có quy mô nhỏ chiếm vượt trội, ngành khai khoáng và công nghiệp chế biến thì nằm tập trung chủ yếu ở cả lớn và nhỏ.

3. KẾT QUẢ ƯỚC LƯỢNG

3.1. Năng suất nhân tố tổng hợp của các doanh nghiệp xuất khẩu



Nguồn: Tính toán của tác giả từ số liệu Điều tra Doanh nghiệp

Biểu 1. TFP của các doanh nghiệp Việt Nam giai đoạn 2010-2016

Ta nhận thấy, nhìn chung TFP các doanh nghiệp xuất khẩu có xu hướng gia tăng dần trong giai đoạn 2010-2016, chỉ có năm 2013 giảm nhẹ. Năm 2015, 2016 năng suất của các doanh nghiệp có xuất khẩu có bước tiến cao hơn hẳn so với những năm trước. Như vậy có thể thấy, trong những năm qua, các doanh nghiệp xuất khẩu, cũng như nhà nước cũng đã tích cực trong việc nâng cao năng suất. Để tiếp tục phát triển trong giai đoạn tiếp theo, Việt Nam cần có những chính sách hỗ trợ cho doanh nghiệp cũng như đồng hành cùng doanh nghiệp, nâng cao tốc độ tăng TFP dựa trên cải thiện các yếu tố đóng góp vào TFP như: giáo dục và đào tạo; phát triển khoa học và công nghệ, cơ cấu lại nền kinh tế, kích thích phát triển sản xuất.

3.2. Ước lượng mô hình hồi quy tác động của xuất khẩu đến năng suất nhân tố tổng hợp các doanh nghiệp

3.2.1. Ước lượng mô hình hồi quy tác động của xuất khẩu đến năng suất nhân tố phối hợp các đặc trưng doanh nghiệp

Sau khi thực hiện các kiểm định lựa chọn phương pháp ước lượng phù hợp thì kết quả là sử dụng phương pháp ảnh hưởng cố định (FEM). Tiến hành kiểm định Wooldridge test và kiểm định Modified Wald cho thấy mô hình có hiện tượng phương sai sai số thay đổi và tự tương quan. Tuy nhiên các hiện tượng này có thể được kiểm soát bằng phương pháp kỹ thuật FGLS.

Bảng 1: Hồi quy tác động của xuất khẩu đến TFP phối hợp đặc trưng doanh nghiệp

| Biến phụ thuộc(Lntfp) | Polled OLS Hệ số | REM Hệ số | FEM Hệ số | FGLS Hệ số |
|-----------------------|-----------------------|------------------------|------------------------|-----------------------|
| LnEx | 0.178*** (0.00816) | 0.0638*** (0.00528) | 0.0198*** (0.00569) | 0.178*** (0.00527) |
| Kl | 0.390*** (0.0146) | 0.409*** (0.0151) | 0.540*** (0.0206) | 0.390*** (0.0112) |

| | | | | |
|--------------------|---------------------------|---------------------------|---------------------------|---------------------------|
| Lc | 0.793*** (0.0408) | 0.395*** (0.0189) | 0.290*** (0.0190) | 0.793*** (0.0230) |
| Vng | 0.144*** (0.0230) | 0.0934*** (0.0192) | 0.0481** (0.0207) | 0.144*** (0.0181) |
| Tuoi | 0.000189*** (1.29e-05) | 0.000109*** (8.27e-06) | 8.16e-05*** (7.88e-06) | 0.000189*** (1.41e-05) |
| Breusch and Pagan | 367.58*** | | | |
| Hausman test | 254.37*** | | | |
| Wooldridge test | 15.223*** | | | |
| Modified Wald test | 8.0e+08*** | | | |

Nguồn: Ước lượng của tác giả từ số liệu của Điều tra Doanh nghiệp

*Ghi chú: '***' '**' và '*' chỉ ý nghĩa thống kê ở mức 1%, 5% và 10%.*

❖ *Ảnh hưởng của xuất khẩu đến TFP của các doanh nghiệp được thể hiện như sau:*

Dựa vào kết quả hồi quy bảng ta thấy, hệ số ước lượng của biến giá trị xuất khẩu dương (0.178) và có ý nghĩa thống kê ở mức cao. Điều này nói lên khi giá trị xuất khẩu tăng thì TFP cũng tăng. Khi xuất khẩu tăng lên 1% và các yếu tố khác không đổi thì TFP của doanh nghiệp tăng 0.178%. Vì vậy xuất khẩu có tác động tích cực đến TFP của các doanh nghiệp.

Thứ nhất, Khi các doanh nghiệp tham gia xuất khẩu thì họ sẽ hấp thụ, tích lũy kiến thức, ý tưởng, học hỏi qua xuất khẩu thông qua đối tác xuất khẩu. Từ đó, các doanh nghiệp nâng cao trình độ năng lực quản lý, tính sáng tạo, các ý tưởng trong việc sản xuất kinh doanh thúc đẩy tăng năng suất nhân tố tổng hợp.

Thứ hai, khi xuất khẩu tạo điều kiện cho các doanh nghiệp tiếp cận rộng rãi với kiến thức công nghệ, chuyển giao công nghệ thúc đẩy hoạt động nghiên cứu phát triển dẫn tới tiến bộ công nghệ, nhờ đó TFP tăng.

Thứ ba, Khi tham gia vào thị trường xuất khẩu đòi hỏi các doanh nghiệp tiếp xúc với công nghệ và cạnh tranh nước ngoài sẽ tạo ra áp lực thúc đẩy các doanh nghiệp phải đổi mới, ra sản phẩm đạt tiêu chuẩn quốc tế, sử dụng nguồn vốn hiệu quả hơn, kích thích mức tiến bộ công nghệ một cách nhanh chóng, tạo từ đó TFP tăng.

Tuy nhiên, hệ số này tương đối nhỏ (0.178%) cho thấy sự tác động tích cực của xuất khẩu đến năng suất nhân tố tổng hợp của các doanh nghiệp chưa rõ nét. Thực tế cũng thể hiện rõ điều này, sự phát triển non yếu năng lực về vốn, nhân lực, công nghệ và thị trường của đa số các doanh nghiệp hạn chế vì hầu hết các doanh nghiệp này là nhỏ và siêu nhỏ. Vì thiếu vốn nên các doanh nghiệp này không thể mua máy móc thiết bị, nhập khẩu công nghệ hiện đại để đổi mới và cải tiến công nghệ. Đầu tư cho nghiên cứu triển khai và nguồn vốn cho đào tạo nhân lực cũng không có nhiều, và thậm chí nhiều doanh nghiệp không có các khoản chi phí nghiên cứu công nghệ và khoa học. Đặc biệt, ngành công nghiệp hỗ trợ kém phát triển nên thiếu hụt trầm trọng về đầu vào tạo ra xuất khẩu. Khi các nhà cung cấp trong nước không có, hoặc không đủ, các doanh nghiệp chính buộc phải tìm kiếm nguồn cung cấp từ nước ngoài. Do ít chú ý tới các ngành công nghiệp phụ trợ nên mặc dù tốc độ tăng trưởng nhanh, nhưng nền kinh tế đã gắn chặt vào thị trường bên ngoài và dễ bị tác động bởi những sự biến đổi thăng trầm của thị trường các nước lớn. Theo nhận định của Bà Phùng Thị Lan Phương – Trưởng phòng FTA – Trung tâm WTO và hội nhập, VCCI: “Đến thời điểm

hiện tại vẫn có rất nhiều doanh nghiệp, đặc biệt là doanh nghiệp nhỏ và vừa chưa thực sự quan tâm và tìm hiểu các FTA nói chung và CPTPP nói riêng, 10/17 FTA Việt Nam tham gia đã có hiệu lực, nhưng doanh nghiệp Việt mới chỉ tận dụng được khoảng 30 – 40% ưu đãi thuế quan của các FTA mang lại”. Vì vậy, để thực sự hấp thụ được những hiệu ứng tích cực từ xuất khẩu thì các doanh nghiệp cần phải có sự bứt phá mạnh mẽ hơn nữa.

❖ *Ảnh hưởng của các yếu tố bên trong thể hiện đặc trưng của mỗi doanh nghiệp đến tăng trưởng TFP của các doanh nghiệp được thể hiện như sau:*

Các hệ số ước lượng của biến biểu thị tiền lương trung bình, mức trang bị vốn trên đầu người của doanh nghiệp và vốn vay từ bên ngoài đều có ý nghĩa thống kê cao với mức 1%.

Thứ nhất, Dấu Lc dương cho biết tiền lương trung bình tăng lên có tác động tích cực đến TFP của các doanh nghiệp. Khi tiền lương trung bình của doanh nghiệp tăng lên 1 đơn vị với điều kiện các yếu tố khác không đổi thì TFP của doanh nghiệp tăng lên 0.793%. Điều này chứng tỏ tiền lương là một trong những nhân tố quan trọng có thể dùng để cải thiện năng suất nhân tố tổng hợp của các doanh nghiệp. Nếu trình độ lao động càng cao thì doanh nghiệp càng phải tăng lương cho người lao động để giữ chân họ, điều này cũng tạo động lực cho người lao động làm việc hiệu quả, thúc đẩy lao động làm việc hiệu quả, sáng tạo, góp phần nâng cao TFP của các doanh nghiệp. Kết quả này cũng một phần chỉ ra chất lượng lao động của các doanh nghiệp ngày càng được nâng cao và sử dụng hiệu quả.

