

**THE MINISTRY OF EDUCATION AND TRAINING
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PHD THESIS SUMMARY

**CONSTRUCTION AND DEVELOPMENT BRAND
OF ONLINE BUSINESS OF VIETNAM**

**Field: Business and management
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INTRODUCTION

1. Reason of topic

Around the world, many brands have appeared in online business has great value as Google, Facebook, Amazon, eBay, Alibaba, IBM, Dell, Cisco, etc ... marks a new direction-based business foundation of information technology and the Internet. In addition, the business model according to traditional methods also tend to expand their business activities to the online environment and are increasingly achieved success as Walmart, Target, Bestbuy, IKEA, etc...

In Vietnam, the business model of electronic commerce has emerged as ChoDienTu, Vatgia, Enbac, Megabuy, etc ... is the wholesale, retail, online auction or as Thegioididong, Chotot, Nguyenkim, Lazada, etc ... are also affirming its brand. Although, these brands have brought many benefits and value to customers, however, not at the model also took advantage of the utility of information technology and the online environment implementing acts "grab business", scams causing loss of customers' confidence. For business enterprises, including traditional commercial activities or businesses operating in the online environment, the brand is an invaluable asset. To create brand value, especially with online businesses, businesses that need a long-term process of building the business strategy that is both scientific and artistic medium and a system approach innovative and adaptable based on the foundation of information technology and communications. That's why authors choose the topic "Building and development brand of the online businesses of Vietnam" as research topics for my doctoral dissertation.

2. Overview of the research situation

2.1. The situation oversea research

- Thi Thu Huong Luc, PhD thesis, *web branding at Vietnamese manufacture enterprises*, University of Fribourg, March 22nd, 2007: Author measured and evaluated the factors that affect the branding of the business website in Vietnam.

- Al Ries & Laura Ries (2002, 2009), *The 22 Immutable Laws of Branding* and *11 Immutable Laws of Internet Branding*. Both

books have been translated into Vietnamese by Knowledge Publishing House, published in 2010.

- Claudie Clot (2011), *Online Branding: The Complete Reference*, advancis Publishing, New York; Robert D. Kintigh (2012), *How to Brand Yourself Online*, Truth Mastery, 1 edition (December 21, 2012). The content of this research refers mainly to a number of new issues in brand building on online business environment, fundamentals of branding, brand websites for manufacturing enterprises, etc. ...

2.2. Research situation in Vietnam

*** Published books**

- “*Trade Promotion Management in building and brand development*”, Labor and Social Publishing House, 2010 by An Thi Thanh Nhan and Lu Thi Thu Huong mention three key issues: The brand in modern business are clarified through an overview of the brand; building and development brand, and unified communications systems.

- “*Brand for managers*”, Labor and Social Publishing House, 2012 by Nguyen Quoc Thinh and Nguyen Thanh Trung mentioned most general issues about the brand from the theoretical basis, model selection, strategy, design, maintenance, protection, operation and development brand with very detailed analysis and useful for businesses and managers to build and develop business brand.

- “*Brand Management*”, HCM City National University Publishing House, 2010 Le Dang Lang mentioned branding issues, especially building strong brands through the development of leading brands.

- “*Brand imprint*”, Youth's Publishing House, 2008 Ton Nguyen Thiem with 7 volumes.

*** Some PhD thesis research on building and brand development**

Bui Van Quang (2008), economic PhD Thesis, industrial instant noodles Branding in Vietnam, Ho Chi Minh City University of Economics; Tran Ngoc Son (2009), economic PhD Thesis, building and development brand of the Bank for Agriculture and Rural Development of Vietnam, Institute of Bank; Nguyen Thi Hoai Dung (2010), economic PhD Thesis, building and management brand of garment companies in Vietnam, National Economics University; Le Thi Kim

Tuyen (2010), economic PhD Thesis, sustainable branding for Commercial and Industry Joint Stock Bank of Vietnam, Ho Chi Minh City University of Economics; Doi Anh Tuan (2011), economic PhD Thesis, strong branding for Vietnam businesses, Vietnam Commerce University; Tran Dinh Ly (2012), Economic PhD Thesis, Buildoing and Development Hoa Loc Mango brand, Cai Be, Tien Giang, Hue University - University of Economics.

