

**Project title: Entrepreneur personality and business culture
in Vietnam in the period of renovation and international
integration (KX.03.06/06-10)**

Reference code: KX.03.06/06-10, this research is under the state-leveled target program on science and technology entitled: “Building Vietnamese People and Culture in the Renovation and International Integration.”

Duration: 2007 - 2010

Host organization: University of Economics and Business - Vietnam National University, Hanoi

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Research objectives:

The research aimed to develop models of Vietnamese entrepreneur personality and business culture in the period of renovation and international integration; Some important lessons of other countries in developing entrepreneur personality and business culture were withdrawn; the current situation of Vietnamese entrepreneur personality and business culture in this period was reviewed; changing trends of Vietnamese entrepreneur personality and business culture in the period of renovation and international integration only were estimated; and Viewpoints and measures to promote the role of entrepreneurs, improve entrepreneur personality and business culture in market economy and international integration were suggested.

Research contents:

Chapter 1: Framework of Vietnamese entrepreneur personality and business culture refers to the models Vietnamese entrepreneur personality and business culture in the period of renovation and international integration. The concepts of Vietnamese personalities and values were clarified in order to analyze systems of entrepreneur personality, develop a hierarchy model with personality values that Vietnamese entrepreneurs have. Similarly, a hierarchy model of Vietnamese business culture values was analyzed. The entrepreneur personality and business culture have interactive relationships with each other and they are both influenced by the environment. The main goal of the research program is to develop a framework to analyse and assess Vietnamese entrepreneur personality and business culture.

In Chapter 2, it focused on analyzing entrepreneur personality and business culture in some countries in the world. Vietnamese entrepreneurs are a part of the business world, therefore they share common personality and culture features. However, because of different historical and development conditions, each country has its own identities. It is very important to find out similarities and differences of entrepreneur personality and business culture of Vietnam particularly and other countries. Therefore, this Chapter focused on the salient features of entrepreneur personality and business culture in two "cultural regions" of the East (Japan, China) and the West (U.S., Israel) to draw some lessons for Vietnam.

Chapter 3 discussed the Vietnamese entrepreneur personality and business culture in the renovation process and international integration. With the hierarchy values of entrepreneur personality and business culture (Chapter 1) and international experience (Chapter 2), this Chapter analyzed the survey result to get opinions of business workers, managers and people nationwide. The main objective of the survey is to examine how suitable the model of entrepreneur personality and business culture are and learn what is Vietnamese entrepreneur personality and business culture today like compared to existing scales. The

survey results created a sound basis to confirm the reasonableness of the models, and the same time it is a foundation to propose solution for the development of Vietnamese entrepreneur personality and business culture in the near future.

Based on analysis of Vietnamese entrepreneur personality and business culture in the period of renovation and international integration, Chapter 4 offered perspectives and measure to improve them. Each viewpoint and solution was analyzed with specific arguments.