Thứ hai, hệ số mức độ trang bị vốn trên đầu người (KI) có hệ số ước lượng dương và có ý nghĩa về mặt thống kê. Khi mức trang bị vốn trên đầu người tăng 1 đơn vị thì năng suất nhân tố tổng hợp tăng 0.390%. Mỗi lao động được trang bị nhiều thiết bị, tư liệu sản xuất hơn kết hợp với số lượng lao động có tay nghề cao, qua đào tạo tăng lên sẽ làm cho việc sử dụng vốn hiệu quả, cũng như nâng cao chất lượng lao động, điều này làm tăng năng suất nhân tố tổng hợp của các doanh nghiệp.

Thứ ba, Hệ số ước lượng của biến biểu thị vốn vay từ bên ngoài mang giá trị dương (0.144) hệ và có ý nghĩa thống kê ở mức 1%. Đối với doanh nghiệp xuất khẩu, nguồn vốn bên ngoài khá quan trọng, khi được tiếp cận để mở rộng nguồn vốn, các doanh nghiệp mạnh dạn đầu tư thêm vào công nghệ, quy trình sản xuất để đưa ra những sản phẩm chất lượng tốt hơn, từ đó mới có thể cạnh tranh được với các sản phẩm khác trên thị trường quốc tế, cũng như đáp ứng được tiêu chuẩn của đối tác. Bên cạnh đó, các doanh nghiệp có thể tiếp tục mở rộng hoạt động giao thương, xuất nhập khẩu, góp phần vào nâng cao năng suất nhân tố tổng hợp của doanh nghiệp. Chính vì nắm bắt được tâm lý của doanh nghiệp, các dịch vụ hỗ trợ và cơ chế, chính sách về hỗ trợ ngày càng nhiều tạo thuận lợi cho doanh nghiệp. Bên cạnh đó, kết quả ước lượng cho thấy khi vốn vay bên ngoài tăng 1 đơn vị thì TFP của các doanh nghiệp xuất khẩu tăng 0.144%, điều này chứng tỏ doanh nghiệp xuất khẩu bước đầu đã sử dụng vốn vay bên ngoài khá hiệu quả.

Thứ tư, Hệ số biến tuổi của doanh nghiệp mang giá trị dương và có ý nghĩa thống kê, điều này thể hiện những doanh nghiệp lâu năm hơn, họ đã có nhiều năm kinh nghiệm nên việc hấp thụ những hiệu ứng tích cực từ xuất khẩu là dễ dàng hơn. Doanh nghiệp lâu năm hơn thường có năng lực sản xuất cũng như nguồn vốn sử dụng hiệu quả, tạo điều kiện ứng dụng hay học hỏi những công nghệ kỹ thuật cao một cách dễ dàng hơn từ đó tăng được năng suất nhân tố tổng hợp. Tuy nhiên cường độ tác động là rất bé, nên điều này cũng thấy mối quan hệ của biến tuổi tới TFP với cường độ bé, vì thực tế những doanh nghiệp trẻ tuổi, họ với lối tư duy mới, dám thử thách, và cũng được hỗ trợ nhiều hơn từ chính phủ, vì vậy những doanh nghiệp này cũng tăng TFP.

3.2.2. Ước lượng mô hình đánh giá tác động của xuất khẩu đến năng suất các nhân tố tổng hợp của các doanh nghiệp theo ngành

Bảng 2: Kết quả ước lượng mô hình đánh giá tác động của xuất khẩu đến TFP của các doanh nghiệp theo ngành

| | Ngành Nông- Lâm- Thủy Sản | Ngành Khai Khoáng | Ngành Công Nghiệp Chế Biến |
|------------------------|---------------------------|-------------------|----------------------------|
| Biến phụ thuộc (LnTFP) | Hệ số | Hệ số | Hệ số |
| LnEx | 0.327*** | 0.317*** | 0.180* |
| | 0.35 | 0.048 | 0.006 |
| Vng | 0.232** | 0.189 | 0.117*** |
| | 0.112 | 0.215 | 0.020 |
| Lc | 0.389*** | 0.935*** | 0.769*** |
| | 0.129 | 0.269 | 0.027 |
| Kl | 0.086 | 0.253* | 0.372*** |
| | 0.123 | 0.146 | 0.013 |
| Tuoi | 0.0002** | 0.0004*** | 0.0001*** |
| | 0.00008 | 0.0002 | 0.00002 |

Nguồn: Tính toán của tác giả từ số liệu Điều tra doanh nghiệp

Ghi chú: '***', '**' và '*' chỉ ý nghĩa thống kê ở mức 1%, 5% và 10%.

Dựa vào kết quả hồi quy bảng trên ta thấy, hệ số ước lượng của biến giá trị xuất khẩu dương trong cả 3 ngành và có ý nghĩa thống kê. Điều này nói lên khi giá trị xuất khẩu tăng thì TFP cũng tăng. Vì vậy xuất khẩu có tác động tích cực đến TFP của các doanh nghiệp. Đặc biệt hệ số của biến giá trị xuất khẩu ở ngành Khai khoáng, và nông lâm thủy sản cao hơn ngành công nghiệp chế biến. Đối với ngành khai khoáng, Việt Nam là quốc gia có nhiều tiềm năng về khoáng sản, trong 3 thập kỷ gần đây, các ngành công nghiệp khai thác của Việt Nam đã phát triển nhanh chóng và đóng góp đáng kể vào ngân sách nhà nước. Giá trị xuất khẩu của những mặt hàng ngành khai khoáng luôn giữ một vị trí cao trong những mặt hàng xuất khẩu chủ lực những năm qua. Các doanh nghiệp do thuận lợi về mặt tài nguyên, công nghệ và thiết bị đơn giản và có thể tự chế tạo trong nước, vốn đầu tư không lớn, có thị trường, lợi nhuận cao cho nên khai thác, chế biến ngành này càng tích cực phát triển, điều này dễ dàng thúc đẩy các doanh nghiệp nâng cao năng suất nhân tố tổng hợp khi tăng xuất khẩu. Tuy nhiên, điều này cũng là một trong những vấn đề đáng báo động trong những năm sắp tới, bởi hiện nay khai thác để xuất khẩu trong ngành chủ yếu lại là sản phẩm thô, và có tình trạng khai thác bừa bãi, bất hợp pháp, lãng phí tài nguyên, vì vậy chính phủ cần có những chính sách phù hợp và kịp thời. Còn ngành Nông- Lâm- Thủy Sản, mặc dù năng suất nhân tố tổng hợp của ngành này là thấp nhất, tuy nhiên sự tác động mạnh mẽ của xuất khẩu làm động lực tăng năng suất nhân tố tổng hợp ở đây là mạnh mẽ nhất trong giai đoạn nghiên cứu. Giai đoạn 2010- 2016 ngành này tích cực mở rộng thị trường, và xuất khẩu nhiều chủng loại hàng hóa hơn. Khi các doanh nghiệp hướng đến việc xuất khẩu thì buộc họ phải ứng dụng những kỹ năng, công nghệ nhiều hơn vào sản xuất để sản xuất để cho ra mặt hàng có giá trị, có tính cạnh tranh, sản xuất tập trung hơn chứ không tự phát như trước. Ngành công nghiệp chế biến đang dần tăng tỷ trọng trong các mặt hàng xuất khẩu, hiện tại đứng ở vị trí cao nhất, tuy nhiên hiện nay các doanh nghiệp ngoài việc tự thay đổi bản thân doanh nghiệp mình thì còn cần phải có sự hỗ trợ, kích thích nhiều hơn nữa từ chính phủ để tăng khả năng hấp thụ những hiệu ứng tích cực từ xuất khẩu để nâng cao năng suất nhân tố tổng hợp của các doanh nghiệp.

Hệ số biến vng không có ý nghĩa thống kê khai khoáng, nên chưa có cơ sở để có thể tìm ra ảnh hưởng từ nguồn vốn bên ngoài tới TFP các doanh nghiệp ở đây. Còn đối với ngành công nghiệp chế biến và nông

lâm thủy sản thì tác giả tìm thấy ảnh hưởng tích cực của nguồn vốn bên ngoài tới TFP các doanh nghiệp. Điều này, chứng tỏ nguồn vốn bên ngoài trong ngành này hiện tại được sử dụng khá hiệu quả, cũng như cho thấy thị trường tài chính Việt Nam cũng đã góp phần trong việc giúp các doanh nghiệp nâng cao năng suất.

Hệ số biến Lc có giá trị dương và có ý nghĩa thống kê ở cả 3 ngành cho thấy sự tác động tích cực của việc nâng cao tiền lương trung bình là một trong nhân tố tích cực làm tăng TFP của các doanh nghiệp trong cả ba ngành.

Hệ số biến Kl không có ý nghĩa thống kê ở ngành nông lâm thủy sản, nhưng có ý nghĩa thống kê ở ngành khai khoáng và ngành công nghiệp chế biến.

Hệ số biến tuổi của doanh nghiệp đều có ý nghĩa thống kê ở cả 3 ngành, và đều cho tác động tích cực tới TFP. Điều này thể hiện những doanh nghiệp lâu năm hơn, họ đã có nhiều năm kinh nghiệm nên việc hấp thụ những hiệu ứng tích cực từ xuất khẩu là dễ dàng hơn. Doanh nghiệp lâu năm hơn thường có năng lực sản xuất cũng như nguồn vốn sử dụng hiệu quả, tạo điều kiện ứng dụng hay học hỏi những công nghệ kỹ thuật cao một cách dễ dàng hơn từ đó tăng được năng suất nhân tố tổng hợp. Tuy nhiên cường độ tác động là rất bé, nên điều này cũng thấy mối quan hệ của biến tuổi tới TFP với cường độ bé, vì thực tế những doanh nghiệp trẻ tuổi, họ với lối tư duy mới, dám thử thách, và cũng được hỗ trợ nhiều hơn từ chính phủ, vì vậy những doanh nghiệp này cũng tăng TFP.