3. Objectives and tasks research

3.1. Research objectives

- Clarifying the theoretical framework for the buiding and development brand of the online business.
- Evaluating and examining reality of building and development activities of brands of online businesses of Vietnam.
- Recommendations and proposed solutions for uniformity, specific and feasible macro and micro to build and development brands of online businesses.

3.2. Research Tasks

First, codified rationale for building and development brand for online businesses of Vietnam.

Second, giving overview of reality of online business and building and development activities of brands in general of in Vietnam enterprises.

Third, analyze and evaluate the advantages and limitations, to find out the cause and effect factors and propose solutions to help online businesses boosting Vietnam's building and development brands.

3.3. Doing process of thesis

First, the thesis clarifies theoretical issues about the brand and features of online business activities.

Second, the thesis clarifies the factors affecting building and development brands of online businesses.

Third, the thesis clarifies the reality of building and development brand activities is underway in the online businesses of Vietnam, evaluating the achievements, limitations and their causes and proposing solutions for online businesses in Vietnam.

Fourth, the thesis gives some recommendations to the Government and solutions for online businesses to facilitate building and development brand activities.

4. Objects and scope of research

4.1. Objects of research

The main objects of the thesis is the problem of theoretical and practical in building and development brand of business enterprises in the online environment in Vietnam (in which, online business activity is an important prerequisite for building and development brand). The object of the thesis research also includes provisions on the object of intellectual property rights in the sense that the elements of the brand's business. In particular, the object of research of the thesis also includes the relevant provisions of the Electronic Transactions Law, Information Technology Law, Intellectual Property Law, etc ...

4.2. Scope of research

- *Content*: The thesis focuses on the problem of theoretical basis, realities and solutions to build and develop brands of businesses in the online environment of Vietnam. Thesis is focused on the businesses which have online buyers being final consumers. Businesses subject of the thesis research is the businesses which do business on a part or the whole of the online environment.

- *Space*: outside researching the activity of building and development brand of businesses in the online environment of Vietnam on the local market, and thesis has researched some experiences in building and development brand of some businesses which are successful in online business on the world.

- *Time*: When assessing build and development brand realities, the thesis took landmark since 1997 until now. When proposing building and development brand solutions dissertation proposals from now until 2030.

5. Research Methodology

Theoretical foundation of the thesis that is Marxism-Leninism on dialectical materialism and historical materialism. Author has used the

method of synthesis research such as analysis - synthesis and comparison - compare, fieldwork, quantitative methods, the case study method.

6. New contributions of the thesis

- Thesis synthetics reasoning about "building and development brand" as concepts, features, content of structure of brand, process for building and development brand of online businesses.

- The first thesis researches and synthesises of experiences in building and developing brand of online success businesses on overseas, and proposing learning lesson for Vietnam online business.

- The thesis first does survey of the structure and process of building and development brand of the Vietnam businesses in online environment.

- The thesis first synthesis of new elements for building and development brand of the Vietnam businesses in online environment.

- The thesis proposed process for building and development brand in a general way for online businesses of Vietnam.

- The first thesis gives the survey of online customers (end-users) for the elements and value brand expectations for online businesses.

- The first thesis proposed quantitative model of the relationship between the building and development brand costs in an online environment with revenue growth and the contribution of revenue from each online business.

7. Structure of the thesis

Outside the preamble, conclusions, references, appendices, thesis include four chapters:

Chapter 1: Scientific basis of the building and development brand of online business.

Chapter 2: Current status of building and development brand of online businesses of Vietnam.

Chapter 3: Orientations and solutions for establishment and development of brand of online business enterprises of Vietnam

CHAPTER 1

SCIENTIFIC BASIS OF THE BUILDING AND DEVELOPMENT BRAND OF ONLINE BUSINESS

1.1. These theoretical issues about online business and brand of online businesses

1.1.1. Overview of online business

1.1.1.1. The concept of online business

The term "online business" has become so popular, but also many comments don't agree to terms, today.

