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Improving the Effectiveness of Marketing Activities in Business

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Abstract

By optimizing marketing activities, companies can create more effective customer engagement campaigns, thereby increasing engagement and creating long-term relationships with customers, creating a stronger community of brand advocates. An effective marketing strategy can help a company reduce unnecessary marketing costs and increase performance, thereby optimizing profits and creating a more stable financial foundation for the company. Focusing on

improving the customer experience from product discovery to test drive experience and after-sales service can help create lasting relationships with customers. Improving marketing efficiency not only helps increase sales and generate profits, but also helps create real value for customers through the provision of better products and services, thereby improving customer satisfaction. Improve their experience.

Keywords: Effectiveness, Marketing Activities, Theoretical Basis

1. Overview of service marketing

1.1 Concept of marketing in business

Today, businesses that want to achieve high economic efficiency need to understand and apply modern marketing. Marketing is not just a function in business activities, it is a philosophy that guides all business activities in discovering, meeting and satisfying customer needs. There are many definitions of marketing:

General definition of marketing by Phillip Kotler: "Marketing is a form of human activity aimed at satisfying their needs and wants through the creation, supply and free exchange of products and services of value. Value to others".

Definition from the American Marketing Association: "Marketing is the process of planning and implementing the design, conception, promotion and distribution of ideas, goods and services to satisfy individual and organizational objectives.

In general, there are many concepts about marketing, but we can divide them into two representative concepts, which are traditional concepts and modern concepts. The traditional concept includes production and business activities related to the optimal flow of products from producers to consumers. The modern concept of marketing is the company management function in terms of organizing and managing all production and business activities, from discovering and converting consumers' purchasing power into real demand for a product. Specific product to optimally deliver the product to the consumer.

1.2 Concept of traditional marketing

Traditional marketing is all the activities of creating, communicating, distributing and exchanging certain products/services with consumers, customers, partners and society in general, without the need for digital or Internet. This form of Marketing can be understood in two ways: One, is the activity of using traditional sales methods through newspapers, TV, leaflets; and the second way is that businesses focus on distributing and selling products, meaning the seller will produce the product and then use marketing to sell it. (Khanh Khiem, 2016).

To be effective, traditional marketing must be done through a combination of many different forms of advertising and marketing. Traditional marketing methods may include print advertising, such as newsletters, billboards, flyers, newspapers, and other methods such as television spots and radio spots. A business, product, service. (Khanh Khiem, 2016).

"Marketing theory was initially only associated with consumption issues, but it is becoming more and more complete and the theory covers activities that precede consumption such as: Market research, customer research, design. and produce products according to customer requirements, set prices and organize consumption systems" (Tran Minh Dao, 2009, page 8).

1.3 Current Marketing Concepts

When researching the concept of Marketing, he said that "Up to now, many people still mistake marketing for offering (marketing), sales and consumption stimulation activities. Therefore, they believe that Marketing is nothing more than a system of measures that sellers use to sell products and earn money for them. Many people even identify Marketing with the profession of selling goods and introducing product samples (marketing profession)."

In fact, consumption and marketing activities are just one of the stages of marketing activities and not the most important stage. If a product is poorly suited to consumer needs, has low quality, has an unattractive design, and is expensive, then even if it takes a lot of effort and money to convince customers, buying it is still very limited. On the contrary, if a business person thoroughly researches customer needs, creates products suitable for them, sets an appropriate price, has an attractive distribution method and stimulates consumption effectively. Effectively, selling those goods will certainly become easier. Such an approach demonstrates a modern marketing perspective on business.

When defining modern Marketing, it is said that "Marketing is the process of working with the market to carry out exchanges to satisfy human needs and desires. It can also be understood that Marketing is a form of human activity (including organizations) aimed at satisfying needs and desires through exchange.

1.4 Concept of service marketing

Service marketing is the adaptation of system theory to the service market, including the process of acquiring, understanding, evaluating and satisfying the needs of target markets through a system of policies and operational measures. Affects the entire process of organizing production, supply and consumption of services through the distribution of organizational resources. Marketing is maintained in the dynamic interaction between products and services, consumer needs and the activities of competitors in the market.

