

MINISTRY OF EDUCATION AND TRAINING

DUY TAN UNIVERSITY

NGUYEN NGOC THUYEN

**PLACE MARKETING FOR ATTRACTING FOREIGN
DIRECT INVESTMENT IN QUANG NAM PROVINCE**

Major: Administration

Major Code: 9340101

SUMMARY OF DOCTORAL THESIS

IN BUSINESS ADMINISTRATION

ĐÀ NẰNG - 2021

Thesis completed at:

DUY TAN UNIVERSITY

Ph. D Supervisors:

1. PH. D NGUYEN NGOC QUANG
2. ASSOC. PROF, PH. D LE DUC TOAN

Reviewer 1:

Reviewer 2:

Reviewer 3:

The dissertation will be defended in front of the Assessment Board at the Duy Tan University, organizing at hour, date , year 2021

The dissertation can be found at the library of Duy Tan University

FOREWORD

1. The necessary of the research

Research practice and experience in social development, attracting foreign direct investment in localities around the world and in Vietnam show that local marketing is the right way to organize, implement and evaluate. effective activities to attract foreign direct investment. From those analysis, the PhD student decided to choose the topic "Local marketing to attract foreign direct investment (FDI) in Quang Nam province" as the research topic of the doctoral thesis for the following reasons:

**About the scientific meaning*

- Systematize theoretical issues about local marketing:

- Presenting the need to carry out local marketing to match the competitive environment, establish a new vision, a reasonable and correct development strategy to achieve the socio-economic goals of the local authority. Emphasizing the role of local authorities in creating an investment environment, reforming administrative procedures, clearing compensation and creating a clean land fund, investing in investment infrastructure, and preferential policies, attracting foreign investors;

- Reviewing and selecting to define local marketing models and elements of local marketing strategy tools to attract FDI into necessary local industries and fields;

**About practical significance*

- The number of investment projects in Quang Nam province in recent years is still not commensurate with the province's development potential, the size of the projects is still small, and it has not been able to attract international corporations with high technology to invest into the province. Investment in the area, on the other hand, mainly attracts projects in the field of hotels, processing

and assembly, so there are not many opportunities to receive advanced production technologies and enhance added value. of the product;

- Up to now, the Provincial People's Committee and functional agencies have only issued annual guiding documents on investment promotion, have not yet built a local marketing strategy in the medium and long term to carry out the activities of local marketing in a systematic way

2. Research overview

The role of strategic planning, local marketing and local branding has become important in European countries (Paddision, 1993; Bradley et al., 2002; Kavaratzis and Ashworth, 2005; Anholt, 2008; Metaxax, 2009). Among the above authors, there are many outstanding works such as Kotler, P. (1993) and Brossanrd, H. (1997). This first comes from the great contributions and prestige of Kotler, P. in the theory of modern marketing in general and local marketing in particular. And the research of Brossanrd, H. (1997) focuses on the application of local marketing to attract investment in the European market. Besides, a number of other works are also valuable for reference such as doctoral dissertations on local marketing in attracting FDI such as: Seppo Nairisto, S. K (Sweden, 2003); Pham Cong Toan (Vietnam, 2010), Nguyen Duc Hai (Vietnam, 2013) etc.

In Vietnam, Pham Cong Toan (2010) built a local marketing model to attract investment based on the point of view and model of Kotler (2002); Kotler et al (1993) with specific and highly applicable criteria in line with the practice of attracting investment in localities.

An overview of the research situation shows that researching local marketing activities to attract foreign direct investment is a research issue associated with specific localities. In Quang Nam province, up to now there has been no research on this topic, so the author has selected and implemented

3. Research objectives

3.1. Research objective: Assess the current situation of local marketing in recent years and propose local marketing solutions to attract foreign direct investment in Quang Nam province in the period of 2021-2025, vision to 2030.

3.2. Research duties:

- An overview of local marketing and its relationship with attracting foreign direct investment in Quang Nam province.

- Analysis of local marketing situation and foreign direct investment attraction in Quang Nam province.

- Proposing solutions to improve local marketing in attracting foreign direct investment in Quang Nam province in the period of 2021 – 2025, with a vision to 2030.