The first view, homogeneity "Online business" with E-commerce. The second view, online business is extensive activities, encompassing the electronic commercial activity. Third view, online business is an activity of e-commerce. To the extent of this thesis, online business has been understood as the concept of heterogeneous e-commerce or online commerce.

1.1.1.2. Characteristics of online businesses

First, online business is a new and modern business method, with many stages of computerization and automatation with partial or full activities.

Second, online business is faster than traditional business.

Third, online business requires a certain level of application of information technology in management and business.

Fourth, the development of online business associated with the development and application of information technology and communications.

1.1.1.3. The difference between online business and traditional business

The thesis has given ten different points between traditional business and online business in comparison table. Basically, the biggest difference between the two forms of business is the business environment, application technology and related legal regulations.

1.1.1.4. Classification of online businesses

Classification by networking technology, services form or level of collaboration, sharing and using of information through the network or

audience participation, on the level of digitalization or be construed as the level of application of electronic medias on business activities.

1.1.2. Overview of brand of online business

1.1.2.1. The concept of brand

The concept of the brand has been presented in the book "What is brand" is posted on the Interbrand organization's website, the brand concept is derived from the ancient Norwegian term "Brandr", meaning "stigmatize", is derived from the Anglo-Saxon meaning: pet owners to mark their animals to identify them. Derived from the term, there are brands out succinctly that "profound effect" of customers for products and businesses.

As defined by the American Marketing Association (1960) brand is a name, logo, symbol, design or a combination of these factors in order to identify products or services of a manufacturer and distinguished from the brand's competitors.

Today, the brand carries a wider meaning, "the brand is the sum of all the physical elements, aesthetic, physical and sensory properties of a product, including the product itself, the name, logo, and all the photographs shown of products that gradually built up over time and clear up positions in the customer's mind".

Can understand how the most common brand that is: "the brand is mark, a positive image and reputation of the product and the business remains in the minds of customers and is an important prerequisite for buying action and the following buying of consumer".

1.1.2.2. Distinguishing brand and trademark

The views of major brand under six ways:

First, "brand" and "trademark" are the same meaning, this point the building and development of "brand" and "trademark" is one.

Second, existing "trademark" term only, the "brand" does not exist.

Third, the "brand" is derived from "trademark" after it has been registered with the State Administration of brand and commercialized in the market.

Fourth, the "brand" and "trademark" are two different meanings, "trademark" is still visible elements and "brand" intangible factors. With this understanding, the building "brand" and "trademark" are two different activities.

Fifth, "brand" and "trademark" is the only term that is translated into a purely Vietnamese.

Sixth, "brand" is a broad concept including "trademark", with this view, building "brand" also includes the building of "trademark".

Author agree with the sixth view

1.1.2.3. Brand of online businesses

Along with the development of online business, brand of business through which well formed and development, that is often referred to as the brand's online businesses or referred to as "online brand".

1.1.2.4. Characteristics of the brand's online business enterprise

- The branding is used to the electronic tools
- Storing and displaying through electronic tools
- Using electronic tools to promote commercial development

1.1.2.5. Benefits of the brand's online business enterprise

- For businesses
- For consumers

1.1.2.6. The legal basis of the brand's online business enterprise

In a legal perspective, the concept of "brand" does not exist, instead of "brand" is "trademark". It is a sign used to distinguish goods or services of different organizations and individuals. In addition, the law also stipulates "collective trademark", "trustmark", "link brand", and "famous brand".

1.1.3. The value of online business brand

The method determinines based on advantage income, based on economic value, based on the cost to build a successful brand, based on stock value, based on transfered value.

1.2. Branding of online business enterprise

1.2.1. The concept of online business branding

Authors suggest that, "branding of the online business enterprises is a collection of works is carried out in an order from building structure

foundation for establishment brand and building structure visible brand to customers and communities in the online environment".

