

**MINISTRY OF EDUCATION
AND TRAINING**

**HO CHI MINH NATIONAL
ACADEMY OF POLITICS**

ACADEMY OF JOURNALISM AND COMMUNICATION

MAC QUOC ANH

**CORPORATE CULTURE EDUCATION FOR EMPLOYEES IN
SMALL AND MEDIUM ENTERPRISES
IN HANOI CITY NOW**

SUMMARY OF DOCTOR THESIS IN POLITICS

HANOI, 2024

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Field: Ideological work

Code: 9 31 02 01

SUMMARY OF DOCTOR THESIS IN POLITICS

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HANOI, 2024

PREAMBLE

1. Reason for choosing the topic

Corporate culture plays an important role, largely determining the sustainable development of a business. These are the values, beliefs and standards that everyone in the business acknowledges, thinks about and acts on as a matter of habit.

Corporate culture does not come naturally. It is the result of a process of propaganda, education, formation and development. Therefore, corporate culture education for employees in enterprises is considered a political task of each enterprise in the process of globalization, integration and development. In the context of deep regional and international integration as in Vietnam today, corporate culture determines the longevity of businesses, especially small and medium-sized enterprises.

Thanks to focusing on corporate culture education, small and medium-sized enterprises in Hanoi city have recently made certain developments, adapting to major changes in the situation at home and abroad. Thanks to promoting corporate culture education, small and medium-sized enterprises in Hanoi city have built a team of employees with excellent skills and high discipline, creative workers, and good manners. Flexible, basically suitable for the requirements of the 4.0 era.

However, we must frankly admit that, with the rapid changes of the new era, especially the Covid-19 pandemic covering the globe, many problems have arisen for businesses. small and medium sized businesses in Hanoi city, requiring further strengthening of corporate culture education.

The above issues show that corporate culture and corporate culture education for employees have been and will be important factors, accompanying the sustainable development of businesses, especially when the world become increasingly complex, with even greater and faster changes. Small and medium-sized enterprises in Hanoi city need to find solutions to build and gradually transform corporate culture into their own identity.

Starting from this situation , it can be seen that researching corporate culture education for employees of small and medium-sized enterprises in Hanoi city today is necessary and urgent. Therefore, the author chose the topic: **“Corporate culture education for employees in small and medium enterprises in Hanoi city now”** do a doctoral thesis in Politics, field in ideological work.

2. Purpose and research tasks of the thesis

2.1. Research purposes

The study clarifies the theoretical basis of corporate culture education for employees in small and medium-sized enterprises, and on that basis surveys the current situation and proposes a number of main directions and solutions to increase productivity. Strengthen corporate culture education for workers in small and medium-sized enterprises in Hanoi city in the coming time.

2.2 Research mission

To achieve the above purposes , the thesis focuses on solving the following tasks:

- Present an overview of the research situation related to the thesis topic, thereby identifying the results that have been inherited and developed and pointing out thesis issues that need further research.
- Analyze and clarify some theoretical issues about corporate culture education for workers in small and medium-sized enterprises.
- Survey the current status of corporate culture education for workers in small and medium-sized enterprises in Hanoi city, clearly pointing out the advantages, limitations, causes, and problems of cultural education. entrepreneurship for workers in small and medium-sized enterprises in Hanoi today.
- Propose main directions and solutions to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city in the coming time.

3. Object and scope of the study

3.1. Research subjects

Corporate culture education for workers in small and medium-sized enterprises in Hanoi city

3.2. Research scope

Thesis research on corporate culture education for workers in small and medium-sized enterprises in Hanoi city. According to statistics from the Hanoi Department of Planning and Investment, the total number of businesses registered to operate in Hanoi city as of December 31, 2023 is 378,476 units, of which small and medium-sized enterprises account for 98%.

The thesis surveys the current status of corporate culture education for employees at 105 enterprises representing small and medium-sized enterprises in Hanoi city.

Thesis researches corporate culture education for workers in small and medium-sized enterprises in Hanoi city from 2016 to present (The Prime Minister issued Decision No. 1846/QĐ-TTg on taking November 10 every year as Vietnam Business Culture Day). This is the period when small and medium-sized enterprises in Hanoi develop rapidly in both quantity and quality. At the same time, this is also a period when domestic and international situations have many major fluctuations, opportunities and challenges are intertwined, and corporate culture has interference with international ones.

4. Research questions and hypotheses

4.1. Research question

- What is the theoretical basis for corporate culture education for small and medium-sized enterprises?
- What is the current status of corporate culture education for small and medium-sized enterprises in Hanoi city?
- Need directions and solutions to enhance corporate culture education for small and medium-sized enterprises in Hanoi city to bring about

effectiveness?

4.2. Research hypothesis

Firstly, corporate culture education for small and medium-sized enterprises in Vietnam in general, and in Hanoi in particular, basically has a theoretical basis, however, it needs to be supplemented and perfected to suit the current situation. development of practice.

Second, corporate culture education for small and medium-sized enterprises in Hanoi city in recent times has had great advantages but there are still limitations and inadequacies that need to be overcome in the future.

Third, corporate culture education for small and medium-sized enterprises in Hanoi city in the coming time needs to propose appropriate directions and solutions to bring high efficiency.

5. Theoretical basis and research methods

5.1. Theoretical basis

The thesis is researched on the basis of principles and theories of Marxism-Leninism, Ho Chi Minh's ideology, the Party's views, and the State's legal policies on ideological work and propaganda work. , and at the same time absorb, selectively inherit and develop research results of relevant domestic and foreign scientific works.