4. Research object, research scope

4.1. Research object: Local marketing activities to attract foreign direct investment.

4.2. Scope of the study: In terms of space, the study was carried out mainly in Quang Nam province. In terms of time, the thesis studies the current situation in the period 2013 - 2017 and proposes solutions for the period 2020 - 2030.

5. Contribution of Thesis

5.1. Theoretically:

a. Systematize the theory of local marketing, introduce models of local marketing by domestic and foreign authors.

b. Clarifying the marketing content of authors and researchers. Explain the difference between corporate marketing and local marketing.

c. Indicate the characteristics of attracting foreign investment in local socio-economic development and the relationship between local marketing and attracting foreign direct investment.

d. Proposing a local marketing research model in attracting FDI in Quang Nam province with 5 steps like the local marketing model of Kotler et al (1993) combined with detailing the constitutive elements of the marketing-mix in FDI attraction activities of local governments.

5.2. In terms of practice

a. The thesis has studied local marketing in Quang Nam province, combining two perspectives, that is, the supplier's perspective (supply aspect) and investor's point of view (demand aspect).

b. Applied Marketing-Mix tools in reviewing and evaluating the implementation of local marketing activities of the Quang Nam government.

c. Proposing 07 groups of specific and feasible solutions on local marketing to attract foreign direct investment in Quang Nam province in the period of 2020-2025

d. Specifically propose 03 lists of priority projects to attract FDI in the period of 2021-2030 on: Construction of infrastructure of economic zones, industrial parks, industrial clusters; The field of tourism, trade – services; Construction of Industrial Parks

6. Research Methods

- Methods of statistics, analysis and synthesis from secondary data sources from relevant departments and units are published on websites of departments and units.

- Survey by questionnaire

- In-depth interview method

7. Structure of Thesis

The thesis consists of 4 chapters:

Chapter 1: Overview of research on local marketing.

Chapter 2: Theoretical basis of local marketing and its relationship with attracting foreign direct investment in Quang Nam province.

Chapter 3: Status of local marketing activities and foreign direct investment attraction in Quang Nam province.

Chapter 4: Solutions to improve local marketing activities in attracting foreign direct investment in Quang Nam province in the period of 2020 - 2030.

CHAPTER 1.

RESEARCH SITUATION OVERVIEW ABOUT LOCAL MARKETING

1.1. Overview of research works related to the topic

1.1.1. Group of works of typical international authors

- The work of Kotler, P. (1993)
- The work of Kotler, P., and Gertner, D., (2002)
- The work of Brossanrd, H. (1977)
- The work of Nairisto, S. K. (2003)
- The work of Parvex, F. (2009)
- The work of Che-Ha, N. et al., (2015)

1.1.2. Group of works of domestic authors.

- Nguyen Duc Hai (2013)
 - Pham Cong Toan (2010)
 - Cao Thai Huy (2019):
- etc...

1.2. Research gap

The above-mentioned domestic and foreign research works are carried out in different priority research directions in many countries, many localities have different cultural - political characteristics and development levels, reflecting processes and elements of territorial marketing from different opinions. However, these works, especially those in Vietnam, have the following gaps that have not been thoroughly studied and implemented:

First, the marketing content of the authors and researchers has not been clearly presented; There is no distinction between corporate marketing and local marketing.

Second, the need for local marketing has not been highlighted in theory, and the role of the local government has not been clarified in creating an investment environment, reforming administrative procedures, and solving problems compensation and creation of a clean land fund, investment in infrastructure for investment, and preferential policies to attract foreign investors..;

Third, there has been no research on local marketing on the basis of combining two perspectives, that is, the supplier's perspective (supply aspect) and investor's point of view (demand aspect).

Fourth, there has not been an assessment of investors about the investment environment, service prices, socio-economic infrastructure, human resources,

Fifth, in the management of local marketing strategies, the format and model of local marketing strategy tools and tools to attract FDI into necessary local industries and fields have not been specified;

Sixth, there has not been a clear approach and analysis of the stages of local marketing in attracting FDI from the stage of analyzing the current situation, determining local marketing objectives, developing local marketing programs, and implementing activities of marketing - mix in local marketing and testing and evaluation.

These research gaps are the research object of the thesis and ensure the non-duplication of the thesis. Faced with that situation, the author realized that it is necessary to have a study on local marketing in the specific and unique conditions of Quang Nam province.

