

Vol. 12 (4): 181-188 (2022)

SOLUTIONS FOR INDUSTRIAL CLUSTERS FOR SOCIO-ECONOMIC DEVELOPMENT IN HANOI CITY AND PROTECTING CONSUMER INTERESTS

Nguyen Dinh Trung¹, Huy Dinh Tran Ngoc², Ly Lan Yen³, Nguyen Trong Diep^{4*}

¹National Economics University, Hanoi Vietnam;

²Banking University HCMC Ho Chi Minh city Vietnam, International University of Japan, Japan;

³Academy of Finance, Hanoi Vietnam;

^{4*}School of Law, Vietnam National University, Hanoi Vietnam;

*Corresponding Authors Ly Lan Yen, Nguyen Trong Diep, e-mail: lylanyen@gmail.com;
dieptrongnguyenvnu@gmail.com;

Received June 2022; Accepted July 2022; Published August 2022;

DOI: <https://doi.org/10.31407/ijeess12.422>

ABSTRACTS

This study aims to explore What are contents of consumer interests protection? And What are solutions for industrial clusters to grow in future? By using qualitative analysis, inductive and synthesis methods, our study findings show that Rural areas are renovated and built a spacious, clean and beautiful market system, creating long-term budget revenue. Along with that, focus on investing in 5 wholesale markets, some of which meet international standards. In addition, developing models of night economy, sharing economy, developing vending machine system...Based on this finding, some management implications are also discussed such as The important role of CSR activities in building trust and firms' reputation, especially CSR activities that show the interest of businesses in ethics and volunteer activities for the development of the community. Therefore, managers need to change their minds toward CSR activities. Finally, consumer interest/right protection when buying industrial products also needed to be consider.

Keywords: industrial clusters, Hanoi, consumer interest, protection, Vietnam.

JEL code: M10, M21