Platform that balances the benefits between businesses, consumers and society." The above concept has mentioned some basic issues of service marketing such as:

- Research the needs, demand characteristics of the target market and the factors that govern the target market.
- Satisfying needs more effectively than competitors on the basis of exploiting and mobilizing the organization's resources well.
- Implement dynamic balance of product and service relationships (type, quantity, quality) with changing customer needs.
- Balancing three benefits: Benefits of society, consumers and suppliers in sustainable development.

1.5 Concept of Marketing – Mix 7P

Marketing-mix is a set of variables that a company can control and manage and it is used to try to achieve effects and influence beneficial effects on target customers.

Marketing Mix 7P is a set of marketing tactics intended to satisfy customers in a target market. Marketing Mix 7P (or 7P in Marketing) includes 7 elements:

- Product _
- Price _
- Place _
- Promotion _

- Process _
- People _
- Physical Evidence (Infrastructure, materials to support Marketing)

The 7Ps of Marketing help companies review and identify key issues affecting the marketing of products and services.

2. Characteristics, functions and roles of Marketing activities

2.1 Characteristics of Marketing activities

❖ *Characteristics of traditional marketing activities*

- Focus attention on the consumption of goods, the purpose is to sell products that have been produced. Traditional marketing follows the business ideology of "selling what the business has". This business ideology is imposed on the customer market. Following this ideology, businessmen do not care about researching market needs, nor do they have an urgent need to find solutions to best satisfy the needs of the market and customers.
- Means used in traditional Marketing are sales, advertising, and organization of distribution channels. These are activities aimed at finding markets for sales, along with skills and solutions to boost consumption. That's why many people have identified traditional marketing activities with business sales activities.
- Results of traditional marketing: Profit on the volume of goods and services sold.

❖ *Characteristics of current Marketing activities.*

- Modern marketing takes research, grasping and satisfying customer needs as the center of all activities. The basic and core problem of modern Marketing is "selling what the market needs". Based on market research and customer needs, new businesses plan business strategies and tactics, focusing on product consumption.
- Modern marketing attaches importance to market research to adapt to market fluctuations. Marketing activities do not stop at activities aimed at finding markets and offering pure sales solutions, but Marketing activities also start before the product is produced and continue throughout the production process. Production and consumption of products along with after-sales services.

❖ *Marketing characteristics – mix 7P*

- **Product (Product)** "Product in general is a comprehensive concept that includes certain things or sets of activities that will bring value to customers". A service product is a set of activities including tangible and intangible factors, creating a value chain and bringing overall benefits. In services, people often divide into two levels: Core services (basic services) and surrounding services.
- Basic services are the main services that determine the service system of the enterprise. It satisfies a certain type of need because it provides a specific type of benefit value that helps customers differentiate one service from another.
- Surrounding services are secondary, secondary services that create additional values for customers, helping customers have a better perception of the basic service. A focus on wraparound service sets it apart from the competition.