1.2.2. Content of online business branding

Structure of the online business branding contains: background structure and display structure

1.2.3. Building and applying the building process of online business brand

1.2.4. Some affecting factors, assessment criteria and conditions ensure building online business brand in success

1.2.4.1. Factors affecting the of online business branding

- The factors of the external environment: the International environment, National environmental, online business environmental.
- The factors of the internal environment of enterprises

1.2.4.2. Assessment criteria for building a successful brand of online business enterprises

Criteria to measure the success of branding in the online environment detail: financial criteria, recognition criteria and criteria for customer loyalty, sales of criteria and the ability to create profit.

1.2.4.3. Some necessary conditions to ensure the success of building brand of the online business enterprises

- Awareness for building brand on online environment
- Elements of resources for online environment branding
- Processes for building brand in online environment
- Brand management in online environment

1.2.5. Infringement and dispute issue in building brand of online business enterprises

1.2.5.1. Infringements in building brand process of online business enterprises

- In terms of online business
- In terms of of Intellectual Property

1.2.5.2. Disputes in the protection of intellectual property rights on the brand's online business enterprise

- Disputes relating to use domain names and property of domain names associated with name brand.

- Disputes in trademark copyright registration

1.3. Brand development of online business enterprises

1.3.1. The concept of brand development of online business enterprises

Brand development is the continuation phase of building brand process. On the basis of brand was conceived in terms of both form and content, development brand will help brand more and more popular.

1.3.2. The content of brand development of online business enterprises

Methods of developing brand of online business enterprises:
Development of brand in width and in depth

1.3.3. Brand development process of online business enterprises

Brand development procedure of online business enterprises: Online communication of brand; maintenance and expansion of brand; evaluation, control and adjustment of brand.

1.3.4. Some affecting factors, assessment criteria and conditions ensure developing online business brand in success

1.3.4.1. Some factors affecting developing online business brand in success

- External environment affecting developing online business brand in success
- Internal environment affecting developing online business brand in success

1.3.4.2. Assessment criteria for developing a successful brand of online business enterprises

Beside, the factors referring to traditional business environment as trademarks, logos, slogans, colors, images,..., Assessment criteria contains turnover growth, asset brand value, brand awareness level, consumer increasing, click growth, ...

1.3.4.3. Some necessary conditions to ensure the success of developing brand of the online business enterprises

- Brand development models
- Brand development instruments

1.3.5. Infringement and dispute on brand during the development of brand

1.3.5.1. Infringements of brand

- Infringements of brand in the course of domain name registration
- Infringements of copyrights of articles and user interface in the website

1.3.5.2. Dispute settlement during brand development process

- Dispute settlement through negotiation and mediation
- Dispute settlement through arbitration
- Dispute settlement through court

1.4. Experiences in development of brand by representative online business enterprises over the world.

1.4.1. Experiences in brand establishment

First, development of brand by selecting the right areas that need pursuing

Second, development of brand on online environment by choosing the right business model.

Third, development of brand in manners that are in consistent with rules of the Internet environment

1.4.2. Experiences in brand names development

First, the development of brand names by promoting communication of brand name.

Second, the development of brand names by extending brand names to strengthen the core brand name and adding value to the core brand names

Third, development of brand by brand alignment.

Summary of Chapter 1

Chapter 1 of the thesis stated basics of online business, issues related to construction and development brand in the online environment of the business, to clarify the concept of e-commerce electronic, online business, brand, online brand building and brand development in the online environment. Besides, while analyzing the factors affecting the building and development brand in the online environment and experience in building and developing brands in the online environment of a typical brand background foundation for the further research in chapter 2.

CHAPTER 2

STATUS OF BRAND ESTABLISHMENT AND DEVELOPMENT OF VIETNAMESE ONLINE BUSINESS ENTERPRISES

2.1. Brief introduction of operation of Vietnamese online business enterprises

2.1.1. Operating facilities and equipments for online business of Viet Nam's enterprises

- All enterprises use computers for their operation.
- Almost all enterprises have broadband connections with the most common form is ADSL up to 78% of businesses and private line is 21%.
- Measures to ensure safety for online operation were attached greater importance by enterprises doing online business.
- The enterprises still invested more in hardware than in software. Investment on training experienced a slight decrease.
- The situation of using email by employees at small and medium sized enterprises is better than that of large enterprises.