5.2. Research Methods

The thesis is based on the methodological views of dialectical materialism and historical materialism of Marxism-Leninism.

In addition, the thesis uses methods of general analysis, logical and historical methods, statistical methods, comparisons, observations, methods of summarizing practice and theoretical research, and specialized interview methods. family.

Sociological survey method: collect about 1,500 questionnaires through surveying 100 businesses and workers in the area.

6. Contribution of the thesis

The thesis has the following contributions:

- The thesis contributes to systematizing, explaining, and clarifying theoretical issues about corporate culture education for small and medium-sized enterprises in our country today.

- The thesis contributes to clarifying the current status of corporate culture education for workers in small and medium-sized enterprises in Hanoi city.

- The thesis proposes a number of main directions and solutions from the perspective of scientific and ideological work to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city today .

7. Scientific and practical significance of the thesis

- From the perspective of political science, the research results of the thesis contribute to providing rich and reliable scientific materials to serve teaching, learning, research, leadership , and development management. corporate culture, corporate culture education for small and medium-sized enterprises in Vietnam in general and Hanoi in particular.

- The research results of the thesis contribute to the development of a number of key solutions to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city today.

8. Structure of the thesis

In addition to the Introduction, Conclusion, List of References, and Appendices, the thesis includes 4 chapters and 11 sections.

Chapter 1

OVERVIEW OF RESEARCH SITUATION RELATED TO THE THESIS

1.1 Research works on ideological work and ideological education

1.1.1. Foreign research projects

AA Episep (1980), *Ideological work in the Soviet armed forces*; XI Xuronitrenco (editor) (1982), *Ideological activities of the Communist Party of the Soviet Union*; Zhang Siyi (editor) (1987) *Political work curriculum of the People's Liberation Army of China* (used in academies; new era schools), Sun Jiliang (2002), *Improving efficiency political education; ideology at the grassroots* ; Xacxavêt Xuântêpphimmason (2003), *Ideological work of the Lao People's Revolutionary Party today* ; Tran Khang; Translated by Le Cu Loc (2003), *Principles of ideological propaganda in the reform period* ; BunDuong CayXon (2008), *Quality of ideological work of the Party Committees of the Central Delta provinces; Lao PDR in the current period* ; Chu Xianxin; Feng Lingzhi (2008), *Strengthening the appeal and rallying power of socialist ideology*; OnKhom PhomMaKon (2008), *Innovation; perfect the party organizational system; political system in the process of developing a socialist-oriented market economy in Laos* ; SomPhon ButDi (2012), *Strengthening political education; ideology for officials; soldiers of the Ministry of People's Security of Laos*; Banh Lap Binh (2013), *Strengthening the building of practical staff behavior for the people; reality; integrity*. Nguu Tieu Hiep (2017), *Building an effective and practical political and ideological education forum* ; Tran Dinh and Cao To Minh (2017), *Evaluating the effectiveness of ideological work education*.

1.1.2 . Domestic research projects

Authors Ha Hoc Hoi and Ngo Van Thao (editors) (2002), *Innovation; improve quality; effectiveness of ideological work* ; Trieu Quang Tien (2003), *Improving the effectiveness of ideological work of the Party Committee of the Northern mountainous communes today* ; Author Luong

Khac Hieu (2005), *Effective solutions to prevent and repel the deterioration of political ideology of officials; Party members in our country today*; Author Hoang Quoc Bao (editor) (2006), *Learning Ho Chi Minh's revolutionary propaganda methods*; Textbooks circulated internally at the Academy of Journalism and Propaganda; Do Ngoc Ninh (Chairman) (2009), *Handling situations in information programs; Party's mass mobilization*; Author Pham Huy Ky (2009), *Types of propaganda and standards for evaluating propaganda types* ; Author Tran Thi Anh Dao (2010), *Ideological work and the issue of training officials doing ideological work*; Author Pham Huy Ky (2010), *Ideological work in our country facing new requirements* ; Pham Huy Ky (2010), *Theory and research methods; political theory education*; Nguyen Duc Ha (2010), *Some issues in building grassroots Party organizations today* ; Nguyen Danh Tien (2010), *The Communist Party of Vietnam leads ideological work in the new period* ; Nguyen Tat Thang (editor) (2010), *Innovating ideological work; theories serving the cause of building and protecting the Fatherland* ; Ta Ngoc Tan (2010), *Information Technology Innovation; theories serving the cause of building and protecting the Fatherland*; Dao Duy Quat (editor) (2010), *Ideological work* ; Ngo Huy Tiep (2011), *Theoretical issues about the Party's current ideological work*; Nguyen Viet Phuong (project leader) (2011), *Leadership capacity and fighting strength of communal grassroots party organizations in the Northwestern mountainous provinces of our country - Current status and solutions*; Ngo Van Thao (2012), *Solutions; room implementation conditions; fight against the deterioration of political ideology; morality; lifestyle among officers; party members*; To Huy Rua (2012), *Some issues about theoretical work; thought; Party organization in the new period*; Pham Van Linh (2012), *Improving the persuasiveness of ideological work to meet the new requirements of the revolutionary cause in our country*. Nguyen Van Du (2012); *Renew; improve the effectiveness of ideological work in Tien Giang*; Author Hoang Quoc Bao; *Some basic requirements regulate the persuasion*

of the Party's ideological work ;

1.2 Cultural research projects; corporate culture and corporate culture education for employees of small and medium-sized enterprises