- **Price (Price)** Selling price is the cost customers have to pay in exchange for the supplier's product or service. It is determined by a number of factors including market share, competition, raw material costs, product and service identity, time and process utilization in the service and the perceived value of the service. Customers with products. Pricing in a competitive environment is not only extremely important but also challenging. If the price is set too low, the supplier will have to increase the quantity sold per unit of product according to cost to make a profit. If the price is set too high, customers will gradually switch to competitors. Pricing decisions include list price, discounts, payment period, etc.
- **Place (Distribution):** Location in service marketing becomes very important in overall distribution activities and it greatly determines the success of a service business model. Represents locations where a product can be purchased. It is often called distribution channels. It can include any physical store as well as virtual stores on the Internet. Delivering products where and when customers require them is one of the most important aspects of any marketing plan. Distribution includes: Retail, wholesale, mail order, Internet, direct sales, peer-to-peer sales, multi-channel sales.
- **Promotion (Advertising):** Is a form of communication to promote products, services and brands. These activities include advertising, public relations and retailing, specifically television, radio, newspaper advertising, billboards, product placement in films, and sponsorship of commercial programs. Television shows and radio channels that are widely watched by the public, sponsoring customer loyalty programs, telephone introductions, direct mail, door-to-door product introductions, and leaflet mailings. For customers, public relations. Communication through word of mouth is especially important in-service businesses. Sales enablement is all the activities that ensure that customers are aware of the product or service, have a favorable impression of it, and make an actual purchase.
- **People:** Employees participating in the service creation process. In service marketing, people always appear and play an important role in service provision activities and strongly influence the quality of customers' perception of the service provided. For most service industries, people are the decisive factor, especially front-line employees who have direct contact with customers every day and every hour. They are both participants in the service creation process and sellers. Their behavior, gestures, words, clothing... all greatly affect the psychology of customers. Their knowledge, skills, and attitudes affect service quality. Therefore, human factors and human management must pay special attention. People here are also the customer receiving services. Customer participation in the service provision process and relationships between customers need attention in service marketing. Customer-facing marketing includes locating potential customer groups and their characteristics and needs, forming relationships that form groups to exchange information and product reviews, satisfaction and sharing. Their mutual information.
- **Process:** Service provision always takes place in a process. The quality and characteristics of the service depend largely on how this process is established and operated. Implementation process, product process improvement, task performance process... Including an attitude of respect for the process regulations and the quality of each part of that process. For service industries, the process of providing and consuming services occurs simultaneously, and in many types of services, customers participate in the process of creating the service. Customers are not only interested in the results of the service, but also in the service delivery process, because that process takes place before the customer's eyes. This process has a strong impact on the psychology and feelings of customers. Thus, here there is an intersection between Marketing Management, Operations Management and Human Resource Management, because it solves problems related to the above three areas.
- **Physical Evidence (Infrastructure, materials to support Marketing):** The physical conditions that create the environment in which service provision activities take place, such as the setting of the transaction point, etc. Because services have the major disadvantage of being intangible, it is necessary to pay attention to these factors. Tangible substitutes to positively impact customer psychology, helping them understand and trust the service. These are tangible elements at the transaction place, accompanying products, people, equipment, vehicles, visual advertising... Marketing mix for services emphasizes unique characteristics of business activities in this field. Due to the intangible and unstable nature of services, service marketers must focus on the quality and differentiation of services for business competitiveness goals (Le The Gioi *et al.*, 2011).

2.2 Functions of marketing activities

The function of Marketing is the set of activities, processes and tools used to identify and reach customers, from market research, customer analysis, product development and sales promotion to Customer relationship management and brand building.

The function of Marketing is to provide solutions and strategies to create good values for customers, while generating revenue for businesses. Specifically, the functions of Marketing are as follows:

- **Product planning:** This goal involves developing and managing the business's products and services. This includes identifying product features and benefits, research and analysis of competitive products, and strategies for product development and marketing. At the same time, eliminate weak products and focus on new products.
- **Distribution planning:** Select potential distribution channels, manage the distribution system and ensure that products are supplied at the right place, time and in the right quantity.
- **Promotion planning:** Create awareness and create purchasing motivation from customers. And make sure to use advertising, sales, and media promotion tools to promote products or services and create positive customer interactions.

- **Pricing planning:** Research, analyze and evaluate products and markets, thereby devising appropriate pricing strategies for each product stage and target customer segment.
- **Implement marketing control and evaluation:** This is an extremely important function in Marketing, helping businesses review the entire working process and come up with solutions when encountering problems in the stages of implementing strategies. Comb.

2.3 The role of Marketing activities

Marketing plays an extremely important role and there are 3 core goals that experts always aim for:

- **Satisfying customer needs:** This goal focuses on meeting and satisfying customers. Marketers constantly strive to improve the products and services they provide to meet all customers' needs and desires. This helps build loyalty and strengthen relationships with existing customers, while also attracting new prospects. Thereby, the role of Marketing in businesses becomes more important than ever.
- **Competitive weapon in the industry:** The right marketing strategy will help businesses compete outstandingly in their industry. This helps businesses rise to the top and strengthen their position, build a strong brand and create a strong advantage in the future. Smart marketing will help businesses grasp market trends, competitors and create a difference to attract and retain customers.
- **Bring high profits:** Applying professional Marketing will bring higher profits to businesses. This is the result of building good relationships with customers, building trust and supporting increased sales. Marketing helps bring a business's brand, products and services closer to customers, creating recognition and priority in the minds of customers. Thereby increasing revenue and bringing sustainable development to the business.