2.1.2. Human resources for online business of Viet Nam's enterprise

- Enterprises have paid attention to training activities to improve knowledge and skills of staff.
- Percentage of enterprises with full-time staff being in charge of information technology and online business in the online environment is limited.

2.1.3. The situation of online business transaction of business to consumer model in Vietnam

- Percentage of enterprises using e-mail for the purpose of contracting and supporting in 2013 was slightly higher compared to 2012.
- Percentage of enterprises having websites is 43%, virtually unchanged compared to the 2012 rate.
- The search engine is a tool used by businesses to promote the use of most websites.

- Percentage of businesses participating in e-commerce exchanges in 2013 was 12%, up 1% compared with 2012.

- Percentage of businesses accepted payment cards up to 39%, nearly double the percentage in 2012.

2.2. Analysis of the situation on brand establishment and development by Viet Nam's online business enterprises

2.2.1. Survey description

- Survey objectives
- Survey size
- Positive and negative of survey
- Questionnaire description
- Cronbach Alpha index
- Quantity method description

2.2.2. The situation of brand establishment of online business enterprises

2.2.2.1. Progress in establishment of basic brand

- The surveyed enterprises have basically correct perception of the basic structure.
- Some enterprises have built fundamentals but incomplete.

2.2.2.2. Status of establishment of appearance structure brand

- The enterprises have clear awareness of the appearance structure.
- Brand in the online environments has been intentionally developed but not methodically.
- The majority of enterprises actively develop elements of appearance structure.

2.2.3. Brand development in the online environment

- Enterprises use website associated with domain name as priority to brand development
- Majority of enterprises conduct online promotion by themselves.
- Enterprises mainly use computers to develop their brand in the online environment.

- Enterprises mostly develop brand in the online environment by themselves.

2.2.4. Situation of developing and applying procedure of brand establishment and development in the online environment

- More than half of the surveyed enterprises apply the process of building and developing brand.

- Enterprises do not apply the process of building and developing brand comprehensively.

2.2.5. Criteria for evaluating the success of establishment and development of brand in the online environment

- Two typical criteria of the online environment which are increase of access to the website and increase of appearance on search tool are specially taken interests by enterprises.

- Almost all enterprises, accounting for 99% have found that brand establishment and development resulted in increase of revenue.

2.2.6. The impact of these factors to the brand establishment and development of online business enterprises

- The most influential factors: customers' confidence in the brand, customers' behaviors in online environment, information technology infrastructure for online business and policy on brand name establishment and development of enterprises.

- The strongly influential factors: enterprises' awareness of brand; level, speed and size of the market; the number of enterprises entering the market; enterprises' financial capacity; tools and procedures for brand establishment and development; policies to protect intellectual property rights, enterprises' human resources; number of enterprises doing online business achieved success.

- Influential factors: State's policy and legislations on trademark, tax policy.

2.2.7. The impact of customers for brand of online business of Vietnam

2.2.7.1. Shopping habits and loyalty to the brand in the online environment

- The use of mobile phones to purchase goods and services in entire process in Vietnam is not common, the most common form is still computer connected to the Internet.

- The factors affecting the purchase: Saves time, not travel, convenience, choice-rich, easy to compare prices and quality, easily find the suitable product, easy to connect community and for promotions, discounts.

- Customers do not appreciate: The safety of online shopping, customer service through online purchases.

- Clients frequently consult the community before making a purchase.

- Customers often buy at the website of the business who manufacture and sales through online stores and by on electronic markets.

2.2.7.2. Factors that affect customers from brand of online business of Vietnam

- *Factors to be considered when customers shopping online:* information of products and promotional information, secure payment solutions, connectivity and regulation on security and regulation personal information protection, site structure, interactivity, community, shopping cart and advertising images.