CHAPTER 2

THEORETICAL BASIS OF LOCAL MARKETING AND TERMS RELATIONSHIP WITH FDI

2.1. Theory of Marketing

2.1.1. Marketing concept

Kotler,P. (1988) defined marketing as follows: “Marketing is the human activity that guides the satisfaction of needs and willings through exchange processes”.

2.1.2. Marketing management theories

2.1.3. Marketing management process: Consists of 5 steps

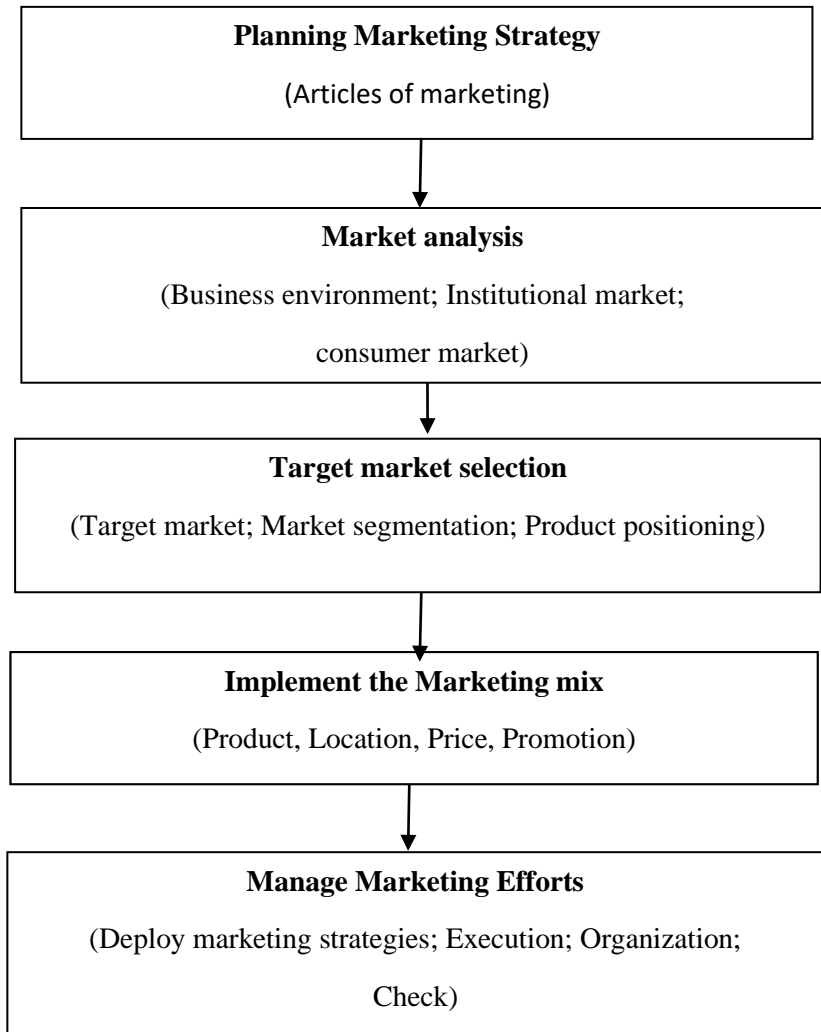


Diagram: Marketing management process (Kotler, P., 1988)

2.2. Theoretical foundations of local marketing

2.2.1. Concept: Kotler et al (1993) said that: “Local marketing is the design of a place to meet the needs of the target market. Local

marketing is considered successful when citizens and businesses are satisfied with their communities and the expectations of visitors and investors are met".

2.2.1. Characteristics of local marketing

2.2.2. Differentiate between local marketing and corporate marketing

2.3. Content of local marketing

Theoretical models of:

- Model of Ashworth and Voogd (1990)
- Fretter's model (1993) - Model of Kotler et al (1993)