3. Content of service marketing activities

The content of marketing research issues often includes the following important elements:

- ☞ **Market and customers:** Research on the consumer market, including market size, trends and characteristics. At the same time, identify potential customers, their purchasing behavior and specific requirements.
- ☞ **Product and pricing strategy:** Research on how to develop new products and services to meet market needs. At the same time, determine the appropriate pricing strategy to attract customers and compete in the market.
- ☞ **Marketing and advertising strategy:** Research on how to reach customers and create effective advertising campaigns. Evaluate the effectiveness of different marketing channels and optimize advertising strategies to increase brand awareness and increase sales.
- ☞ **Distribution and sales channels:** Research on how to distribute products and services to customers most effectively. Evaluate and optimize distribution networks to enhance market access and maximize profits.
- ☞ **Customer interaction strategy:** Research on how to interact and care for customers after purchase, including after-sales service and promotional programs to increase customer loyalty.

- ☞ **Evaluate effectiveness and suggest improvements:** Evaluate the effectiveness of implemented marketing activities and recommend specific improvements based on market data and customer feedback.
- ☞ **Market trends and predictions:** Research on new trends and predict changes in consumer behavior to develop flexible and pioneering marketing strategies in the market.

4. Factors affecting the research problem

4.1 Factors inside the business

4.1.1 Financial and accounting activities

The finance and accounting department is concerned with activities of mobilizing and using physical resources of a business or organization in each period, performing economic accounting in all stages of the operation process. Dynamic. Analyzing financial and accounting activities requires basic information such as: Financial and accounting activities in the enterprise, results of periodic financial and accounting activities and trends (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

4.1.2 Production and operational activities

Production and operations include all activities that convert input factors into output factors such as services, etc. at each stage of the business's operation process. This function is closely related to the work of executives in all departments in the enterprise. These activities create services, customer satisfaction levels, operating costs, etc. are factors in evaluating the effectiveness of production/operational activities (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

4.1.3 Management and leadership activities

Manage activities necessary for the survival and development of an organization/company. Management is the process of implementing the effects of the management subject on the management object to coordinate the activities of individuals and groups to achieve the set goals of the organization. This method includes the basic functions or activities that administrators can use: Planning, organizing, controlling and controlling. When analyzing management and leadership activities, it is necessary to pay attention to the company's organizational chart and administrative apparatus, the relationships between departments, individuals, between the company and its branches, agents, etc.

4.1.4 Human resources activities

Human resource management involves recruiting, training, employing, compensating, evaluating and motivating. When analyzing and evaluating the activities of human resources departments, it is necessary to collect the following main information: Whether the current human resources scale and structure match the needs of the work stages (human resources). Management and executive human resources) (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

4.1.5 Information system operations

Analyzing the operation of the information system in the enterprise through many factors, it is necessary to pay attention to contents such as: Are the departments suitable for the need to collect environmental information, is the source of information reliable? What means do businesses

use to collect information in a competitive environment, scalability, ability to predict developments in environmental factors, value of information in data banks, costs information system administration costs compared to the efficiency achieved in each professional functional department, the level of modernization of the information system (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

4.2 Factors within the business

4.2.1 Macro environmental factors

❖ Political and legal factors

The political environment includes: The Government's operating issues, the legal system and circulars, directives, and the role of social groups. The developments of these factors have a very strong and direct influence on the marketing decisions of businesses (Tran Minh Dao, 2009).

Political and legal factors have an increasing influence on the operations of businesses, as businesses must comply with regulations on hiring, lending, safety, prices, advertising, and location of housing. Machinery and environmental protection. At the same time, government activities can also create opportunities or threats for businesses, for example some government programs (such as competitive imported goods tariffs, corporate income tax reduction policies). Creates opportunities for businesses to grow and in the opposite case, can threaten the business's profits (Nguyen Thi Lien Diep and Pham Van Nam, 2008). In general, businesses can operate because social conditions allow it.

❖ Economic factors

Economic factors greatly influence business units. Nguyen Thi Lien Diep and Pham Van Nam (2008, page 39) stated that " the main economic factors affecting businesses are: Bank interest rates, stage of the economic cycle, balance of payments, fiscal and monetary policy". Market demand - customers depend greatly on their purchasing ability. The income of Vietnamese consumers today comes from the following sources: Salary, non-salary income, income from interest on savings, income from product sales (Tran Minh Dao, 2009).