- *Habits remembered brands:* 81% of customers remember the brand after each shopping experience while customer numbers don't remember just 19%.

- *Factors to keep in mind the brand in order:* Product name, product quality, design, logos (logo), slogan (slogan), color, sound effects and music, the impression of website, domain name of website, email address.

- *Loyalty to the brand who regular shopping:* The dispersion of brand trust is relatively large, the number of customers is not absolute loyalty to a brand is relatively large 88%.

- *The ready to receive promotional information:* 21% of customers are not ready to receive promotional information from businesses and advertisers and 79% of customers are still willing to receive.

- *The degree of connectivity advertising information:* 22% of client connects immediately, up to 62% of customers will connect then and only 16% of customers are not connected.

- *The order of priority when receiving information channels:* social networks, electronic media and reputable websites, search websites, social media channels, forums, television, e-mail and SMS mobile phone.

- *The elements that make up the brand's reputation in the online environment:* quality of goods / services, the truthfulness of advertising information, community assessment, order processing time, after-sales service, the security level of transaction information, the detail level of product description information on the website, the authenticity of state agencies, reputable websites, payment solutions, trusted mark of website and resolving complaints and ensure customer transactions are.

- *The priority information channel of customers searching:* Searching website, online social networks, online forums, online shopping portals and asking friends and acquaintances.

- *Type of information that customers looking, include:* product pricing, promotion, product name, product shelf life, delivery time and quality.

- *Information channel of contact during and after shopping online:* free telephone switchboard, email, FAQ on websites, online chat.

2.2.8. The relationship between the cost of investment for online brand with the proportion of revenue from online business and revenue growth level.

Revenue growth rate = $2.705 + 0.442 * \text{Investment costs for online brand}$
The proportion of revenue from online business = $1,234 + 0299 * \text{Investment cost for online brand}$

2.3. Evaluation on the brand establishment and development of online businesses in Vietnam

2.3.1. Some of the results achieved in the brand establishment and development of the online business of Vietnam

First, infrastructure investment for online business of enterprises in Vietnam has been investing and relatively stable in recent years.

Second, human resources for online business increased both in quantity and quality particularly in the entertainment industry, education and real estate.

Third, the application service online businesses being used more efficiently by enterprises.

Fourth, the online payment of businesses have been interested in business to facilitate the consumers.

Fifth, aware of enterprises in brand building is very clear.

Sixth, brand building issues are concerned and evaluated in a broader perspective.

Seventh, businesses were more active in brand construction and development activities.

Eighth, the number of firms applying brand building process reflects the real state of the branding process.

Ninth, the factors related to online brand as domain names, email addresses, websites, etc ... have been interested in building and appreciate the effect of this factor in brand building of the business in the online environment.

Tenth, the number of trademark and industrial designs applications for national registration and protection has significantly increased.

Eleventh, businesses use a variety of methods and means of brand development.

Twelfth, enterprises develop their brand by themselves or hiring a third party.

Thirteenth, brand development has brought significant revenue for online businesses.

Fourteenth, brand development enhanced brand reputation and customer confidence for online businesses.

2.3.2. A limited number of brand establishment and development activities of the online businesses of Vietnam

First, the enterprise has not focused on the application software and the software catering online business.

Second, the autonomy of online business activity is low.

Third, the application of branding process was not scientific and ignores the many important activities directly related to the effectiveness of branding.

Fourth, although aware of the importance of the fundamental structure but the business did not have the proper investment to build these factors.

Fifth, the number of corporate brand building or have built successful brands is very low.

Sixth, the number of applications for registration of trademark protection of national low-level than the application submission and tend to decrease compared with the previous year.

Seventh, awareness of brand development is limited, many businesses still identify construction with development of brand.

Eighth, strategy and orientation of brand development in the online environment is not interested by businesses.

Ninth, many businesses do not have specialized apparatus for brand construction and development.

Tenth, investment in brand development in the online environment is very limited.

Eleventh, the number of online businesses registered with the State Administration of e-commerce is very little.

2.3.3. The cause of the limitations and weaknesses in the brand construction and development of the online business in Vietnam

First, awareness of business for the brand formulation and development in the online environment is very limited.