1.2. Foreign research projects

Edgar H.Schein (1992), *Organizational culture and structure of organizational culture* (Oragnizational Culture); G. Hofstede (1994), *Corporate culture*; Verne E. Hederson (1996), *Business Ethics*; David H. Maister (2005), *Corporate cultural identity*; Geert Hofstede (2010), *Culture and organization - software for thinking*; Johnson and Sholes (2005), *Exploring corporate strategy*

Ginevicius and Vaitkunaite (2006), *The impact of corporate cultural aspects on organizational performance*; Edwinah Amah (2009), *Corporate culture and organizational effectiveness: A study of the Nigerian banking industry*; Robert (2015), *Research on bank CEOs, corporate culture and risk*; Cameron and Quinn (2011), *Diagnosing and Changing Organizational Culture: Based on the Competing Values Framework*; Denison and Mishra (1990), *Toward a theory of organizational culture and performance, organizational science* .

1.2.2. Domestic research projects

According to author Nguyen Manh Quan (2011), *Business Ethics and Company Culture*; Trinh Quoc Tri (2009), *Tool for measuring corporate culture*; Do Thi Phi Hoai (2017), *Corporate Culture Textbook* ; Nguyen Thi Hong Tham (2014), *The impact of organizational culture on reward policy; encouragement in Vietnamese enterprises* ; Do Minh Cuong (2001), *Business culture and business philosophy*; Author Phung Xuan Nha (2010) State-level project *Entrepreneurial personality and business culture in Vietnam in the process of innovation and international integration*; Duong Thi Lieu (editor) (2012), *Corporate culture*; Nguyen Manh Quan (2012), *Business ethics and corporate culture*; Phan Quoc Viet and Nguyen Huy Hoang (2012), *Building corporate culture - The decisive factor for business longevity*; Business

Forum (2006), *Corporate culture; golden element of success*; Pham Thi Tuyet (2011), *Corporate culture in banking business*; Le Thi Kim Nga (2015), *Building and developing corporate culture at Vietnamese commercial banks*.

1.3. Overview of the researched results and thesis issues that need further research

1.3.1. Overview of researched results

First, studies on ideological work; Ideological education only addresses general theoretical issues and practical issues at agencies; departments; organizations in the political system from the central to local levels at home and abroad.

Second, research has clarified the structure of corporate culture and explored the components that make up corporate culture.

Third, studies build models to measure or determine corporate culture.

Fourth, practical research; that is, researching corporate culture from the perspective of a factor affecting businesses; or compare businesses with different corporate cultures.

Fifth, research projects on corporate culture at tourism businesses; businesses in the finance-banking sector... is a practical basis with valuable reference to help the thesis author develop educational content and provide solutions to enhance corporate culture education for workers. in small and medium-sized enterprises in Hanoi city in the near future.

1.3.2. Thesis issues need further research

Firstly, although there have been many research projects on ideological work; ideological education, specifically economic education; political-ideological education, moral education...but specifically corporate cultural education - a content of economic education in our Party's ideological education has not yet been researched specifically for the case of business. small and medium enterprises.

Second, although the theoretical basis of corporate culture education activities for businesses has been clarified to certain levels. Very few studies

present the trends or types of corporate cultures learned and adopted by employees. Small and medium-sized business members looking forward to future growth can build solutions to change or reshape corporate culture.

Third, the thesis will aim to clarify the concept of corporate culture of small and medium-sized enterprises; Apply appropriate research models to evaluate and identify types of corporate culture of small and medium-sized enterprises in the future, especially building a theoretical framework for corporate culture education for businesses. small and medium from the perspective of scientific research and ideological work.

Fourth, from theoretical basis, practice and limitations; The current shortcomings need to be researched to propose appropriate and effective directions and solutions to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city in the coming time.

Conclusion of chapter 1

Thus, in chapter 1 , the author has clarified the overview of research related to the thesis. During the process of reviewing the research situation, the author realized that most of the previous approaches were specific cases of a business or a group of businesses with common business characteristics. This research method still lacks content on how to build a corporate culture suitable for each specific type of business. Through synthesizing previous studies, the author found that the above inadequacies have created a gap in research related to corporate culture education, especially in small and medium-sized enterprises.

Chapter 2

CORPORATE CULTURE EDUCATION FOR EMPLOYEES IN SMALL AND MEDIUM ENTERPRISES - SOME THEORETICAL ISSUES

2.1. Corporate culture and corporate culture education for employees in small and medium-sized enterprises

2.1.1. Some concepts

- Education

Education is a consciously organized process to convey and comprehend knowledge and experiences accumulated in the socio-historical process of human generations. Thanks to education, the cognitive level Human knowledge and improvement of the world are increasingly enhanced and constantly developing.

- Ideological education

Ideological education is an important, regular task of ideological work to equip educational subjects with knowledge about politics, economics, culture, society, etc., thereby orienting values. , forming beliefs and encouraging actions for subjects according to the goals set by the educational subject.

- Culture

Culture is the entire material and spiritual values of humans in relation to the natural and social environments, preserved, handed down, and inherited from generation to generation, in order to Maintain and develop community life - organization, towards what is right, good and beautiful. These cultural values are deposited and crystallized from people's practical lives in interaction with the natural and social environment.

- Enterprise

An enterprise is an organization with its own name, assets, and

transaction office, established or registered for establishment in accordance with the law for business purposes. ..

- Small and medium-sized enterprises

Micro, small and medium-sized enterprises , also known as small and medium-sized enterprises (SMEs), are businesses with a small scale in terms of capital, labor or revenue.