3.2.3. Ước lượng mô hình đánh giá tác động của xuất khẩu đến TFP của các doanh nghiệp theo quy mô doanh nghiệp

Bảng 3: Kết quả ước lượng mô hình đánh giá tác động của xuất khẩu đến TFP của các doanh nghiệp theo quy mô doanh nghiệp

| Biến phụ thuộc (LnTFP) | Doanh nghiệp siêu nhỏ | Doanh nghiệp nhỏ | Doanh nghiệp trung bình | Doanh nghiệp lớn |
|---------------------------|------------------------|------------------------|-------------------------|----------------------|
| | Hệ số | Hệ số | Hệ số | Hệ số |
| LnEx | 0.0134 (0.013) | 0.060*** (0.008) | 0.095*** (0.006) | 0.154*** (0.049) |
| Vng | -0.115*** (0.035) | 0.138*** (0.022) | 0.185*** (0.023) | 0.141*** (0.015) |
| Lc | 0.665*** (0.050) | 0.838*** (0.031) | 0.576*** (0.026) | 0.524*** (0.154) |
| Kl | 0.187*** (0.024) | 0.297*** (0.015) | 0.226*** (0.013) | 0.467*** (0.119) |
| Tuoi | 0.0002*** (0.00003) | 0.0002*** (0.00002) | 0.0001*** (0.00002) | 9.14e-06 (0.0001) |

Nguồn: Tính toán của tác giả từ số liệu Điều tra doanh nghiệp

*Ghi chú: '***', '**' và '*' chỉ ý nghĩa thống kê ở mức 1%, 5% và 10%.*

Dựa vào kết quả hồi quy bảng 3 ta thấy, hệ số biến giá trị xuất khẩu dương, có ý nghĩa thống kê (trừ các doanh nghiệp siêu nhỏ) và tăng dần theo quy mô điều này nói lên xuất khẩu có tác động tích cực đến TFP của các doanh nghiệp. Doanh nghiệp có quy mô lớn hơn có tác động mạnh mẽ nhiều hơn của việc tăng giá trị xuất khẩu đến tăng năng suất nhân tố tổng hợp ở các doanh nghiệp này. Doanh nghiệp càng lớn thì

thường có lực lượng sản xuất có trình độ kỹ thuật cao, có đội ngũ cán bộ hậu chuẩn, có tổ chức nghiên cứu và phát triển sản phẩm, tham gia cạnh tranh kỹ thuật cao, nên khi họ tham gia vào xuất khẩu thì dễ dàng hấp thụ hiệu ứng tích cực từ xuất khẩu, thúc đẩy mạnh mẽ tăng năng suất nhân tố tổng hợp.

Hệ số biến Vng có ý nghĩa thống kê ở hầu hết các quy mô doanh nghiệp và mang giá trị âm ở các doanh nghiệp có quy mô siêu nhỏ, cho thấy việc sử dụng vốn vay bên ngoài đang được sử dụng không hiệu quả, nguồn vốn càng lớn thì TFP càng giảm.

Hệ số biến Lc có giá trị dương và có ý nghĩa thống kê ở tất cả các quy mô doanh nghiệp cho thấy tác động tích cực của việc nâng cao tiền lương đến TFP.

Hệ số mức độ trang bị vốn trên đầu người (Kl) có hệ số ước lượng dương và có ý nghĩa về mặt thống kê. Mỗi lao động được trang bị nhiều thiết bị, tư liệu sản xuất hơn kết hợp với số lượng lao động có tay nghề cao, qua đào tạo tăng lên sẽ làm cho việc sử dụng vốn hiệu quả, cũng như nâng cao chất lượng lao động, điều này làm tăng năng suất nhân tố tổng hợp của các doanh nghiệp. Đối với những doanh nghiệp có quy mô lớn thì sức ảnh hưởng của việc trang bị vốn tới TFP cao hơn hẳn so với các quy mô còn lại. Khi mức trang bị vốn ở quy mô này tăng 1 đơn vị thì TFP tăng 0.467%. Điều này cũng dễ hiểu bởi, những doanh nghiệp lớn có lực lượng sản xuất có trình độ kỹ thuật cao, có đội ngũ cán bộ hậu chuẩn, có tổ chức nghiên cứu và phát triển sản phẩm, tham gia cạnh tranh kỹ thuật cao, nên việc trang bị vốn trên lao động trở nên hiệu quả hơn, kích thích tăng TFP mạnh mẽ.

Hệ số biến tuổi của doanh nghiệp có ý nghĩa thống kê ở quy mô nhỏ, siêu nhỏ, trung bình, còn quy mô lớn không có ý nghĩa thống kê. Điều này thể hiện những doanh nghiệp lâu năm hơn, họ đã có nhiều năm kinh nghiệm nên việc hấp thụ những hiệu ứng tích cực từ xuất khẩu là dễ dàng hơn. Doanh nghiệp lâu năm hơn thường có năng lực sản xuất cũng như nguồn vốn sử dụng hiệu quả, tạo điều kiện ứng dụng hay học hỏi những công nghệ kỹ thuật cao một cách dễ dàng hơn từ đó tăng được năng suất nhân tố tổng hợp.

3.2.4. Ước lượng mô hình đánh giá tác động của xuất khẩu đến TFP của các doanh nghiệp theo loại hình doanh nghiệp

Bảng 4: Kết quả ước lượng mô hình đánh giá tác động của xuất khẩu đến TFP của các doanh nghiệp theo loại hình doanh nghiệp

| Biến phụ thuộc (LnTFP) | DNNN | DN FDI | DNNQD |
|---------------------------|------------------------|-------------------------|------------------------|
| | Hệ số | Hệ số | Hệ số |
| LnEx | 0.16*** (0.014) | 0.202*** (0.013) | 0.174*** (0.006) |
| Vng | 0.127** (0.058) | 0.012 (0.037) | 0.186*** (0.023) |
| Lc | 0.874*** (0.058) | 0.7*** (0.066) | 0.793*** (0.027) |
| Kl | 0.036*** (0.031) | 0.261*** (0.029) | 0.428*** (0.013) |
| Tuoi | 0.00009** (0.00005) | 0.00002*** (0.00003) | 0.0002*** (0.00001) |

Nguồn: Tính toán của tác giả từ số liệu Điều tra doanh nghiệp

Ghi chú: '***', '**' và '*' chỉ ý nghĩa thống kê ở mức 1%, 5% và 10%.

Dựa vào kết quả hồi quy bảng ta thấy, hệ số ước lượng của biến giá trị xuất khẩu dương trong cả 3 loại hình doanh nghiệp và có ý nghĩa thống kê ở mức cao. Điều này nói lên khi giá trị xuất khẩu tăng thì TFP cũng tăng. Vì vậy xuất khẩu có tác động tích cực đến TFP của các doanh nghiệp. Hệ số phản ánh tác động của xuất khẩu đến TFP của nhóm doanh nghiệp FDI là cao hơn so với nhóm doanh nghiệp ngoài quốc doanh và nhà nước. Khu vực doanh nghiệp FDI là khu vực có trình độ công nghệ cao hơn, kỹ năng tay nghề của lao động cũng đòi hỏi một khả năng tương xứng, bên cạnh đó khu vực này chiếm tỷ lệ mặt hàng hóa xuất khẩu có hàm lượng công nghệ là cao hơn khu vực khác. Điều này thúc đẩy tăng năng suất nhân tố tổng hợp.

Hệ số biến Vng không có ý nghĩa thống kê ở khu vực FDI nên không có cơ sở để kết luận ảnh hưởng của nguồn vốn bên ngoài tới TFP doanh nghiệp FDI. Nguồn vốn bên ngoài này lại tác động tích cực tới 2 loại hình còn lại. Điều này chứng tỏ doanh nghiệp xuất khẩu bước đầu đã sử dụng vốn vay bên ngoài khá hiệu quả.

Hệ số biến Lc có giá trị dương và có ý nghĩa thống kê ở cả 3 khu vực cho thấy sự tác động tích cực của việc nâng cao tiền lương đến TFP của các doanh nghiệp trong cả ba khu vực. Trong đó khu vực doanh nghiệp nhà nước có hệ số cao nhất (0.874) phản ánh tác động mạnh mẽ nhất của nâng cao tiền lương tới TFP.

Hệ số mức độ trang bị vốn trên đầu người (K1) có hệ số ước lượng dương và có ý nghĩa về mặt thống kê. Mỗi lao động được trang bị nhiều thiết bị, tư liệu sản xuất hơn kết hợp với số lượng lao động có tay nghề cao, qua đào tạo tăng lên sẽ làm cho việc sử dụng vốn hiệu quả, cũng như nâng cao chất lượng lao động, điều này làm tăng năng suất nhân tố tổng hợp của các doanh nghiệp.

Hệ số biến tuổi của doanh nghiệp đều ảnh hưởng dương tới TFP doanh nghiệp ở cả 3 loại hình. Doanh nghiệp lâu năm hơn thường có năng lực sản xuất cũng như nguồn vốn sử dụng hiệu quả, tạo điều kiện ứng dụng hay học hỏi những công nghệ kỹ thuật cao một cách dễ dàng hơn từ đó tăng được năng suất nhân tố tổng hợp.

4. KẾT LUẬN VÀ GỢI Ý CHÍNH SÁCH

Kết quả ước lượng chỉ ra xuất khẩu có tác động tích cực đến TFP của các doanh nghiệp. Do đó, Việt Nam nên có những định hướng phù hợp thúc đẩy xuất khẩu góp phần nâng cao năng suất của các doanh nghiệp, nâng vị thế của nước nhà trên thương trường quốc tế. Các doanh nghiệp xuất khẩu có quy mô lớn hơn thì năng suất nhân tố tổng hợp cao hơn. Xuất khẩu cũng tác động mạnh mẽ nhất đến tăng năng suất nhân tố tổng hợp ở các doanh nghiệp này. Các doanh nghiệp quy mô vừa và nhỏ hiện nay mức độ hấp thụ hiệu ứng tích cực từ xuất khẩu còn thấp, mà nhóm này lại tập trung nhiều doanh nghiệp nhất, nên nhà nước cần phải có thêm nhiều chính sách hỗ trợ doanh nghiệp xuất khẩu cho nhóm này, và phải theo dõi sát sao hiệu quả của chính sách.