Second, specialized and experienced human resources in brand construction and development, especially in the online environment is still "missing" and "weak".

Third, the investment budget for the brand of business is still very limited, especially budget for brand formulation and development.

Fourth, Vietnamese enterprises are lack of formal business strategy and long-term brand building and development strategy.

Thursday, in the process of brand building and development, Vietnam enterprises have not focused on the core benefits of the brand, disregard the fundamental structure in brand formation process or separate the quality from brand building and development.

Summary of Chapter 2

Chapter 2 of the thesis has raised issues about the current status of online business now, so the current situation of establishment and development brand of the online businesses of Vietnam. On this basis, Chapter 2 of the thesis has been assessed and the results achieved, not achieved and indicate the existence, causes weakness and impede the construction and development brand in the online environment, including is an important premise to propose solutions to improve the efficiency of the formulation and development of the corporate brand online business in Vietnam in the context of international economic integration of Vietnam.

CHAPTER 3

ORIENTATIONS AND SOLUTIONS FOR ESTABLISHMENT AND DEVELOPMENT OF BRAND OF ONLINE BUSINESS ENTERPRISES OF VIETNAM

3.1. Orientation to help Viet Nam's online business enterprises to establish and develop brand in online environment

3.1.1. Trends of development of Viet Nam's online business enterprises in the coming time

- National programme on development of e-commerce period 2014 – 2020.

- Model of doing e-business tend to drastically develop in the future.

3.1.2. Enterprises' opportunities for development of online business till 2030

First, online business activities and trademarks of enterprises in the online environment are recognized and protected by laws.

Second, applications for online business have become popular, electronic payment has achieved new progress.

Third, the expansion of the market creates opportunities for online business enterprises, strong brand have conditions to join to the world market.

Fourth, a lot of online business enterprises in Viet Nam has succeed in establishing and developing brand in the online environment.

Fifth, online shopping tends to increase, alongside the increase in the number of Internet users in Vietnam in recent time, the number of people involved in online trading activities also significantly increased.

3.1.3. Challenges in establishment and development brand of Viet Nam's online businesses enterprises

First, competition amongs Viet Nam's enterpsises in domestic market business increasingly fierce.

Second, Viet Nam's enterprises have to face the fact that awareness of e-commerce of comsumers is uneven and the society and traditional practices in doing business are still popular.

Third, Viet Nam's enterprises have not properly invested in establishment of online business models.

Fourth, a number of treating activities of enterprises doing online business in Vietnam has resulted bad impression to the consumers.

3.2. Solutions for Viet Nam's online business enterprises

3.2.1. Fully understanding about the role and importance of brand and brand structure to enterprises.

3.2.2. Establishing department or employ personnel on brand.

3.2.3. Establishing and allocate reasonable portion of resource for establishment and development of brand.

3.2.4. Developing a comprehensive structure for brand.

3.2.5. Using certification mark together with enterprises' trademarks.

3.2.6. Improving awareness on establishment and development brand process in doing online business.

3.2.7. Effectively applying the above process (application of the process).

3.2.8. Registering and informing the online shopping website to competent authorities.

3.2.9. Some resolutions and proposals on establishment and development of brand for Vietnam's online business enterprises

- To develop a comprehensive structure for brand.
- To study a suitable process for establishment and development brand.
- Successful establishment of new elements of brand in online environment

- +Domain name in enterprises's website
- + E-mails of enterprises
- + Website of enterprises
- + Establishment of online symbols
- + Establishment of public symbols

3.3. Recommendations applied by Viet Nam's government

3.3.1. To complete the legal system related to brand and online business

- Amending the legal documents related to online business and intellectual property in short time.
- Studying and issuing regulatory documents on protection of brand elements in online environments such as the problem domain name, 3D trademarks and other factors.