- Workers in small and medium enterprises

An employee is a person who works for the employer according to an agreement, is paid a salary and is subject to the management, administration and supervision of the employer. Labor in small and medium enterprises today includes two main groups: professional labor and management labor.

- Corporate culture

Corporate culture is the totality of tangible and intangible values selected, created and used by an enterprise during its operations, creating its own characteristics .

- Corporate culture education for workers in small and medium-sized enterprises

Corporate culture education for workers in small and medium-sized enterprises is the planned and intentional impact of educational units on workers both professionally and in management to build and preserve and develop corporate culture .

2.1.2. Expression of corporate culture of employees in small and medium-sized enterprises

- Have a certain understanding of politics, economics, culture and society

- Deeply grasp the Party's guidelines and viewpoints, the State's policies and laws, especially in the economic field, production and business activities in the socialist-oriented market economy .

- Understand and master the basic values of corporate culture

- Absolute belief in the Party's leadership, the State's management and

corporate cultural values for the economic development of the country and Enterprises.

- Actively and exemplary strictly comply with the Party and State's guidelines, policies and laws and carry out actions to preserve and promote the cultural identity , reputation and brand of the enterprise in its work. I'm in a business.

2.1.3. The role of corporate culture education for employees in small and medium-sized enterprises

2.1.3.1. Corporate culture education contributes to raising awareness, forming attitudes, promoting behavior to build sustainable business development, helping businesses create competitive advantages.

2.1.3.2. Corporate culture contributes to helping businesses adapt to changes in the social context

2.1.3.3. Corporate culture contributes to helping businesses create identity, build core values, and develop sustainably

2.2. Elements that constitute corporate culture education activities for employees in small and medium-sized enterprises

2.2.1. Subject and object of education

2.2.1.1. Educational subject

- Leadership and management entities

First, party committees, governments and unions at all levels

Second, Associations and Associations

- Subject of educational activities

First, leaders of agencies, departments and branches from central to local levels

Second, leaders of organizations, associations, and affiliated units are assigned the task of education and training.

Third, the leadership and management team at the enterprise

- Subjects participating in educational activities

First, mass media agencies.

Second, training and fostering facilities

2.2.1.2. Educational object

- Business leadership and management team
- Employees in the enterprise

2.2.2. Educational content

Firstly , educate workers on political, economic, cultural and social knowledge to improve their qualifications and expand their understanding .

Second, educate workers about good traditional cultural values in production labor in Vietnam and the world to preserve and promote .

Third, educate good cultural values of the world and the country in production labor for workers to inherit and develop .

Fourth, educate workers about the new cultural value system formed from the socialist-oriented market economy during the reform period.

Fifth, educate the rules, regulations, and standards on communication and behavior in the production and business process of enterprises.

2.2.3. Educational methods

In this thesis, the author conceives methods as ways, measures, and means of educating corporate culture for workers. Here, educational methods are understood as forms, methods, and means of education.

- Form of education:

The current basic forms are: through forums, conferences, seminars, classes, through political activities, through mass media, through entertainment activities, entertainment, through activities in residential areas, boarding houses, worker dormitories, cultural and artistic movements...

- Methods of education:

Based on the scope of impact, there are group, individual or mass education methods. If based on how to use educational media to influence, there are verbal methods, visual methods, and practical methods. If based on the nature of the impact measures, there are methods of persuasion, example... In fact, depending on the purpose, conditions, and specific circumstances, one

method or many methods can be used. France. Use a combination of methods flexibly to achieve the highest efficiency.

- Educational facilities:

For workers in small and medium-sized enterprises, there are groups of means to carry out educational activities, which are: Ho Chi Minh National Academy of Politics, regional academies, provincial political schools, The reporter participates in word-of-mouth propaganda activities, mass media, cultural and artistic establishments, social organizations, socio-political organizations, and socio-professional organizations. careers, clubs... The main mass media used today are: Books, newspapers (including print newspapers, electronic newspapers and radio and television newspapers), movies, internet , social network...

2.2.4. Educational outcomes and conditions ensuring effective educational activities

2.2.4.1. Educational results

- Awareness of corporate culture of employees.
- Employees' trust in the enterprise.
- The positivity of employees in preserving and building the good value system of the enterprise

2.2.4.2. Conditions to ensure effective corporate culture education for employees

Conditions to ensure effective corporate culture education for employees are reflected in investment resources and building a clean, healthy environment for educational activities.

2.3. Political and legal basis and factors affecting corporate culture education for workers in small and medium-sized enterprises today

2.3.1 Political and legal basis for corporate culture education for workers in small and medium-sized enterprises in Vietnam today

2.3.1.1. Party documents

In the 1943 Vietnamese Cultural Outline, our Party affirmed: Culture is

one of three fronts (economic, political, cultural) in which communists must operate.

During the reform period, the Party's views on building culture in the economy are increasingly supplemented, developed and perfected.

Resolution 09-NQ/TW dated December 9, 2011 of the XI Politburo on Building and promoting the role of Vietnamese entrepreneurs in the period of accelerating industrialization, modernization and international economic integration. The economy clearly defines the goal: Building a team of strong entrepreneurs with national spirit, political enlightenment, business culture, high social responsibility, and sufficient capacity and qualifications for leadership and management. Enterprises operate with high quality, efficiency and competitiveness.

The 12th Party Congress determined: Building a corporate culture with the spirit of respect, compliance with the law, maintaining credibility, and healthy competition for sustainable development.

At the 13th Congress, our Party once again emphasized the task of building corporate culture, entrepreneurial spirit and entrepreneurial spirit.