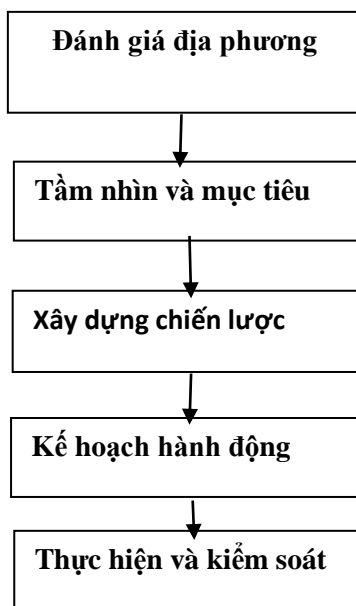


Diagram 2.6. Kotler's model of local marketing (1993)

2.3. Local marketing according to target customers

- Local marketing to attract tourists
- Local marketing to attract residents
- Local marketing to attract business

2.4. Overview of FDI attraction and local socio-economic development

2.4.1. Overview of attracting foreign direct investment

Foreign direct investment is a form of capital movement from one country to another, in which the investor is the person who directly manages and operates activities using investment capital.

2.4.2. Features of foreign direct investment

- The goal is to make a profit
- Investors have the right to participate in the management and operation of FDI enterprises
- The right to control the business depends on the capital contribution of the investor
- Foreign investors have the right to be proactive with their decisions

2.4.3. Classification of foreign direct investment

Based on the legal form of operation, it can be divided into two forms of foreign direct investment: 100% foreign capital and joint venture capital contribution with local partners.

2.4.4. The relationship between attracting foreign direct investment and local socio-economic development

2.4.4.1. Economically: FDI helps to increase investment capital, promote economic growth, improve competitiveness and improve science and technology capacity.

2.4.4.2. Socially

FDI also positively affects the education, training and psychology of domestic workers through the process of changing the working style, habits and skills of workers (Steganovic, 2008). The opening to attract investment capital often entails open and transparent policies on the legal system to help attract high-quality labor to work. For example, foreign ownership of real estate. Previously, Vietnam did not allow individuals not residing in Vietnam to own apartments, but recently, the land policy has been relaxed to attract foreign investors to live and work in Vietnam for a long time by giving them ownership of apartments in Vietnam.

2.5. The relationship between marketing and FDI attraction

2.5.1. Lall's model of factors to attract FDI (1997)

This model implies that local marketing activities need to focus on improving the economic conditions, policies of the host country or locality, and fully identify the strategies of MNCs to respond well most of their requirements.

2.5.2. Local marketing model to attract FDI by Metaxas (2010)

Although the approach of Metaxas (2010) is similar to that of Lall (1997) in establishing groups of factors affecting FDI attraction, the structure of factors in the model of Metaxas (2010) shows this model towards foreign investors more clearly when focusing on both the international market context and the needs of foreign investors.

2.5.3. Local marketing model to attract investment by Pham Cong Toan (2010)

The local marketing model of Pham Cong Toan (2010) is developed mainly based on the local marketing model of Kotler

(2002); Kotler et al (1993) but have been concretized by specific and highly applicable criteria. Accordingly, the marketing implementation process consists of three stages: Planning; Implement and Test and Evaluate. The planning phase is divided into three main steps: Analysis of the marketing situation; Set marketing goals and Develop marketing programs.

2.5.4. Proposed research model

The proposed research model has the form:

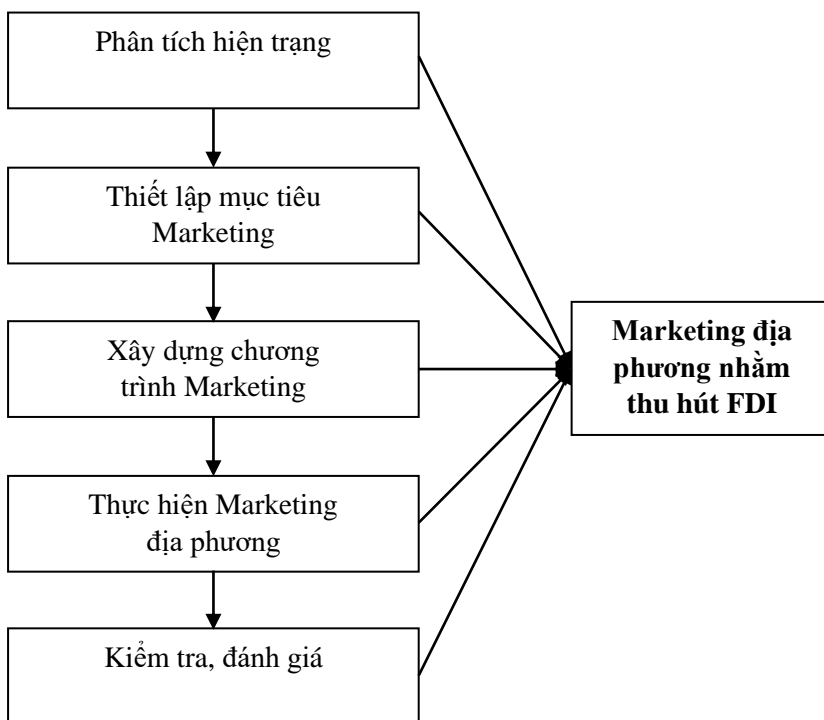


Diagram 2.5. Proposed research model

2.6. The need to improve local marketing to attract FDI in Quang Nam province

-The innovation in local management thinking of the authorities, so it is necessary to study local marketing activities

-Effectiveness of local marketing in attracting FDI for socio-economic development

-Completing local marketing activities to improve Quang Nam province's competitiveness in attracting FDI

CHAPTER 3

LOCAL MARKETING STATUS ABOUT FDI ATTRACTION IN QUANG NAM PROVINCE

3.1. Current situation of local marketing in Quang Nam province in the period of 2015 -2018

3.1.1. Situation analysis

FDI projects have contributed to solving the shortage of investment capital (from 15-20% of total realized investment capital), creating new jobs, increasing the value of exported goods and making contributions to the state budget. local. However, activities to attract FDI in the province in the period 2015-2018 still have some limitations:

- Realized foreign direct investment capital accounts for only 17.27% of total realized investment capital in the province.

-The average percentage of realized capital over registered capital in the period 2010 - 2018 is 9.86%, which is a very limited level.

- The contribution of the foreign-invested sector is only 4-5.2% of the local GDP.

- The scale of the projects is still small, on average 33.50 million/project. Not attracting international corporations with high

technology to invest in the area, on the other hand, mainly attracting projects in the field of hotels, processing and assembly, so there are not many opportunities to receive advanced production technologies and enhance the added value of products.

-Laborers working in foreign-invested enterprises account for only 27.12% of the total number of employees working in enterprises.

3.1.2. Set marketing Goals

In terms of setting marketing goals, the province has identified target customers according to the investment field that is “supporting industry; agro-forestry-fishery processing industry, building materials; high-tech agricultural fields such as planting and processing fruits and agricultural crops; raising and processing products from cattle and poultry; field of investment in construction and infrastructure business of industrial zones and industrial zones, especially industrial parks and industrial zones for Korean and Japanese partners, airport infrastructure, seaports, urban transport infrastructure and some service sectors” and the key countries to attract investment are Korea, Japan, the United States, and Singapore.

3.1.3. Building a marketing program

Regarding the development of marketing programs, local marketing programs are reflected in annual investment promotion programs with specific funding and investment portfolios. However, the contents of investment promotion are mainly about promoting local products. The province does not have a unified overall local marketing strategy to attract investment.

3.1.4. About implementing local marketing activities

Activities about:

- Locating local products and building investment incentive mechanisms and policies
- Building a list of prioritized projects to attract investment
- Reform of administrative procedures on investment, streamlining the process of handling investment procedures
- Land management and infrastructure investment
- Invest in transport infrastructure, electricity, water and waste treatment and complete utility services (electricity, water, banking, etc.).
- Local product prices
- Labor resources, etc.

3.1.5. About inspection and evaluation

Regarding inspection and evaluation, every year the Center for Public Administration and Investment Promotion, departments and agencies report on investment promotion programs and results of attracting foreign investment capital into the locality. However, the main content is the summary of the province's investment attraction results in the year, pointing out some shortcomings and directions to overcome for the next year.

3.2. Actual situation of FDI attraction activities in Quang Nam province

3.2.1. Foreign direct investment capital into Quang Nam province by investment field

The results of FDI attraction of Quang Nam province in recent years also show that the ratio of realized capital to registered capital is quite low. The ratio of total realized capital to total registered capital as of December 2016 was only 37.2%. The two sectors attracting the largest capital are the processing and

manufacturing industry and the accommodation and catering services, which only achieved the ratio of realized capital/registered capital at 41.1% and 23.2%, respectively. The sectors with the lowest rate are Finance, banking and insurance with 1.6%.