Ngành nông lâm thủy sản là ngành có năng suất nhân tố tổng hợp thấp nhất cả nước, tuy nhiên sự tác động mạnh mẽ của xuất khẩu làm động lực tăng năng suất nhân tố tổng hợp ở đây là cao nhất trong giai đoạn nghiên cứu. Giai đoạn 2010- 2016 ngành này tích cực mở rộng thị trường, và xuất khẩu nhiều chủng loại hàng hóa hơn. Khi các doanh nghiệp hướng đến việc xuất khẩu thì buộc họ phải ứng dụng những kỹ năng, công nghệ nhiều hơn vào sản xuất để sản xuất để cho ra mặt hàng có giá trị, có tính cạnh tranh, sản xuất tập trung hơn chứ không tự phát như trước. Ngành công nghiệp chế biến đang dần tăng tỷ trọng trong các mặt hàng xuất khẩu, hiện tại đứng ở vị trí cao nhất, tuy nhiên hiện nay các doanh nghiệp ngoài việc tự thay đổi bản thân doanh nghiệp mình thì còn cần phải có sự hỗ trợ, kích thích nhiều hơn nữa từ chính phủ để tăng khả năng hấp thụ những hiệu ứng tích cực từ xuất khẩu để nâng cao năng suất nhân tố tổng hợp của các doanh nghiệp.

Tốc độ tăng TFP ở các doanh nghiệp có vốn đầu tư nước ngoài là vượt trội hơn, mặc dù ở phần thông kê doanh nghiệp lại cho thấy doanh nghiệp tập trung ở phần này ít nhất. Mặc dù cán cân thương mại của Việt Nam đã chuyển từ thâm hụt sang thặng dư từ năm 2012 trở lại đây, nhưng thành quả này chủ yếu đến từ khu vực FDI. Từ đó sẽ dẫn đến sự phụ thuộc ngày càng chặt chẽ hơn của xuất nhập khẩu nói riêng và nền kinh tế nói chung vào hoạt động của khu vực FDI. Do đó trong thời gian tới, các cơ quan chức năng cần có những hỗ trợ tích cực tạo sự liên kết, tham gia sâu hơn của các doanh nghiệp Việt Nam với các doanh nghiệp FDI để từng bước tham gia tốt hơn vào chuỗi giá trị sản xuất, nâng cao sức cạnh tranh của các doanh nghiệp trong nước trong quá trình hội nhập.

Đối với các biến số đặc trưng doanh nghiệp, tiền lương trung bình, hệ số mức độ trang bị vốn trên đầu người, vốn vay từ bên ngoài tăng lên có tác động tích cực đến TFP của các doanh nghiệp. Từ kết quả này cho thấy tiền lương, chất lượng lao động, nguồn vốn vay là những yếu tố có vai trò nhất định trong việc tăng năng suất các doanh nghiệp. Vì vậy, các doanh nghiệp phải chủ động kết hợp với chính phủ tự nâng cao năng suất của mình. Các doanh nghiệp trong ngành cần cơ cấu và phân bổ lại nguồn vốn của mình cho hiệu quả hơn theo hướng tập trung vào nghiên cứu, phát triển công nghệ và nâng cao chất lượng lao động cũng như gia tăng mức thu nhập một cách xứng đáng. Các doanh nghiệp cần thường xuyên tổ chức các chương trình đào tạo bồi dưỡng nâng cao kỹ năng tay nghề và trình độ cho nhân viên để có được nguồn lao động chất lượng cao. Các doanh nghiệp phải có các chính sách trả lương, thưởng cho nhân viên một cách hợp lý để giữ được các nhân viên có trình độ cao. Nâng cao năng lực nghiên cứu và phát triển và năng lực hấp thụ công nghệ, trước mắt, chú trọng vào nâng cao năng lực hấp thụ công nghệ trong các nhà máy và cơ sở sản xuất. Thực hiện đồng bộ các giải pháp trên, đồng thời với việc ổn định sản xuất sẽ là cơ hội đẩy mạnh năng suất của các doanh nghiệp, góp phần quyết định năng lực cạnh tranh của doanh nghiệp trong nền kinh tế thị trường, có sự định hướng của Nhà nước.

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KHẢ NĂNG TỰ TÀI TRỢ VÀ HUY ĐỘNG VỐN NỢ ĐẾN NĂNG LỰC TÀI CHÍNH CỦA DOANH NGHIỆP XÂY DỰNG NIÊM YẾT VIỆT NAM

Nguyễn Thị Tuyết¹

TÓM TẮT: *Together with many other different economic sectors such as agriculture, service industry, the construction sector has become increasingly important in the national economy. Construction sector has contributed significantly to the nation's gross national product, boosting economic growth and higher employment level. Along with the development of the industry, the construction companies are also in their development to serve the needs of the society. Because of the single product with high value, high cost, long return time high business risk and vulnerability by weather conditions of the listed construction enterprises, it is not a surprise that not any businesses can have enough financial capacity and ability to conduct works of big value. Hence, improving financial capacity so as to improve the efficiency of production, maximizing corporate value and minimizing risks in business is the target of all enterprises and of listed construction firms in particular. By analyzing and debt financing of listed firms, the authors want to offer a more comprehensive and in-depth view on the impact of the ability of self-financing and debt-financing to the financial capacity of listed construction enterprises.*

Từ khóa: *doanh nghiệp xây dựng niêm yết; năng lực tài chính; tự tài trợ; huy động vốn nợ*

Cùng với các ngành kinh tế khác nhau như nông nghiệp, công nghiệp dịch vụ, ngành xây dựng càng ngày càng giữ vị trí quan trọng trong nền kinh tế quốc dân. Ngành xây dựng đã đóng góp đáng kể vào tổng sản phẩm quốc dân của quốc gia, thúc đẩy tăng trưởng kinh tế, góp phần giải quyết công ăn việc làm. Cùng với sự phát triển của ngành, các DN xây dựng cũng phát triển để phục vụ nhu cầu của xã hội. Xuất phát từ đặc thù sản phẩm của các doanh nghiệp xây dựng niêm yết đó là sản phẩm đơn chiếc, có giá trị lớn, chi phí cao, thời gian thu hồi vốn lâu, rủi ro trong kinh doanh cao, phụ thuộc nhiều vào điều kiện thời tiết nên không phải bất cứ DN nào cũng có đủ năng lực tài chính, đủ khả năng thi công những công trình có giá trị lớn. Do vậy, nâng cao năng lực tài chính để từ đó nâng cao năng cao hiệu quả sản xuất kinh doanh, tối đa hoá giá trị doanh nghiệp và giảm thiểu những rủi ro trong kinh doanh là mục tiêu hướng đến của các doanh nghiệp nói chung và các doanh nghiệp xây dựng niêm yết nói riêng. Thông qua phân tích thực trạng khả năng tự tài trợ và huy động vốn nợ theo quy mô vốn của các doanh nghiệp xây dựng niêm yết, tác giả bài viết muốn đưa ra cái nhìn toàn diện và sâu sắc hơn về tác động của khả năng tự tài trợ và huy động vốn nợ đến năng lực tài chính của các doanh nghiệp xây dựng niêm yết.

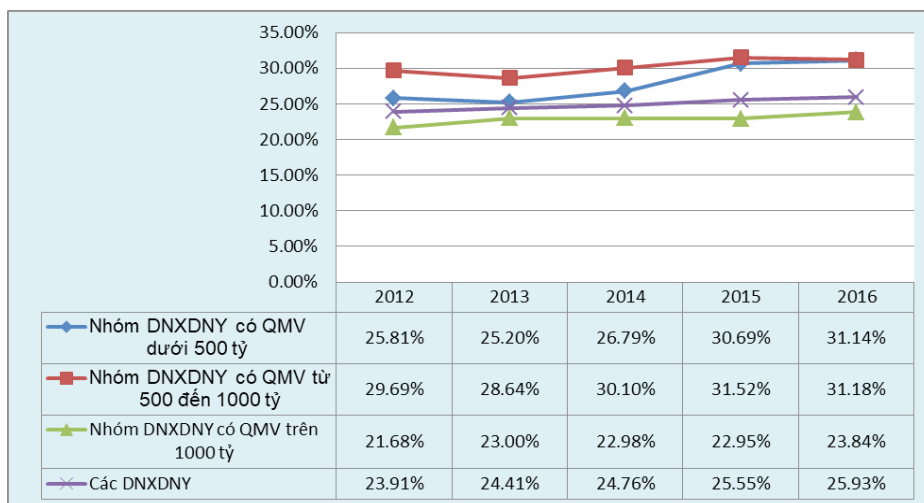
1. KHẢ NĂNG TỰ TÀI TRỢ

Khả năng tự tài trợ là khả năng DN có thể sử dụng các nguồn vốn của chủ sở hữu phục vụ cho hoạt động sản xuất kinh doanh. Đây là tiêu chí đánh giá năng lực tài chính chủ sở hữu.

Khả năng tự tài trợ của các DNXDNY Việt Nam trong giai đoạn 2012 – 2016 có xu hướng tăng nhẹ, từ 23,91% trong năm 2012 lên 25,93% trong năm 2016, tức là với 100 đồng vốn đầu tư vào tài sản của DN có 23,91 đồng lấy từ nguồn vốn chủ sở hữu (năm 2012) đến năm 2016 tăng nhẹ lên 25,93 đồng.