2.3.1.2. State documents

On November 7, 2016, in Hanoi, former Prime Minister Nguyen Xuan Phuc attended the ceremony to announce Vietnam Business Culture Day - November 10 and launch the campaign to Build Vietnam Business Culture.

On July 11, 2021, the Vietnamese Business Culture Standards were announced.

In 2022, VCCI announced and launched the implementation of 6 codes of ethics for Vietnamese businessmen: creating economic value for society, complying with the law, transparency, fairness, integrity, creativity, and cooperation. cooperation, mutual development, respect for nature, environmental protection, patriotism, responsibility to society and family.

2.3.2 Factors affecting corporate culture education for employees of small and medium-sized enterprises

2.3.2.1. Objective factors

Firstly, the impact of the process of economic integration with the world on corporate culture education for workers

Second, the impact of the Fourth Industrial Revolution on corporate culture education for workers

Third, the impact of a socialist-oriented market economy on corporate culture education for workers

2.3.2.2. Subjective factors

Firstly, outdated habits in production and business formed in history impact corporate culture education for workers.

Second, the uneven qualifications of workers affects corporate culture education for workers

Third, the working environment, physical and mental conditions in the enterprise affect corporate culture education for employees.

Conclusion of chapter 2

Thus, in chapter 2, the author has clarified theoretical issues about corporate culture education for workers in small and medium-sized enterprises. By analyzing related concepts, the author presents the most general concept of corporate culture education for workers in small and medium-sized enterprises. Next, the author focuses on clarifying the corporate cultural manifestations of workers in small and medium-sized enterprises. The author analyzes and clarifies the elements that constitute corporate culture education activities for employees in small and medium-sized enterprises such as: Subject, object, content, methods and results of education, effectiveness. education and conditions to ensure effective educational activities. Finally, the author clarifies the political-legal basis and factors affecting corporate culture education for workers in small and medium-sized enterprises today.

Chapter 3

CORPORATE CULTURE EDUCATION FOR EMPLOYEES IN SMALL AND MEDIUM ENTERPRISES IN HANOI CITY - CURRENT SITUATION AND PROBLEMS

3.1 General overview of the situation, business characteristics and building corporate culture of small and medium-sized enterprises in Hanoi city today

3.1.1. General overview of small and medium enterprises in Hanoi city

Hanoi has about 378,000 businesses, on average the Capital has 37 people/business, 3.8 times higher than the national average. The number of small and medium-sized enterprises accounts for over 97.2% of businesses in the area, constantly developing and innovating, contributing more than 45% of GDP to Hanoi, creating jobs for more than 50% of workers.

Small and medium-sized enterprises in Hanoi focus mainly on a number of industries such as: Wholesale and retail (25%), industry (17%), event organization and communication (16%), construction construction (15%)...

3.1.2. Characteristics of small and medium enterprises in Hanoi city

Firstly , small and medium-sized enterprises in Hanoi city are growing in number and contributing increasingly to the city's GDP.

Second , in the process of formation and development, small and medium-sized enterprises in Hanoi city always receive the attention and companionship of the city party committee and government.

Third , small and medium-sized enterprises in Hanoi city are taking full advantage of the mechanism to promote innovation and creativity.

Fourth , small and medium-sized enterprises in Hanoi city still encounter many difficulties and barriers in the production and business process.

Fifth , small and medium-sized enterprises in Hanoi city have been taking the lead in building and developing an exemplary business culture of the socialist-oriented market economic mechanism.

3.1.3. Situation of building corporate culture of small and medium enterprises in Hanoi city

Hanoi is the capital with a long history of thousands of years of civilization, a place where the best cultural traditions of the Vietnamese people converge. Resolution No. 15-NQ/TW dated May 5, 2022 of the Politburo on directions and tasks for developing Hanoi Capital to 2030, with a vision to 2045 has determined: Developing Hanoi Capital Literature Constitution - Civilization - Modernity is a particularly important task. The political task in the strategy of building and protecting the Fatherland with the spirit of "The whole country for Hanoi, Hanoi for the whole country" is the responsibility and obligation of the entire country. The Party, the entire people, the entire army, the entire people, and the political system are the top tasks of the Party Committee, Government and people of Hanoi Capital.

We can see some basic characteristics in building corporate culture of small and medium-sized enterprises in Hanoi city such as: Firstly, small and medium-sized enterprises in Hanoi city have gradually Raise awareness about the importance of corporate culture for business development. Second, the number of businesses participating in models and classes related to corporate culture education is increasing. Third, most businesses are gradually identifying and affirming core values related to their corporate culture.

3.2. Current status of corporate culture education for workers in small and medium-sized enterprises in Hanoi city today

3.2.1. Advantage

3.2.1.1. About the subject of education

First, awareness of the importance of corporate culture education for

employees in small and medium-sized enterprises among educational subjects is becoming more complete and comprehensive.

Second , the sense of responsibility of the subjects is increasingly enhanced through the role of leadership, direction and organization of cultural education activities for workers in small and medium-sized enterprises.

Third, the qualifications and capacity of corporate culture education subjects for workers in small and medium-sized enterprises are increasingly clearly improved.

Fourth, the work of inspection, supervision, preliminary and final review of corporate culture education activities for workers in small and medium-sized enterprises is increasingly respected.

3.2.1.2. About educational content

First, educational content is increasingly practical in the country's new development context.

Second, the educational content is practical, in-depth, and specialized for different target groups in Hanoi city.