3.2.2. Foreign direct investment capital in Quang Nam province by country and territory

The structure of investment capital by country and territory in the period 2012 - 2016 is an indicator that the promotion and promotion activities of local products of Quang Nam province in recent years have brought into play good effects with Korean, Japanese and Singaporean investors. Japan, South Korea, the United States, and Singapore are the four target markets in Quang Nam province's overseas investment promotion activities in recent years, but the province has not yet attracted any investment projects from foreign enterprises industry in the United States over the past five years.

3.3. Impact of local marketing on FDI attraction in Quang Nam province

To assess the impact of local marketing activities on attracting FDI in Quang Nam province, the PhD student conducted a survey for 3 subjects: investors with projects in Quang Nam, investors are looking for investment opportunities in Quang Nam and leaders and experts from departments and agencies related to the province's local marketing activities.

3.3.1. Local products

Analysis of groups of factors:

- The group of factors that create the use value of local products
- The group of factors that create the value of local services

- The group of factors that create the image value and reputation of the locality

3.3.2. Local product prices

Analyze prices of local products such as land prices, infrastructure management fees, electricity and water prices, ...

3.3.3. Distributing local products

Group analysis of factors on local product distribution include: Information guiding the selection of investment locations; Investment procedures processing

3.3.4. Promote local products

Analysis of the impact of a group of factors on local product promotion, including: promotional materials and publications; Information in the media.

3.3.5. Local public

Analysis of the impact of a group of factors on local product promotion includes: The cooperation of people in site clearance; People's attitudes around the investment location; People's attitude in conflict with investors.

3.3.6. Local government

Analyzing the impact of a group of factors on promoting local products, including: economic development policies, activities of the local government and the relationship between the local government and the business community.

CHAPTER 4

COMPLETE LOCAL MARKETING ACTIVITIES IN ATTRACTIVE FOREIGN DIRECT INVESTMENT IN QUANG NAM PROVINCE FOR 2020 – 2030

4.1. Development orientation of Quang Nam province and local marketing to attract FDI

4.1.1. Socio-economic development orientation of Quang Nam province

Development perspectives and economic development goals and vision to 2030 of the People's Committee of Quang Nam province.

4.1.2. Orientation to attract and use development investment capital

According to an estimate by the People's Committee of Quang Nam province, in the period 2016 - 2020 the province's total investment capital demand is about over 100 trillion VND and this figure will be about 160 trillion VND for the period 2021 - 2025. Public investment capital can only solve 30% of demand. Therefore, the issue of attracting domestic and foreign investment and improving the efficiency of capital use plays an important role in the economic development of the locality in the coming time. In that context, the Quang Nam provincial government has set the orientation to attract and use capital sources as follows:

State budget capital:

Sources of loans at home and abroad:

Investment capital of domestic and foreign enterprises:

FDI capital

4.1.3. Orientation of local marketing activities to attract FDI

Derived from the economic development orientation, the orientation to attract and use investment capital, the speeches of the leaders of the Provincial People's Committee and the results of the interviews with the leaders and experts of the relevant departments and agencies. Regarding foreign direct investment, the author draws the following basic orientations:

- Strategic orientation of local products
- Strategic orientation of local product pricing
- Orientation of local product distribution strategy
- Orientation to promote local products
- Orientation to influence the public
- Orientation towards local government

4.2 Some solutions to improve local marketing in attracting FDI into Quang Nam province

4.2.1. Improve the local marketing implementation process

4.2.1.1. Implement local product positioning

Successfully implementing the product positioning process will help Quang Nam province create a clear and solid position in investment attraction activities and can create spillover effects to other provinces and cities that have not yet been located by local products. In particular, investors who come to explore investment opportunities in Vietnam or the Central Key Economic Zone will be able to quickly determine if Quang Nam is a suitable investment location and expedite the process. investment without spending much time researching and learning about the investment environment in many different localities. For civil servants and officials directly in

charge of investment promotion, the process of performing tasks and advising investors will be carried out consistently with a clear and transparent information system.