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Xét theo quy mô vốn thì nhóm DNXDNY có QMV trên 1000 tỷ có khả năng tài trợ thấp hơn nhóm DNXDNY có QMV dưới 500 tỷ và DNXDNY có QMV từ 500 đến 1000 tỷ và thấp hơn cả chỉ số chung của toàn ngành. Khả năng tự tài trợ của 2 nhóm này tăng đều đặn qua các năm (ngoại trừ năm 2013). Trong đó DN có QMV dưới 500 tỷ khả năng tài trợ từ 25,81% năm 2012 lên 31,14% năm 2016, DN có QMV từ 500 đến 1000 tỷ khả năng tự tài trợ tăng từ 29,69% lên 31,18%.



Biểu đồ 1. Khả năng tự tài trợ của các DNXDNY Việt Nam giai đoạn 2012 - 2016

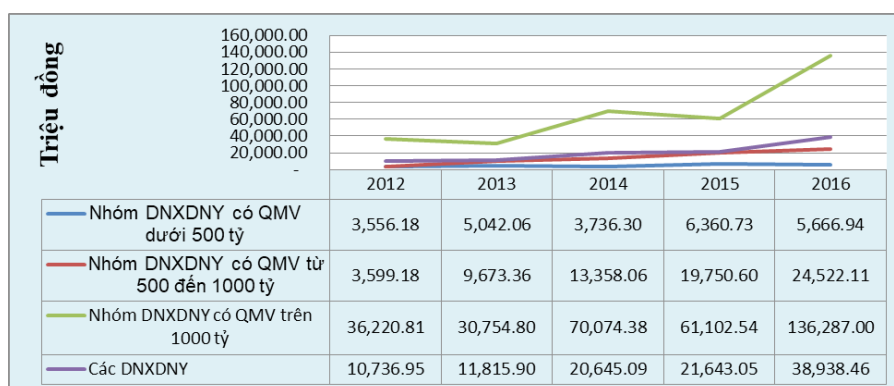
(Nguồn: Tổng hợp từ các Báo cáo tài chính và tính toán của tác giả)

Khả năng tự tài trợ của DNXDNY Việt Nam như trên là sự tổng hợp khả năng huy động vốn làm tăng vốn chủ sở hữu từ đó làm tăng năng lực tài chính chủ sở hữu với những phương thức khác nhau. Cụ thể:

➤ Sử dụng lợi nhuận để lại để tái đầu tư

Đây là nguồn vốn rất quan trọng đối với DNXDNY nói riêng và các DN nói chung vì nó bổ sung cho nguồn vốn chủ sở hữu, làm vững chắc thêm tình hình tài chính của mỗi DN.

Qua tính toán cho thấy lợi nhuận sau thuế của các DNXDNY tăng đều đặn qua các năm, từ 10.736,95 triệu đồng năm 2012 lên 38.938,46 triệu đồng năm 2016. Xét theo quy mô vốn thì cả 3 nhóm DN đều có lợi nhuận sau thuế tăng qua các năm ngoại trừ năm 2013 nhóm DN có QMV dưới 500 tỷ và DN có QMV trên 1000 tỷ, chỉ có nhóm DN có QMV từ 500 đến 1000 tỷ tăng trưởng ổn định. Lợi nhuận sau thuế tăng ở mức cao nhất vẫn là DN có QMV trên 1000 tỷ với 136.287 triệu đồng. Với QMV lớn các DN trong nhóm này có nhiều cơ hội kinh doanh nhằm tìm kiếm lợi nhuận hơn.



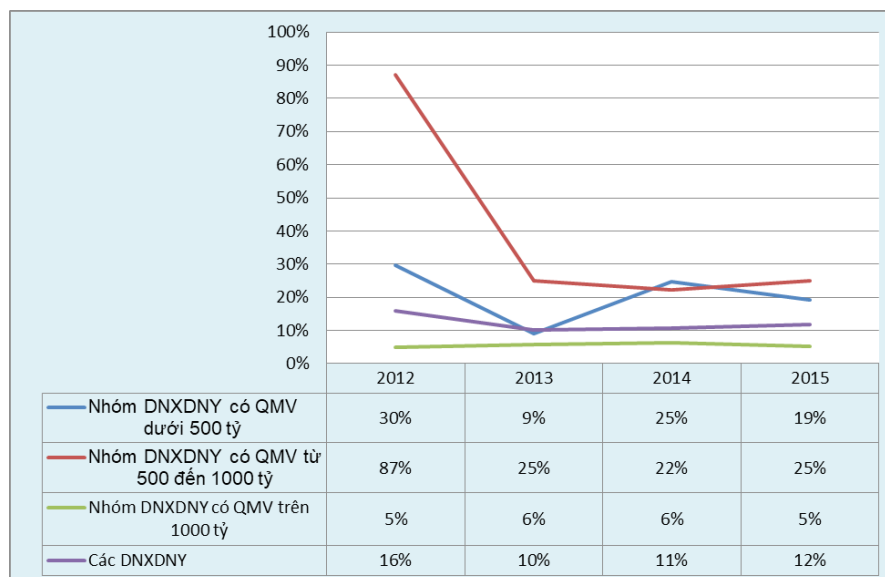
Biểu đồ 2. Lợi nhuận sau thuế bình quân trong các DNXDNY Việt Nam giai đoạn 2012 - 2016

(Nguồn: Tổng hợp từ các Báo cáo tài chính và tính toán của tác giả)

Qua khảo sát 41 DNXDNY trên thị trường chứng khoán Việt Nam cho thấy, tỷ lệ lợi nhuận để lại để tái đầu tư trong giai đoạn 2012 – 2016 không ổn định và có xu hướng giảm chung trong cả giai đoạn. Nhóm DN có sự sụt giảm mạnh mẽ nhất là nhóm DN có QMV từ 500 đến 1000 tỷ. Năm 2012 tỷ lệ lợi nhuận giữ lại để tái đầu tư của nhóm DN này từ 87% năm 2012 giảm xuống còn 25% năm 2013, giảm tiếp xuống 22% năm 2014 và tăng nhẹ trở lại là 25% năm 2015. Trong cả 3 nhóm mặc dù lợi nhuận sau thuế của nhóm DN có QMV trên 1000 tỷ ở mức cao nhất nhưng tỷ lệ lợi nhuận giữ lại để tái đầu tư lại ở mức thấp nhất và gần như ít biến động luôn duy trì ở mức 5% - 6% trong cả giai đoạn. Điều đó chứng tỏ rằng nhóm DNXDNY này sử dụng rất hiệu quả vốn nợ.

➤ Huy động vốn từ quỹ đầu tư mạo hiểm

Hiện nhiều Quỹ đầu tư coi thị trường vốn nước ta là thị trường ưu tiên số 1 để đầu tư trong thời gian tới. Đã có rất nhiều quỹ đầu tư mạo hiểm tại Việt Nam. DNXDNY là những DN có QMV lớn nên nên để tận dụng nguồn vốn đầu tư từ các Quỹ này sẽ đem lại nhiều thuận lợi cho DN trong quá trình sản xuất kinh doanh. Huy động vốn từ các Quỹ đầu tư mạo hiểm có ưu điểm là nhà đầu tư không chỉ bơm vốn vào DNXDNY mà còn cung cấp các trợ giúp hậu đầu tư: chiến lược kinh doanh, nguồn nhân lực, bán hàng và tiếp thị... Đây là một công cụ tài chính hữu ích cho các DNXDNY đặc biệt là đối với các DNXDNY đang có tốc độ tăng trưởng cao.



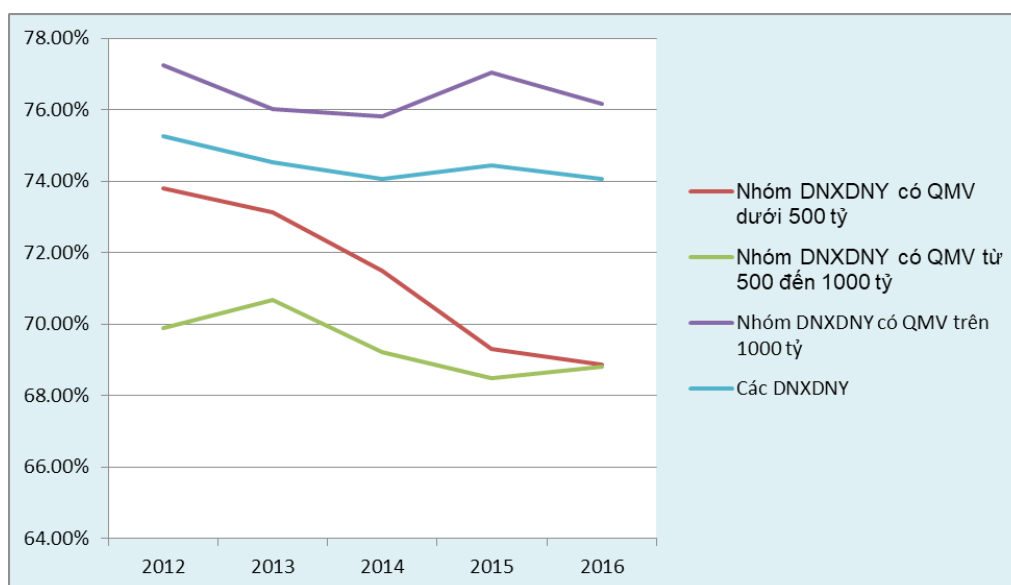
Biểu đồ 3. Tỷ lệ lợi nhuận để lại để tái đầu tư của các DNXDNY Việt Nam giai đoạn 2012 - 2016

(Nguồn: Tổng hợp từ các Báo cáo tài chính và tính toán của tác giả)

2. KHẢ NĂNG HUY ĐỘNG VỐN NỢ

Khả năng huy động vốn nợ là khả năng DN có thể sử dụng các nguồn vốn nợ phục vụ cho hoạt động sản xuất kinh doanh. Đây là tiêu chí đánh giá năng lực tài chính từ vốn nợ của DNXDNY.