Third, the content of corporate culture education is inherited and developed between tradition and modernity

Fourth, educational content promptly updates the new cultural and ethical values of the socialist-oriented market economy .

Fifth, educational content has updated regulations on corporate culture in general and each specific enterprise in particular.

3.2.1.3. About educational methods

First, the form of corporate culture education is diverse, lively, and intuitive

Second, many rich, scientific and modern corporate culture education methods have been applied in recent times.

Third, educational means increasingly promote educational

effectiveness in the new context.

3.2.1.4. Regarding conditions to ensure effective educational activities

Firstly, the mechanisms and policies of concern, facilitation and support of agencies, departments, unions and businesses are increasingly practical and effective.

Second, educational human resources are increasingly improved in both quality and quantity.

Third, financial resources are increasingly paid attention and invested more, contributing to creating favorable conditions for corporate culture education activities for workers.

Fourth, the production, business and living environment of enterprises is increasingly improving.

3.2.1.5. About educational results

First, corporate culture education for workers in small and medium-sized enterprises in Hanoi city has contributed to building value for the small and medium-sized business community in general and each business in the area. in particular .

Second, corporate culture education for workers in small and medium-sized enterprises in Hanoi city has contributed to building emotions and trust for workers, thereby gradually creating their own identity and influence. positively affect the business results of businesses.

Third, corporate culture education for workers in small and medium-sized enterprises in Hanoi city has promoted cultural behavior of workers, contributing to building a civilized and healthy capital culture. strong, contributing to socio-economic development in general and the development of businesses in particular.

3.2.2. Limit

3.2.2.1. About the subject of education

Firstly, the leadership and direction role of some party committees, authorities and unions in corporate culture education is still weak, not regular,

continuous and effective.

Second, a separate team for corporate culture education for workers in small and medium-sized enterprises in Hanoi city has not been formed .

Third, the qualifications and capabilities of educational subjects are not uniform.

3.2.2.2. About educational content

Firstly, some educational content has not been regularly updated, both in terms of guidelines and policies of the Party and State and the reality of the production and business context of enterprises .

Second, some cultural education content for workers is not really suitable for the conditions and context of small and medium-sized enterprises.

Third, some educational content is dogmatic, not practical, and difficult to implement for workers in small and medium-sized enterprises.

Fourth, some businesses have not focused on concretizing the content of the Party and State's regulations and regulations into specific standards and criteria to educate employees on corporate culture.

The survey shows that most businesses often invite experts or send people to attend training classes from all levels, industries, associations, and associations. There are not many small and medium-sized enterprises in the city that proactively conduct training and education programs on corporate culture from the policies of the Party and State. This leads to corporate culture education results that are often not close to the cultural characteristics and business goals and trends of businesses.

3.2.2.3. About educational methods

First, visual and vivid forms of education have not been thoroughly and commonly applied to bring high efficiency.

Second, some new educational methods that create excitement for workers' participation still encounter some barriers that make them difficult to implement.

Third, some educational units and subjects still do not pay much attention

to innovating educational methods, so they have not created a driving force to promote educational effectiveness .

Fourth, some businesses have not focused on converting modern technology applications, leading to the failure to promote the role of the Internet and new mass media.

3.2.2.4. About educational results

Firstly, it has not brought uniform and thorough awareness of corporate culture to workers .

Second, it has not created a clear effect on the attitudes, emotions, and beliefs of workers toward businesses in production and business.

Third, positivity in the actions of workers in building and developing corporate culture in a sustainable way has not yet been formed.

3.2.2.5. About conditions to ensure effective educational activities

Four waves of Covid-19 epidemic in Vietnam have had a severe impact, putting pressure on all aspects of life, economy and society. Among them, the business community faces many challenges. Therefore, there are not enough resources to effectively implement corporate culture education programs and plans for workers in small and medium-sized enterprises in Hanoi city. The work of building an educational environment for corporate culture for workers has not received adequate attention.

3.3. Causes of the current situation and issues raised in corporate culture education for workers in small and medium-sized enterprises in Hanoi city today

3.3.1. Cause of the situation

3.3.1.1. Reasons for advantages

Firstly, the attention and facilitation of party committees , authorities, and unions at all levels .

Second, the strong development in both quantity and quality of Party organizations, Associations , and Associations in the operations of small and medium enterprises in the area .

Third, the increasing interest and investment of resources by businesses themselves in developing corporate culture as well as corporate culture education .

3.3.1.2. Limited cause

Firstly, some units do not really attach importance to building corporate culture in business development .

Second, although there is more attention and investment in resources, it is not enough to create a strong motivation to promote effective educational activities.

Third, educational subjects are still limited in capacity and qualifications in corporate culture education for workers.

3.3.2. Issues raised

3.3.2.1. The awareness of the subjects about the importance of cultural education for employees in small and medium-sized enterprises has not met the urgent requirements of building corporate culture in the new situation.

3.3.2.2. The content of cultural education for workers in small and medium-sized enterprises still has many inadequacies compared to the needs, qualifications, and working conditions of the educational subjects, which are workers .

3.3.2.3. The method of corporate culture education for workers in small and medium-sized enterprises lacks flexibility, modernity, diversity, and is not suitable for the target's working environment, leading to limitations in effectiveness. educational effectiveness

3.3.2.4. The level of concern for the environment and conditions to ensure effective educational activities are not commensurate with the cultural education requirements for workers in small and medium-sized enterprises in the new context.

3.3.2.5. Educational results are not high and uneven, leading to the formation of a corporate culture for workers in small and medium-sized enterprises that lacks sustainability.