4.2.1.2. Improve process of targeting customers

When the target market segment has been identified specifically, all levels of government and departments will carry out investment promotion with more focus and focus. Target investors are not only determined by country/region but also by more economic criteria, so the way to approach and attract investors also changes, instead of investment promotion. If the investment is by country, the Quang Nam government can carry out thematic investment promotion so that the content received by investors is more specific and the investment decision-making process is made faster. .

4.2.1.3. Strengthen inspection and evaluation

Issues arising during the implementation of the local marketing plan will be resolved promptly, and the difference between the policy and reality will be minimized. In the long term, provincial governments at all levels can use the test and evaluation results to assess the capacity of cadres, civil servants, public employees and state management agencies in implementing marketing activities from there are policies on arrangement, use and remuneration in accordance with their capacity.

4.2.2. Finalize product policy

4.2.2.1. Clearly define the investment portfolio suitable for FDI capital

For investors, they can choose investment projects that suit their needs. Investment promotion agencies can also promote investment more mindfully and provide more insightful information to investors, thereby significantly improving marketing performance.

4.2.2.2. Reform administrative procedures, reduce the time to consider investment location agreement and streamline the process of handling investment procedures

Streamlining investment procedures has created an open investment environment, saving time and costs for investors and saving resources for state management agencies. When the certification time and related administrative procedures, not only the investor can quickly deploy the project, contributing to promoting the local economic development but also the investor's confidence in the local government. side is also built. Since then, the reputation and position of the locality has gradually been consolidated and that is a condition to attract sustainable investment in the future.

4.2.3. Improve land management, create a clean land fund for investors

Good land management will help local authorities be proactive in attracting investment, contributing to building a transparent and open investment environment. The well-managed land status helps investors to implement the project as planned, saving costs and time, and potential investors when learning about the local investment environment will also feel secure about the future of the project when land risks are minimized.

4.2.4. Invest in synchronous infrastructure and complete utilities in economic zones, industrial zones, and industrial zones

4.2.4.1. Invest in synchronous infrastructure

If measures to improve infrastructure are successfully implemented, investors can save a lot of money and time, improve business performance, and Quang Nam province will overcome the disadvantages. of local products and will certainly improve the occupancy rate of industrial zones in the province.

4.2.4.2. Complete development of utility services in economic zones, industrial zones and industrial zones

When utility services are fully planned and implemented, the investment environment in EZs, industrial zones and industrial zones of Quang Nam province will improve competitiveness. Existing investors feel secure in production and business and boldly expand investment activities, potential investors are strengthened their confidence in the successful future of the project.

4.2.5. Completing the local product pricing policy and changing the mindset on investment incentives

4.2.5.1. Completing pricing policy

When the pricing strategy is properly perceived and properly implemented, investment promotion agencies will approach investors with information more relevant to investors' needs and the province will also change its competition policy. compete to attract investment in a more sustainable way.

4.2.5.2. Changing thinking about investment incentives

The change of mindset will help policymakers focus on the planning process, develop appropriate incentive policies and mechanisms, and provide practical benefits to foreign investors. Since then, foreign investors will have a favorable environment for long-term, sustainable business and actively contribute to the local economic development.

4.2.6. Completing the local product distribution policy

4.2.6.1. Diversifying information channels, guiding foreign investors to choose investment locations

When the distribution channel is expanded and diversified, the number of investors coming to Quang Nam province will increase significantly and the provincial government can select and screen investments in the right direction of socio-economic development. proposed by the association.

4.2.6.2. Improve the construction and promotion of publications and materials

Publications and documents are developed with appropriate content and form, and the promotion is carried out with a focus that will help information about the investment environment in Quang Nam province quickly reach target investors. and save resources.

4.2.6.3. Completing the information content of the investment promotion website

Website complete in content, attractive in form will be a tool to promote local products quickly and conveniently. At the same time, the website is also the first impression to investors about the capacity of the local government, so it will have a positive impact on investment behavior.

4.2.6.4. Improve the effectiveness of domestic and foreign investment promotion programs

With well-organized and thoughtful domestic and foreign investment promotion programs, investors will have full information and confidence in the capacity of local authorities. The positive results of the Quang Nam investment promotion program held in early 2017 clearly demonstrate the positive impact of this activity.