Khả năng huy động vốn nợ của các DNXDNY thay đổi không đáng kể. Trong 100 đồng đầu tư vào tài sản của DN có 77,24 đồng lấy từ nguồn vốn nợ (năm 2012), giảm xuống 76,02 đồng (năm 2013), giảm tiếp xuống 75,83 đồng năm 2014, tăng nhẹ 77,05 đồng năm 2015 và giảm còn 76,16 đồng năm 2016. Nhìn chung sự sụt giảm lớn nhất ở nhóm DN có QMV dưới 500 tỷ từ 73,79% năm 2012 xuống còn 68,86% năm 2016.



Nguồn: Tổng hợp từ các Báo cáo tài chính và tính toán của tác giả

Biểu đồ 4. Khả năng huy động vốn nợ của các DNXDNY Việt Nam giai đoạn 2012 – 2016

3. MỘT SỐ ĐÁNH GIÁ

Khả năng tự tài trợ của các DNXDNY trong giai đoạn này có xu hướng tích cực cụ thể từ 23,91% (năm 2012) lên 24,41% (năm 2013) tiếp tục tăng lên 24,76% (năm 2014), 25,55% (năm 2015) và đạt 25,93% (năm 2016). Xét cả ba nhóm DNXDNY thì nhóm DNXDNY có QMV dưới 500 tỷ có sự gia tăng mạnh mẽ nhất từ 25,81% (năm 2012) lên 31,14% (năm 2016).

Khả năng huy động vốn nợ của các DNXDNY ngày càng được mở rộng:

+ Quy mô tín dụng của các DNXDNY không ngừng ra tăng. Các cơ chế, chính sách về tín dụng cho các DN nói chung và các DNXDNY nói riêng đã được ban hành tương đối đồng bộ. Các tổ chức tín dụng được tự chủ xem xét, quyết định và tự chịu trách nhiệm về việc cấp tín dụng cho các DNXDNY phù hợp với quy định của pháp luật.

Thực tế cho thấy gần đây các NHTM đã xem DNXDNY như khách hàng tiềm năng trong chiến lược kinh doanh. Các NHTM đã và đang tích cực hỗ trợ cho các DNXDNY trong việc tiếp cận nguồn lực tài chính bằng cách xây dựng nhiều chương trình, sản phẩm tín dụng cụ thể dành cho DNXDNY.

+ Các hình thức huy động vốn ngày càng đa dạng và phong phú:

Hình thức huy động vốn truyền thống vẫn là đi vay ngân hàng. Hiện nay, NHTM cung cấp các dịch vụ tín dụng cho các DNXDNY khá đa dạng: ngoài hình thức vay truyền thống các DNXDNY có thể chiết khấu, tái chiết khấu chứng từ có giá, bao thanh toán...tạo điều kiện cho các DNXDNY có nhiều hình thức tiếp cận với kênh tín dụng ngân hàng.

Bên cạnh đó, các DNXDNY còn tiếp cận vốn theo các nguồn khác như huy động vốn từ các quỹ, thuê tài chính, huy động vốn thông qua hình thức bảo lãnh tín dụng hay huy động vốn bằng cách phát hành cổ phiếu hay trái phiếu công ty. Với nhiều hình thức huy động vốn như vậy, các DNXDNY dễ dàng hơn trong việc lựa chọn hình thức huy động cho phù hợp với đặc điểm, tình trạng của DN mình giúp gia tăng được lượng vốn hoạt động của DN. Ngoài ra DNXDNY còn được tiếp cận với nguồn vốn vay ưu đãi của Chính phủ và các tổ chức quốc tế.

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ĐẦU TƯ THEO HÌNH THỨC BT - NHỮNG RỦI RO TIỀM ẨN CHO NỀN KINH TẾ VÀ YÊU CẦU ĐỐI VỚI KIỂM TOÁN NHÀ NƯỚC

Nguyễn Hữu Hiếu*

TÓM TẮT: Là một trong những hình thức đầu tư đối tác công tư (PPP), Hợp đồng xây dựng - chuyển giao (BT) có những đóng góp tích cực trong việc xây dựng công trình kết cấu hạ tầng, tạo nền tảng kinh tế - kỹ thuật cần thiết thúc đẩy phát triển kinh tế - xã hội. Tuy vậy, sự phát triển nhanh chóng của các dự án BT cũng bộc lộ nhiều rủi ro có thể để lại những hệ lụy xấu cho nền kinh tế. Kiểm toán nhà nước cần xác định rõ những nội dung quan trọng trong kiểm toán các dự án BT để hạn chế, ngăn ngừa những rủi ro mà việc triển khai dự án BT có thể tạo ra, cụ thể: i) tập trung đánh giá toàn diện quy trình lựa chọn nhà đầu tư; ii) áp dụng các thủ tục kiểm toán cần thiết để đánh giá sự tuân thủ quy trình xác định giá đất; đảm bảo giá đất được xác định chính xác, đúng trình tự, thủ tục theo quy định của pháp luật về đất đai và pháp luật đấu giá tài sản; iii) tăng cường phân tích, đánh giá tính hiệu quả kinh tế - xã hội của dự án BT; iv) tăng cường cung cấp thông tin cho đại biểu dân cử và báo chí theo quy định hiện hành về kết quả kiểm toán các dự án BT.

Từ khóa: BT; Kiểm toán nhà nước; đầu tư.

As one of the forms of public-private partnership (PPP), build-transfer contract (BT) has made positive contribution on the construction of infrastructure and creation of necessary economic - technical foundation for promotion of socio-economic development. However, the recent rapid development of BT projects has also exposed a number of considerable risks, which might cause negative impacts on the economy. the State Audit should clearly identify important issues in the audit of BT projects in order to limit and prevent the risks that implementation of BT projects might cause, specifically: i) focusing on comprehensive evaluation of the investor selection process; ii) applying the audit procedures necessary to assess the compliance with the land valuation process to make sure that the land prices are accurately determined according to the procedures prescribed by the regulations on land and property auction; iii) reinforcing the analysis and assessment of the socio-economic efficiency of the BT project; iv) strengthening the provision of information to elected delegates and press agencies in accordance with current regulations on audit results of BT projects.

Key words: BT, SAV, Investmnet

Cùng với hình thức đầu tư xây dựng - kinh doanh - chuyển giao (BOT), BT là hình thức đầu tư cơ bản của hoạt động hợp tác công - tư. Từ khi hình thành đến nay cơ chế pháp lý về dự án BT có sự thay đổi. Ban đầu, dự án BT được áp dụng cho các nhà đầu tư nước ngoài tại Việt Nam theo Nghị định số 62/1998/NĐ-CP ngày 15/8/1998. Nhà đầu tư nước ngoài xây dựng, chuyển giao công trình cho Nhà nước Việt Nam. Chính phủ Việt Nam tạo điều kiện cho nhà đầu tư nước ngoài thực hiện dự án khác để thu hồi vốn đầu tư và có lợi nhuận hợp lý. Nghị định số 78/2007/NĐ-CP ngày 11/5/2007 (thay thế Nghị định số 62/1998/NĐ-CP) và Nghị định số 108/2009/NĐ-CP ngày 27/11/2009 (thay thế Nghị định số 78/2007/NĐ-CP) không giới hạn hình thức dự án BT trong các nhà đầu tư nước ngoài mà mở rộng cơ hội cho tất cả nhà đầu tư (trong

* Kiểm toán nhà nước

nước và ngoài nước). Phương thức thanh toán dự án BT có thay đổi. Theo đó, nhà đầu tư được Chính phủ tạo điều kiện thực hiện dự án khác hoặc được thanh toán theo thỏa thuận trong Hợp đồng BT. Nghị định số 15/2015/NĐ-CP ngày 14/02/2015 (thay thế Nghị định số 108/2009/NĐ-CP ngày 27/11/2009) đang có hiệu lực thi hành, xác lập cơ chế thanh toán thông qua việc sử dụng quỹ đất, theo đó nhà đầu tư được cơ quan nhà nước có thẩm quyền giao quỹ đất để thực hiện dự án khác, từ đó thu hồi vốn đầu tư. Do công trình được “trao đổi” với quỹ đất nên hình thức đầu tư này được các nhà kinh tế, các nhà quản lý sử dụng với tên gọi khác là “đổi đất lấy hạ tầng”.

Mặc dù được pháp luật quy định từ lâu nhưng các dự án BT thực sự nở rộ một số năm gần đây, chủ yếu gắn với phương thức thanh toán bằng quỹ đất. Số lượng công trình kết cấu hạ tầng được xây dựng dưới hình thức BT ngày càng nhiều và trải rộng trên hầu khắp các lĩnh vực: Giao thông, giáo dục, y tế, trụ sở làm việc, công viên, tượng đài, hệ thống thoát nước, công trình hạ tầng khu tái định cư, cải tạo chung cư cũ,... Nhiều công trình BT đã được đưa vào sử dụng và phát huy tác dụng trên thực tiễn. PPP (trong đó có BT) được xem là một trong những hình thức đầu tư có ý nghĩa trong bối cảnh ngân sách nhà nước hạn hẹp và nợ công không còn nhiều dư địa để gia tăng.