Conclusion of chapter 3

Thus, in chapter 3, the author has clarified the current situation, causes and problems facing corporate culture education for workers in small and medium-sized enterprises in Hanoi city. Through the survey, all indicators show that the level of awareness and understanding of educational subjects in small and medium-sized enterprises regarding corporate culture has been significantly increased. However, overall, the role of these subjects is still quite vague, and has not yet created mechanisms to promote educational activities that are deployed continuously and regularly. The above situation shows that there are still many problems such as: The awareness of the subjects about the importance of cultural education for workers in small and medium-sized enterprises has not met the urgent requirements of Building corporate culture in the new situation . The content of cultural education for workers in small and medium-sized enterprises still has many inadequacies compared to the needs, qualifications, and working conditions of the target audience. Education is a worker .

Chapter 4

DIRECTIONS AND SOLUTIONS TO STRENGTHEN EDUCATION CORPORATE CULTURE FOR EMPLOYEES IN SMALL AND MEDIUM ENTERPRISES IN HANOI CITY IN THE COMING TIME

4.1. Directions for strengthening corporate culture education for workers in small and medium-sized enterprises in Hanoi city

4.1.1. Corporate culture education for workers in small and medium-sized enterprises in Hanoi city needs to further promote the leadership and direction of party committees and authorities at all levels.

It is necessary to continue to do a good job of propaganda, advocacy, evaluation, survey, and especially propaganda so that SOEs understand the benefits of establishing Party organizations and socio-political organizations in their enterprises. From there, strengthen the content of corporate culture education through party committees at all levels. To do this, it requires persistence, perseverance, and high determination with a method that is consistent with reality, in an increasingly practical and effective direction, without formality while still maintaining principles and regulations. of the Party

4.1.2. Corporate culture education for employees in small and medium-sized enterprises must be conducted regularly and continuously with diverse and effective coordination between business entities, associations, and business associations.

Over the past two decades, the business environment in Vietnam has improved, the business community has grown, forming famous brands not only domestically but also reaching out to the region and the world .. Corporate culture education for workers in small and medium-sized enterprises must be conducted regularly and continuously with diverse and effective coordination between business units, associations and organizations

in the area.

4.1.3. Corporate culture education for workers in small and medium-sized enterprises must be closely combined with political and ideological education, legal and ethical education in production and business of enterprises.

In businesses, especially large businesses, they often bring together many members with different qualifications, social relationships, abilities, personalities... creating a diverse and complex working environment. .. To survive and develop sustainably, businesses need to be a place to gather and promote all human resources, build and maintain a cultural environment in which members have common values to share and collaborate. agree, working towards a common goal.

4.1.4. Corporate culture education for workers in small and medium-sized enterprises must be associated with educating the sense of responsibility for innovation of each business member in the new context.

Businesses themselves must first be fully and deeply aware of the role and importance of corporate culture for sustainable development. Enterprises must really invest in building corporate culture, gradually realizing it in actual operations. At the same time, actively and proactively learn from other businesses, refer to experiences, models, and methods. Advanced management and business methods from the world to apply flexibly and creatively into practice and in a timely manner. time of adjustment and supplementation in the process of building corporate culture.

4.2. Solutions to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city

4 .2.1. Raising awareness of subjects about the importance of corporate culture education for employees in small and medium-sized enterprises

Party committees at all levels in the Capital need to have a proper awareness of the importance of improving the effectiveness of corporate

culture education for workers in general and workers in small and medium-sized enterprises. Within their authority, Party committees at all levels need to promulgate regulations and periodically inspect the implementation of corporate culture education for workers in general and workers in small and medium-sized enterprises in particular. Particularly, leaders, secretaries, heads of agencies and units must annually build programs , plans, and determine specific goals...

4.2.2. Strengthen the leadership and direction of leadership and management entities in corporate culture education activities for employees in small and medium-sized enterprises

State agencies in the area need to concretize the Party's viewpoints and policies on information programs to apply and deploy appropriately for each locality and unit.

4.2.3. Building a diverse, synchronized educational force with sufficient qualities and capacity to participate in corporate culture education activities for workers in small and medium-sized enterprises

Faced with the rapid increase in the number of workers and the requirements of the current situation, in the context of an information explosion, the organization, apparatus, and team working on cultural education receive special attention. Party Committees at all levels must consider this as the core force to firmly protect the Party's political ideological foundation and information among workers of small and medium-sized enterprises today in the area. It is necessary to focus on perfecting the organization of information mobilization and corporate culture education for workers in city, district and district trade union units and especially trade unions of small and medium-sized enterprises.

4.2.4 . Focus on building and perfecting educational content suitable to the qualifications, needs and actual conditions of workers in small and medium-sized enterprises

To build a successful corporate culture, Vietnamese businesses must

take people as the root of all production and business activities. Promote fostering a sense of responsibility, arousing passion, initiative, and creativity of employees. There is a scientific management mechanism, a reasonable reward and discipline regime, to recognize and honor employees' contributions to the enterprise, so that they truly consider the enterprise their home.

4.2.5. Effectively coordinate forces and methods of corporate culture education for workers in small and medium-sized enterprises

To enhance corporate culture education for workers in small and medium-sized enterprises, educational forces and methods need to coordinate in the most effective way. First of all, it is necessary to enhance the role of propaganda departments at all levels.