❖ Social factors

All businesses must analyze a wide range of social factors to identify potential threat opportunities. Change one of many factors that can affect a business, sales trends, typical patterns, social behavior patterns that affect the quality of life and business community (Nguyen Thi Lien Diep and Pham Van Nam, 2008). These social factors often change or evolve slowly, making them sometimes difficult to recognize. Therefore, very few businesses can recognize those changing attitudes, predict their impacts and plan appropriate strategies.

❖ Natural elements

Businesses have long recognized the impact of natural circumstances on their business decisions. However, in the past, factors related to protecting the natural environment were often overlooked. Public groups have raised various environmental issues to the government's attention, including pollution, energy shortages, and wasteful use of natural resources, along with increased natural resource demands. Course provided. All of these issues cause administrators to change decisions and decision implementation measures (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

❖ Technological factors

There are few industries and businesses that do not depend on an increasingly modern technological base. More and more advanced technologies continue to emerge, creating opportunities as well as threats for all industries and certain businesses. Businesses must also be wary of new technologies that can directly or indirectly make their products obsolete (Nguyen Thi Lien Diep and Pham Van Nam, 2008). Macro environmental factors interact with each other, affecting businesses.

4.2.2 Microenvironmental factors

❖ Client

Customers are an important part of a business, especially loyal customers are a great advantage of a business. Customer loyalty is created by satisfying customer needs and the desire to do better (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

Businesses often store customer databases to collect consumption-oriented information. Customers are the ones who determine the success or failure of a business and its business goals. Therefore, businesses need to clearly understand customers, customers create the market for businesses. Businesses also need to create a classification table of current and future customers. The information obtained from this classification table is an important basis for planning, especially plans directly related to marketing. The main variables to consider are geography, demographics, psychology... (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

❖ Supplier

Businesses must always link up with supply businesses (suppliers) to be provided with various resources such as raw materials, equipment, labor, capital, etc. Suppliers can cause strong pressure in the operations of a business. Therefore, learning carefully about resource providers for businesses cannot be overlooked in the environmental research process. (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

The following main subjects need attention: sellers of materials and equipment; financial community; labor source.

❖ Competitors

Understanding these organizations is important to a business for many different reasons. Competitors are a competitive factor that greatly impacts a business's marketing activities. Marketing managers are always interested in the activities of competitors, the product, price, distribution and promotion strategies of competitors to maintain their position. Competition often determines the nature and level of competition in business or uses different tactics. And furthermore, new competing firms' technical innovations often change the level and nature of competition. Therefore, businesses must analyze each competitor to gain an understanding of their possible actions and responses to develop and maintain their market share (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

❖ Potential competitors

New competitors entering the industry can be a factor in reducing the business's profits because they exploit new production capacity, with the desire to gain market share and necessary resources. New competitors integrating into the industry are both influenced and also affect the business's strategy. Businesses need to protect their position

in competition by taking measures to maintain legal barriers to prevent intrusion from outside (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

❖ **Alternative products**

The pressure from having substitute products limits the industry's profit potential because the highest price is controlled. Therefore, if you do not pay attention to potential substitute products, businesses are likely to fall behind in small markets, so businesses need to regularly research and test potential substitute products (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

Most new substitute products are the result of the technological boom. To be successful, businesses need to pay attention and devote resources to developing or applying new technology to their strategy. According to Nguyen Thi Lien Diep and Pham Van Nam (2008), after analyzing each separate factor of the macro and micro environment, the task of strategic managers is to draw a general conclusion about these factors. The main factors that bring about environmental opportunities and uncertainties.

5. Criteria for evaluating issues of improving marketing activities.

5.1 External Factor Evaluation (EFE) matrix

The external factors assessment matrix allows strategists to summarize and evaluate information such as economics, politics, government, society, culture, law, technology and competition... There are 5 Steps to build a matrix to evaluate external factors (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

Step 1: Make a list of factors that are critical to success as identified during the examination of external factors, including both opportunities and threats affecting the company and its customers. Company's line of business.

Step 2: Classify the importance from 0 (not important) to 1 (very important) for each factor. This classification shows the relative importance of each factor to the company's success. Opportunities often have a higher classification level than threats. The classification level can be determined by comparing successful competitors with unsuccessful competitors or by discussion. The sum of the classification levels for the factors must equal 1.