Kinh nghiệm quốc tế cũng cho thấy đầu tư trên cơ sở cấp đất cũng đang trở thành một nhân tố quan trọng của công tác đầu tư, phát triển hạ tầng đô thị ở các nước đang phát triển, đặc biệt là ở những đô thị đang có tốc độ phát triển nhanh như các thành phố lớn ở Trung Quốc, Braxin, Ấn Độ [3]. Nhiều nhà đầu tư ưa thích và lựa chọn BT vì hình thức đầu tư này (ở một chừng mực nhất định) an toàn hơn so với BOT do nhà đầu tư không phải xây trạm thu phí, vận hành công trình sau khi hoàn thành. Người dân cũng ít quan tâm, phản ứng với dự án BT do lầm tưởng các cơ sở hạ tầng được nhà nước trực tiếp đầu tư và đặc biệt là không phải nộp phí. Tuy vậy, xét trên bình diện tổng thể nền kinh tế việc triển khai các dự án BT tiềm ẩn không ít rủi ro.

1. MỘT SỐ RỦI RO CƠ BẢN TRONG QUÁ TRÌNH TRIỂN KHAI DỰ ÁN BT

Quá trình triển khai dự án BT bộc lộ một số rủi ro chính yếu sau:

Thứ nhất, sự thiếu minh bạch trong xác định giá trị quyền sử dụng đất gây nguy cơ thất thoát nguồn lực tài sản công.

Lý luận và thực tiễn cho thấy đất có thể được sử dụng để tài trợ cho đầu tư xây dựng kết cấu hạ tầng theo hai cách: i) Đấu giá quyền sử dụng đất để tạo ra tiền mặt tài trợ trực tiếp cho công trình xây dựng; ii) Kết hợp đấu thầu xây dựng công trình gắn với quyền sử dụng đất như một phương thức để tạo vốn xây dựng công trình. BT là hình thức thực hiện theo cách thứ 2.

Dự án BT được thanh toán bằng quỹ đất theo nguyên tắc ngang giá, bù trừ chênh lệch giữa giá trị dự án BT và giá trị quỹ đất thanh toán. Quỹ đất thanh toán cho nhà đầu tư gồm: Đất xác định trong quy hoạch, kế hoạch sử dụng đất được cơ quan nhà nước có thẩm quyền phê duyệt sử dụng vào mục đích phát triển kinh tế; Đất của cơ sở nhà, đất tại vị trí cũ sử dụng để thanh toán dự án BT đầu tư xây dựng công trình tại vị trí mới. Theo Luật Đất đai, cơ quan nhà nước có thẩm quyền tiến hành đấu giá quyền sử dụng đất khi sử dụng quỹ đất để tạo vốn cho đầu tư xây dựng kết cấu hạ tầng. Việc đấu giá quyền sử dụng đất tuân thủ nguyên tắc “công khai, liên tục, khách quan, trung thực, bình đẳng, bảo vệ quyền và lợi ích hợp pháp của các bên tham gia” [5].

Tuy vậy, quá trình định giá đất thời gian qua cho thấy tiềm ẩn nhiều nguy cơ thất thoát tài sản công do thông tin thiếu công khai, minh bạch. Chính quyền cấp tỉnh ra quyết định giao đất, đồng thời cũng là người chủ trì thẩm định giá đất nhưng lại ít chịu sự giám sát từ bên ngoài. Người dân không tham gia trực tiếp vào

quá trình định giá quỹ đất, ngoại trừ những dự án đất phải giải phóng mặt bằng. Hội đồng nhân dân và các cơ quan đoàn thể vừa thiếu thông tin vừa không đủ năng lực để thực hiện giám sát việc xác định giá đất. Tại Báo cáo tổng hợp “Công khai thông tin quản lý đất đai ở Việt Nam”, Ngân hàng Thế giới cho rằng quản lý đất đai là một trong những ngành tham nhũng nhiều nhất ở Việt Nam và nguyên nhân chính dẫn đến điều này là thiếu công khai, minh bạch trong quá trình quản lý đất. Chính vì vậy các câu hỏi: Giá trị quyền sử dụng đất được xác định để thanh toán cho dự án BT có phản ánh chính xác giá trị thực của quỹ đất không? Quá trình định giá đất có được giám sát và thực hiện đảm bảo nguyên tắc công khai, minh bạch không? Có hay không sự liên quan giữa các nhóm lợi ích trong quá trình định giá đất?... là vấn đề mấu chốt của những tranh luận về dự án BT hiện nay.

Thứ hai, công tác lựa chọn nhà đầu tư thiếu tính cạnh tranh, tạo nguy cơ trục lợi thông qua việc tăng giá trị dự án và/hoặc nhà đầu tư bàn giao công trình với chất lượng thấp.

Dự án BT có thể do Bộ, ngành, Ủy ban nhân dân cấp tỉnh đề xuất hoặc do các nhà đầu tư đề xuất ngoài danh mục dự án do Bộ, ngành, Ủy ban nhân dân cấp tỉnh phê duyệt. Nhà đầu tư đề xuất dự án được giao lập báo cáo nghiên cứu khả thi. Nhà đầu tư này cũng thường là người duy nhất đăng ký, đáp ứng yêu cầu của hồ sơ mời sơ tuyển và trúng sơ tuyển. Mặc dù quy định hiện hành, nhà đầu tư thực hiện dự án BT được lựa chọn thông qua hai hình thức: đấu thầu rộng rãi hoặc chỉ định thầu; nhưng trong nhiều trường hợp, cơ chế đấu thầu cạnh tranh được áp dụng mang ý nghĩa thủ tục pháp lý để đi đến quyết định giao cho một nhà đầu tư thực hiện. Kết quả là nhà đầu tư được chỉ định triển khai dự án theo quy định của pháp luật.

Nhiều câu hỏi được đặt ra trước thực trạng này. Có phải hình thức đầu tư BT kém hấp dẫn khiến ít nhà đầu tư tham gia để phải áp dụng biện pháp chỉ định thầu? Hay dự án BT đủ sức hấp dẫn nhưng không nhà đầu tư nào ngoại trừ nhà đầu tư đề xuất dự án tham gia dự thầu? Chưa có lời giải chính xác cho các câu hỏi trên nhưng có lẽ câu hỏi thứ 2 nhận được sự đồng tình của nhiều người hơn cả. Tiềm ẩn nguy cơ rủi ro rất lớn do không minh bạch trong quá trình lựa chọn nhà đầu tư. Tính cạnh tranh trong thực hiện dự án BT bị triệt tiêu. Cơ chế thị trường không được tôn trọng và đây là môi trường thuận lợi cho sự câu kết giữa các nhóm lợi ích. Hơn nữa, tiến độ dự án có thể bị chậm và/hoặc chất lượng công trình được bàn giao thấp do năng lực yếu kém của nhà đầu tư. Thực tiễn kết quả thanh tra, kiểm tra thời gian qua đã minh chứng cho nhận định này. Kết luận của Thanh tra Chính phủ về việc chấp hành quy định pháp luật trong thực hiện một số dự án đầu tư theo hình thức hợp đồng BT trong lĩnh vực giao thông, môi trường thuộc địa bàn Hà Nội cho thấy thời điểm thanh tra có 15 dự án BT nhưng chỉ 01 dự án thực hiện đấu thầu, còn lại đều là chỉ định thầu. Kết luận thanh tra cũng khẳng định hầu hết dự án bị chậm tiến độ, chất lượng nhiều công trình yếu kém. Như vậy, nền kinh tế đã phải gánh chịu thiệt hại “kép”; thiệt hại do giao quyền sử dụng đất với giá trị thấp hơn giá trị thực và được bàn giao công trình với giá cao và/hoặc chất lượng thấp hơn so với yêu cầu đặt ra.

Thứ ba, sự thiếu tính toán, cân nhắc khi triển khai dự án BT có thể khiến lợi ích kinh tế - xã hội mà dự án BT thực mang lại cho nền kinh tế không như mong muốn.

Về nguyên tắc, dự án BT được phê duyệt phải phù hợp với quy hoạch, kế hoạch phát triển của ngành, vùng và địa phương, và được đánh giá mang lại hiệu quả kinh tế - xã hội. Có nghĩa là lợi ích sử dụng công trình hạ tầng xét về tổng thể phải lớn hơn chi phí xã hội dành cho việc xây dựng công trình này. Hiện chưa có thông tin đáng tin cậy của cơ quan nhà nước có chức năng về lợi ích thực tế của công trình khi đưa vào sử dụng. Có thể việc đánh giá này gặp nhiều khó khăn. Không ít ý kiến quan ngại về việc liệu có hay không sự lợi dụng mục đích mang lại lợi ích xã hội để được triển khai dự án, nhưng thực chất lại mang lại lợi ích cho một số (nhóm) cá nhân. Nhiều quỹ đất công có vị trí đắc địa được chuyển giao cho khu vực tư nhân, nhưng nền kinh tế thu được lợi ích không như mục tiêu dự án đề ra.

Thứ tư, triển khai nhiều dự án BT nhưng gắn với đó là sự yếu kém trong quản lý các quỹ đất công có thể khiến nguồn lực đất đai có nguy cơ bị cạn kiệt.

Dự án BT có ý nghĩa quan trọng, góp phần hình thành hệ thống kết cấu hạ tầng cần thiết cho sự phát triển kinh tế - xã hội. Tuy vậy, việc triển khai dự án BT cần tính toán thận trọng do đất là nguồn lực có hạn và không tái tạo. Trong thời gian qua, tại nhiều địa phương chính quyền đã phải đổi quyền sử dụng một lượng lớn đất (do giá trị đất không đủ cao) để có được một công trình không lớn cả về quy mô lẫn ý nghĩa tích cực đối với nền kinh tế. Với sự “nở rộ” của các dự án BT như hiện nay thì chẳng bao lâu nguồn lực tài nguyên đất sẽ cạn kiệt nếu công tác quản lý không được chú trọng. Các cơ quan nhà nước có thẩm quyền phải cân nhắc, tính toán lợi ích dài hạn khi quyết định sử dụng đất để tạo vốn tài trợ cho dự án. Việc đánh giá sự cần thiết đầu tư và phân tích lợi thế của dự án BT so với các hình thức đầu tư khác là không thể thiếu nhằm khắc phục sự thất thoát, lãng phí nguồn lực công trong đầu tư. Tuy vậy, trong hầu hết các trường hợp cơ quan nhà nước có thẩm quyền không có đủ thông tin để thực hiện sự phân tích, đánh giá một cách kỹ lưỡng. Kết quả là nhiều dự án BT được triển khai có phần thiếu sự cân nhắc mối quan hệ tương quan giữa lợi ích của công trình với quỹ đất được sử dụng để thanh toán cho dự án và hệ lụy là sự giảm sút quỹ đất công.