To improve the effectiveness of corporate culture education for workers, local units need to continue to effectively promote the advantages of each type of propaganda such as: Oral propaganda, propaganda in other means. mass media, conferences, books, publications, news talks, exchanges - dialogues, cultural and artistic activities... Flexible use of internal radio, wall newspapers, distribution of propaganda leaflets Live broadcast at production lines, motels...

4.2.6. Invest resources in corporate culture education activities for employees in small and medium-sized enterprises

First of all, the subjects, especially the party committees and local authorities in Hanoi city, need to pay attention and pay attention to increasing investment in ideological work to modernize equipment and facilities. materials and equipment. It is necessary to apply ideological work to corporate culture education for workers. Pay attention to taking care of the spiritual life of employees of businesses in the area:

4.2.7. Create a favorable living and working environment and conditions to improve the effectiveness of corporate culture education for employees in small and medium-sized enterprises

To create a favorable living and working environment and educational

conditions for workers about corporate culture, workers in small and medium-sized enterprises need to promote the great role of business owners.

If done, business owners can change perceptions, create favorable conditions for the establishment and operation of Party organizations and unions in businesses and create favorable conditions for teachers and educators. corporate culture for employees in the enterprise.

Conclusion of chapter 4

Thus, in chapter 4, the author has clarified directions and solutions to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city in the coming time.

First of all, the author analyzes some main directions such as: Corporate culture education for workers in small and medium-sized enterprises associated with educating each member of the enterprise to be aware of responsibility for innovation, Cultural education Enterprise transformation for workers in small and medium-sized enterprises must be closely combined with political, ideological, legal and ethical education in production and business of enterprises. Next, the author clarifies some solutions to enhance corporate culture education for workers in small and medium-sized enterprises in Hanoi city such as: Raising awareness of subjects about the importance of The importance of corporate culture education for employees in small and medium-sized enterprises .

CONCLUDE

Thus, through 4 implementation chapters, the author has successively solved the thesis tasks set out, through which the following scientific conclusions can be drawn:

In chapter 1, the author clarified the research overview related to the thesis. First of all, the author clarifies research works on corporate culture and corporate culture in small and medium-sized enterprises. Next, the author clarifies research projects on ideological work, ideological education and corporate culture education for workers in small and medium-sized enterprises in Vietnam and Hanoi city. Through synthesizing previous studies, the author found that the above inadequacies have created a gap in research related to corporate culture education, especially in small and medium-sized enterprises.

In chapter 2, the author clarified theoretical issues about corporate culture education for workers in small and medium-sized enterprises. By analyzing related concepts, the author offers the most general concept of corporate culture education for workers in small and medium-sized enterprises. Next, the author focuses on clarifying the manifestations of corporate culture of workers in small and medium-sized enterprises. The author analyzes and clarifies the elements that constitute corporate culture education activities for employees in small and medium-sized enterprises. Finally, the author clarifies the political-legal basis and factors affecting corporate culture education for workers in small and medium-sized enterprises today.

In chapter 3, the author clarified the current situation, causes and problems facing corporate culture education for workers in small and medium-sized enterprises in Hanoi city. Through the survey, all indicators show that the level of awareness and understanding of educational subjects in small and medium-sized enterprises regarding corporate culture has been significantly increased. However, overall, the role of these subjects is still quite vague, and has not yet created mechanisms to promote educational

activities that are deployed continuously and regularly. Some educational content has not been regularly updated, both in terms of guidelines and policies of the Party and State and the reality of the production and business context of enterprises. Some businesses have not focused on concretizing the content of the Party and State's regulations and regulations into specific standards and criteria to educate employees about corporate culture.

In chapter 4, the author clarified directions and solutions to strengthen corporate culture education for workers in small and medium-sized enterprises in Hanoi city in the coming time. This solution system comes from the theoretical basis, experience in the process of implementing education and the problems raised in the coming time.

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LIST OF PUBLISHED SCIENTIFIC WORKS RELATED TO THE THESIS TOPIC

No	Project name	Author/co-author	Name of journal	Year of publication
1	Some solutions for business ethics education in small and medium enterprises in Hanoi city	Mac Quoc Anh	Journal of Science - Vietnam National University, Hanoi	2019
2	The Impact of Corporate Culture on Labor Relations in Enterprises	Mac Quoc Anh- Nguyen Xuan Thong	Industry and Trade Magazine	2022
3	Corporate culture - Some theoretical and practical issues	Mac Quoc Anh	Industry and Trade Magazine	2022
4	Some solutions to contribute to building Vietnamese corporate culture in the context of increasingly deep and wide international integration	Mac Quoc Anh	Journal of Political Theory and Communication	2022
5	Some solutions to contribute to building Vietnamese corporate culture in the context of increasingly deep and wide international integration	Mac Quoc Anh	Journal of Science - Vietnam National University, Hanoi	2023
6	Corporate culture	Mac Quoc Anh	Journal of	2024

	education for employees in small and medium enterprises in Hanoi		Political Theory	
7	Corporate culture education for employees in small and medium enterprises - some theoretical issues	Mac Quoc Anh	Journal of Political Theory and Communication	2024
	Some solutions to enhance corporate culture education for employees in small and medium enterprises in Hanoi city today	Mac Quoc Anh	Journal of Human Studies	2024
	The role of corporate culture education for employees in small and medium enterprises	Mac Quoc Anh	Industry and Trade Magazine	2024
	Some directions to enhance corporate culture education for employees in small and medium enterprises in Hanoi City	Mac Quoc Anh	Educational Equipment Magazine	2024
	Corporate culture education for employees in small and medium enterprises in Hanoi	Mac Quoc Anh	Front Magazine	2024