Step 3: Categorize each success factor from 1 to 4, showing how the company's current strategies respond to this factor. In which 4 is the greatest strength, 3 is an above average strength, 2 is an average strength and 1 is the smallest strength. These levels are based on the effectiveness of the company's strategy.

Step 4: Multiply the importance of each variable by its classification to determine the importance score.

Step 5: Add the total importance score for each variable to determine the total importance score for the organization.

Evaluation: Regardless of the number of key opportunities and threats in the matrix, the highest possible total importance score is 4, the lowest possible score is 1, and the average total importance score is 2.5. Thereby, the company determines the level of impact of opportunities and threats on its company according to the following classification level:

- If the total score is 4, the company is responding well to opportunities and threats
- If the total score is 2.5, the company is responding averagely to opportunities and threats.
- If the total score is 1, the company is responding poorly

to opportunities and threats.

5.2 Competitive Image Matrix (CPM)

The competitive image matrix identifies key competitors and their unique advantages and disadvantages. The competitive image matrix is an extension of the evaluation matrix of external factors, classification and total importance score have the same meaning.

The competitive image matrix differs from the external factors assessment matrix in that external factors that are crucial to success can also be included such as financial stability, professionalism, and success. Subject for research and development activities.

The specific classification levels of competitor companies can be compared with the classification levels of the sample company. This analysis provides information about important strategies (Nguyen Thi Lien Diep and Pham Van Nam, 2008).

5.3 Internal Factor Evaluation (IFE) matrix

This internal factors assessment matrix summarizes and evaluates the key strengths and weaknesses of the company's functional departments. The IFE matrix can be developed in 5 steps as follows: (Nguyen Thi Lien Diep and Pham Van Nam 2008).

Step 1: List the factors as identified in the internal analysis process, using internal factors that primarily include strengths and weaknesses.

Step 2: Assign importance by classifying from 0 (not important) to 1 (very important) for each factor. The sum of all these importance levels must equal 1.

Step 3: Classify each factor representing success from 1 to 4, in which 4 is the greatest strength, 3 is an above average strength, 2 is an average strength and 1 is the smallest strength. These levels are based on the effectiveness of the company's strategy.

Step 4: Multiply each factor's importance level by its category to determine the importance score for each variable.

Step 5: Add up all the importance scores to determine the total score for the organization.

Evaluation: Regardless of how many factors the IFR internal factors matrix has, the total importance score can be classified from the lowest 1 to the highest 4 and the average score is 2.5.

- If the total importance score is lower than 2.5, it shows that the company is internally weak.
- If the total importance score is higher than 2.5, it shows that the company is internally strong.

5.4 SWOT Matrix (Strengths Weaknesses Opportunities Threats Matrix)

SWOT matrix is one of the popular tools applied by most companies today. Combining the company's strengths and weaknesses with opportunities and threats from the external environment helps managers develop the following strategies.

SO strategy (strengths – opportunities): Using the company's internal strengths to take advantage of external opportunities. All managers want their organizations to be in positions where internal strengths can be used to take advantage of trends and events in the external environment.

WO strategy (strengths - weaknesses): Aims to improve internal weaknesses by taking advantage of external

opportunities. Sometimes great external opportunities exist but the company has internal weaknesses that prevent it from exploiting these opportunities.

ST (strengths-threats) strategy: Using a company's strengths to avoid or reduce the impact of external threats.

WT strategies (weaknesses - threats): A defensive strategy to reduce internal weaknesses and avoid threats from the external environment. An organization facing countless external threats and internal weaknesses can become insecure.

To create a SWOT matrix (strengths, weaknesses, opportunities and threats matrix), you must follow these steps:

- List the company's main strengths (S1, S2,)
- List the company's main weaknesses (W1, W2,)
- List the main opportunities from the environment outside the company (O1, O2,)
- List the main threats from the external environment (T1, T2,)
- Combine internal strengths with external opportunities to form strategies (SO).
- Combine internal weaknesses with external opportunities to form strategies (WO).
- Combine internal strengths with external threats into strategies (ST).
- Combine internal weaknesses with external threats to form strategies (WT).

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