2. MỘT SỐ Ý KIẾN VỀ HOẠT ĐỘNG KIỂM TOÁN DỰ ÁN BT CỦA KTNN

Thời gian qua KTNN đã triển khai kiểm toán một số dự án BT. Kết quả kiểm toán đã đáp ứng được yêu cầu nghiệp vụ chuyên môn và góp phần làm minh bạch loại hình đầu tư này. Với mục đích không ngừng nâng cao chất lượng kiểm toán, chúng tôi đề xuất một số ý kiến về hoạt động kiểm toán dự án BT của KTNN như sau.

Thứ nhất, KTNN nên tập trung đánh giá toàn diện quy trình lựa chọn nhà đầu tư

Thời gian qua dư luận không đồng tình về các dự án BT chủ yếu liên quan đến việc lựa chọn nhà đầu tư. Nếu dự án được đề xuất đúng, chủ đầu tư được lựa chọn một cách công khai, minh bạch và đảm bảo tính cạnh tranh, cơ quan nhà nước có thẩm quyền sẽ lựa chọn được nhà đầu tư đủ năng lực, đảm bảo chất lượng công trình. Vì vậy, một trong những nội dung quan trọng của kiểm toán dự án BT đó là KTNN cần kiểm tra, đánh giá quy trình tổ chức lựa chọn nhà đầu tư. Cần đảm bảo các khâu trong quy trình được thực hiện theo đúng quy định của pháp luật, công khai, minh bạch và khách quan.

Ngoài phát hiện những sai sót, vi phạm của cơ quan nhà nước có liên quan, của đầu tư trong quy trình lựa chọn nhà đầu tư, KTNN cũng cần đánh giá khách quan về môi trường pháp lý để có những kiến nghị phù hợp với Quốc hội, Chính phủ hoàn thiện chính sách đấu thầu nói chung và lựa chọn nhà đầu tư nói riêng. Nên chăng cần kiến nghị với Quốc hội ban hành một đạo luật điều chỉnh hoạt động đầu tư theo hình thức đối tác công - tư để tăng cường tính pháp lý cho mảng hoạt động này; kiến nghị với Chính phủ bổ sung quy định chặt chẽ để việc lựa chọn nhà đầu tư phải thông qua đấu thầu; những trường hợp chỉ có 01 nhà đầu tư đăng ký dự thầu, cơ quan nhà nước có thẩm quyền phải tổ chức thẩm định lại tính cần thiết, hiệu quả của dự án BT. Những vi phạm trong công tác đấu thầu phải được gắn với trách nhiệm của người đứng đầu và xử lý nghiêm theo quy định của pháp luật.

Thứ hai, KTNN cần áp dụng các thủ tục kiểm toán cần thiết để đánh giá sự tuân thủ quy trình xác định giá đất; đảm bảo giá đất được xác định chính xác, đúng trình tự, thủ tục theo quy định của pháp luật về đất đai và pháp luật đấu giá tài sản.

Cùng với việc chú trọng nội dung lựa chọn nhà đầu tư, hoạt động kiểm toán cũng cần xác định công tác định giá quỹ đất là trọng tâm của cuộc kiểm toán. Các vấn đề cơ bản phải làm rõ đó là việc định giá đất phải tuân thủ đầy đủ các nguyên tắc được quy định tại Luật Đất đai. Theo đó giá đất được xác định gắn với

mục đích sử dụng đất hợp pháp tại thời điểm định giá; phù hợp theo thời hạn sử dụng đất và giá đất phổ biến trên thị trường của loại đất có cùng mục đích sử dụng đã chuyển nhượng, giá trúng đấu giá quyền sử dụng đất đối với những nơi có đấu giá quyền sử dụng đất hoặc thu nhập từ việc sử dụng đất; và tại cùng một thời điểm, các thửa đất liền kề nhau có cùng mục đích sử dụng, khả năng sinh lợi, thu nhập từ việc sử dụng đất tương tự như nhau thì có mức giá như nhau.

Các phương pháp định giá đất (Phương pháp so sánh trực tiếp, Phương pháp chiết trừ, Phương pháp thu nhập, Phương pháp thặng dư, và Phương pháp hệ số điều chỉnh giá đất) phải được lựa chọn phù hợp với đặc điểm của quỹ đất được định giá. Cùng với đó là việc thu thập đầy đủ và chính xác thông tin, dữ liệu phục vụ cho công tác tính toán, xác định giá đất. Trình tự định giá đất cũng phải tuân thủ và được thực hiện bởi các cơ quan nhà nước có thẩm quyền.

Một vấn đề đáng quan tâm nữa đó là thời điểm định giá đất và thời điểm thanh toán dự án BT. Theo quy định hiện hành thời điểm thanh toán dự án BT là thời điểm Ủy ban nhân dân cấp tỉnh ban hành quyết định giao đất, cho thuê đất cho nhà đầu tư; trong đó thời điểm ban hành quyết định giao đất, cho thuê đất được triển khai đồng thời hoặc sau khi hoàn thành dự án BT. Thời điểm định giá đất và ban hành quyết định giao đất trên thực tế thường cách xa nhau, điều này gây nguy cơ thất thoát nguồn lực tài chính công do sự khác biệt về giá trị thực của quỹ đất tại các thời điểm cụ thể. KTNN cần chú ý để phát hiện và khắc phục bất cập này.

Thứ ba, tăng cường phân tích, đánh giá tính hiệu quả kinh tế - xã hội của dự án BT

Đánh giá hiệu quả dự án BT không thể dừng lại ở các chỉ tiêu hiệu quả tài chính. Hiệu quả tài chính có ý nghĩa đối với chủ đầu tư, còn đối với nhà nước thì cần đánh giá hiệu quả kinh tế - xã hội. Văn bản pháp luật hiện hành cũng quy định nội dung đề xuất của dự án BT phải dự kiến hiệu quả kinh tế - xã hội mà dự án mang lại; ảnh hưởng của dự án đối với môi trường, xã hội và quốc phòng, an ninh. Tuy vậy, từ thực tế và lý luận cho thấy việc xác định hiệu quả kinh tế - xã hội của các dự án BT ít được coi trọng. Công tác phân tích thường được tiến hành một cách sơ sài, chiếu lệ, đánh giá mang tính chủ quan và thiếu nguồn dữ liệu cũng như độ chính xác của dữ liệu không cao. Điều này một phần xuất phát từ bản chất trừu tượng, khó lượng hóa của các chỉ tiêu hiệu quả kinh tế - xã hội. Do đó, các chỉ tiêu hiệu quả kinh tế - xã hội được các bên liên quan ít quan tâm hơn so với các chỉ tiêu tài chính. Tại các cuộc kiểm toán, chúng tôi cho rằng nên có đánh giá sâu sắc về những tác động kinh tế - xã hội mà dự án BT mang lại cho địa phương, cho vùng và toàn bộ nền kinh tế. Các nhận định, phân tích, đánh giá dựa trên sự kết hợp giữa thực trạng phát triển kinh tế - xã hội của địa phương (thông qua dữ liệu thống kê các năm liền kề trước và sau khi vận hành, khai thác dự án) với quan sát thực địa. Tại đây đặt ra yêu cầu cần thiết phải nâng cao kiến thức, kỹ năng phân tích, đánh giá và dự báo của các kiểm toán viên nhà nước.

Thứ tư, tăng cường cung cấp thông tin cho đại biểu dân cử và báo chí theo quy định hiện hành về kết quả kiểm toán các dự án BT

Sức mạnh của cơ quan kiểm toán tối cao được phát huy trên nền tảng uy tín đối với công chúng. KTNN nên tiếp tục nghiên cứu mở rộng kênh thông tin thích hợp, trong đó chú trọng thông tin cho các đại biểu dân cử. Các đại biểu dân cử có thêm kênh thông tin chính xác, trung thực, khách quan, đáng tin cậy về dự án BT để thực hiện nhiệm vụ, quyền hạn giám sát việc sử dụng, quản lý tài sản công theo quy định của pháp luật. KTNN cũng cần tăng cường thông tin về kết quả kiểm toán dự án BT cho các cơ quan báo chí dưới nhiều hình thức khác nhau để nhiều đối tượng biết, từ đó tạo điều kiện để nhân dân tham gia giám sát với tư cách là chủ thể của quyền lực nhà nước.

Sự quan tâm của các đại biểu dân cử, công chúng làm gia tăng sức mạnh của KTNN, tạo sức ép buộc đơn vị được kiểm toán thực hiện các kiến nghị kiểm toán. Hơn nữa, việc công khai thông tin kiểm toán cũng đặt ra yêu cầu KTNN tăng cường và duy trì các biện pháp kiểm tra, kiểm soát chất lượng kiểm toán dự án BT. Từng kiểm toán viên phải tự trau dồi kiến thức chuyên môn, kỹ năng nghiệp vụ để nâng cao chất lượng kiểm toán thông qua việc đề xuất các kết luận, kiến nghị kiểm toán, sao cho các kết luận, kiến nghị phải chính xác, đầy đủ, có tính thuyết phục, được bảo đảm bởi các bằng chứng tin cậy./.

DANH MỤC TÀI LIỆU THAM KHẢO:

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