3.3.2. Establishment criteria for e-commerce and online business.

3.3.3. Enhancement of online certification trademark and using trusted website label

3.3.4. Promoting education and awareness raising on brand of doing business online

3.3.5. Increasing popularity and propaganda on brand names of enterprises online business enterprises

3.3.6. Promote the brand promotion for online business enterprises

Summary of Chapter 3

Chapter 3 of the thesis mentions growing trend of online business activities of enterprises in Vietnam in the new period on the basis of the direction of the Government of Vietnam to 2030 and business practices directly Vietnam's online in the last time. In addition, Chapter 3 also discusses the opportunities and challenges for establish and development brand for online business enterprises, and on that basis, proposed solutions from the state management agencies and online business enterprises in Vietnam. Finally, the thesis also gives some suggestions on structure brand model, process for establishing and developing brand and building new elements of brand for Vietnam's enterprises in the online environment.

CONCLUSION

After research, the thesis has achieved some main results as following:

1. To clarify further the rationale of e-commerce, online business, brand, branding, brand development. It distinguishes between establishing and developing brands in traditional environment and online environment, characteristics, importance, location and role of the brand establishment and development for online business enterprise. It also provides lessons learned of the establishment and development brand for Vietnam's enterprises through synthesis, analysis and evaluation of establishment and development of the successful brands in the world, according to the different online business models.

2. The thesis has also developed simulation new brand structure for online business enterprises (including fundamental structure and shown structure) and proposed processes of brand establishment and development in general, consists of 14 steps: 11 steps for the branding and 3 steps for the development of the brand.

3. Thesis comprehensively reflects the status of online business activities, brand establishment and development of the online business enterprises and behavior of customers who shopping online for these brands. The thesis also raised achieved 14 points and not achieved 11 points in the establishment and development of brand for Vietnam's online business enterprises, on this basis, the author also pointed out 5 existences and cause of these problems is the premise to offer suggestions and solutions to improve efficiency in brand establishment and development.

4. The thesis also provides 5 opportunities and 4 challenges for the businesses in the process of brand establishment and developing in the online environment associated with the extensive economic integration of Vietnam into the international market and rapid change of technology elements in the digital era.

5. The thesis made 6 solutions groups for State and 6 solutions groups for online business enterprises to establish and develop brands in the online environment effectively.

6. The thesis points out the relationship between the cost of investment for the brand with growth rate of revenue and percentage

contribution of revenue from online business activities which is reflected in the econometric model.

7. The thesis also proposes and analyzes the content of brand structure and process of brand establishment and development as the basis for the online business enterprises can be applied to the brand establishment and development in their business.

8. The thesis proposes adding 5 new elements in the online environment is directly related to the brand of online business enterprises, these factors reflect clear the nature, characteristics and relevance with the online business environment and are appreciated greatly by online businesses.

However, there are still some thesis goal was not achieved, such as not distinguishing the difference between brand establishment and development of online business groups or sector varies by business model, measure the impact of these factors on the online environment for brand establishment and development, brand registration situation of the enterprises in the online environment and a number of other issues.

In the coming time, subsequent research can focus on more in-depth content about the establishment and development of the brand of Vietnam's online business enterprises by specific business fields or sectors such as: Banking, Travel, Retail, etc ... and can deploy surveys and assessment in a wider geographical range, with quantitative research models clearly and in greater detail.

Brand establishment and development for online business enterprises are a long term process, and there is the succession of the work of branding in the traditional environment and the development of new factors in the online environment, along with a process to establish and develop the brand methodically and scientifically.

Brand establishment and development of Vietnam's online business enterprises is a new theme, with rich and complex inner, broad researching scope. Although, the author makes every effort in the research process, but can not avoid certain shortcomings, the author hopes to receive donations, specific instructions of the professors, scientists, colleagues and business community to be more complete thesis.

Thanks for your reading and recommending on this thesis!

LIST OF AUTHOR'S WORKS HAS PUBLISHED RELATED TOPIC OF THESIS

- Nguyen Hong Quan, Establishing brand structure for the online business enterprises of Vietnam, External Economics Review, No. 66 / 2014

- Nguyen Hong Quan, Operation of businesses on online groupon provision in Vietnam, External Economics Review, No. 60/2013

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