4.2.6.5. Expand cooperation in investment promotion xúc

When expanding cooperation in investment promotion, Quang Nam province not only introduces the investment environment and attracts the attention of investors but also builds a local brand. That is the premise for the province to successfully implement the orientation of investor selection.

4.2.7. Continue to improve the capacity of local government

4.2.7.1. Strengthening direction and administration in investment promotion

The decisiveness and thoughtfulness in the direction and management of the local government will help investors feel secure and confident in the capacity of the local government in the process of improving the investment environment and protecting their rights. legitimate interests of investors.

4.2.7.2. Enhance the dynamism and creativity of local government and actively build a friendly relationship with investors

The local government is dynamic, creative and has a friendly relationship with investors that is shown consistently at all levels, which will help investors quickly solve problems, enjoy incentives and support. timely assistance. The contingent of cadres, civil servants and public employees also improved the image and built a positive civil service culture, maintaining a sustainable competitive advantage to attract investment.

4.2.8. *Other solutions*

4.2.8.1. Improve the quality of human resources

Well-trained and oriented human resources will better meet the needs of current investors. Investors when starting to implement the project also do not face many obstacles in recruiting labor because the local labor source has been appropriately trained and available to meet the project. Besides, an effective trade union organization will help employees have a comfortable working mentality and improve labor productivity.

4.2.8.2. Development of supporting industries

If the development strategy of supporting industries is well implemented, FDI enterprises will be proactive in production, not having to depend much on foreign suppliers. At the same time, a well-developed supporting industry will help improve the localization rate to reduce production costs and create more local jobs.

4.2.8.3. Raise public awareness and attitudes

When this solution is implemented, the bottleneck on site clearance will be significantly removed, investors deploy projects quickly and people will have more job opportunities and increase income.

CONCLUDE

In the context that the competitive environment to attract foreign investors is becoming increasingly fierce when localities in the region and localities in regional countries such as Laos, Cambodia, and Myanmar also tend to promote investment promotion activities, this thesis studies local marketing activities to attract foreign direct investment in Quang Nam province. With the local marketing research model approaching from both the local implementation and the investor's perspective, the thesis has analyzed and evaluated the actual situation of local marketing implementation and the investor's assessment of the impact. of marketing activities to investment behavior in each component of marketing strategy including: local product strategy, local product pricing strategy, local product distribution strategy, promotion strategy local products to the public and local government. Combined with the current situation of attracting investment in the past time, the PhD student can draw limitations in marketing activities of Quang Nam province in each specific factor. From there, the PhD student proposed 8 groups of solutions to improve the province's local marketing activities in order to attract more foreign direct investment in the near future.

LIST OF RELATED PUBLICATIONS OF THE AUTHOR

1. Nguyen Ngoc Thuyen, (2018) "Promoting local marketing to increase FDI attraction in Quang Nam province", *Socio-Economic Information and Forecast Magazine*, No. 145+146 January 2018, p. 42.

2. Nguyen Ngoc Thuyen, (2018) "Talking about local marketing activities for FDI attraction in Quang Nam province", *Journal of Socio-Economic Information and Forecast*, No. 153 August 2018, page 09 .

3. Nguyen Ngoc Thuyen & Le Duc Toan (2020) "Local marketing in attracting foreign direct investment capital in socio-economic development of Quang Nam province", *Industry and Trade Magazine*, No. 6, April/ 2020, pages 72-77.

4. Nguyen Ngoc Thuyen & Le Duc Toan (2020) "Analyzing the current situation and setting local marketing goals to attract FDI into Quang Nam province in the period of 2020 -2025" *Industry and Trade Magazine*, No. 8, April/ 2020, pages 69 -75.

5. Toan Duc Le, Phu Huu Nguyen, Thuyen Nguyen Ngoc, Tam Quang Nguyen, Man Quang Le "Research on factors affecting customers' intention to online shopping: Empirical evidence in Vietnam emergencing economy", *Wseas Transactions on Business and Economics*, Volume 17, pp. 441-453, 2020 (Scopus Q4).

6. Toan Duc Le, Phu Huu Nguyen, Yen Thi Phi Ho, Thuyen Nguyen Ngoc. *The Influences of FDI, GFCF, OPEN on Vietnam Economic Growth* (2021). *Asian Business And Information Management*, Vol.12, Issue.3, Article 26 (Scopus Q4)