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Policies Supporting the Export Capability of Small and Medium-Sized Enterprises in Dong Nai Province

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Abstract: Small-and medium-sized enterprises (SMEs) in Vietnam had stated their role in the country's economy by contributing more than 40 percent to the gross domestic product (GDP), while attracting more than 50 percent of the total laborers. All supporting policies for small-and medium-sized enterprises, which account for more than 95 percent of the total Vietnamese enterprises, they should be included under one law. The study results showed that there were 200 managers of SMEs in Dong Nai province who interviewed and answered about 19 questions. Data collected from July 2016 to December 2016 for SMEs in Dong Nai province.

The paper had been analyzed KMO test, Cronbach's Alpha and the result of KMO analysis which used for multiple regression analysis. Managers' responses measured through an adapted questionnaire on a 5-point Likert scale (Conventions: 1: Completely disagree, 2: Disagree, 3: Normal; 4: Agree; 5: completely agree). Hard copy and online questionnaire distributed among 10,000 managers of SMEs in Dong Nai province. In addition, the exploratory factor analysis (EFA) results showed that there were five factors, which included of factors following Human resources (X1), Marketing (X2), Leadership (X3), Technology (X4) and Product (X5) with significance level 5 percent. In addition, all of five components affecting the export capability of small and medium-sized enterprises in Dong Nai province with significance level 5 percent. The research results processed from SPSS 20.0 software.

Keywords: Enterprise, SMEs, Export, Dong Nai province and LHU

INTRODUCTION

SMEs in Vietnam had stated their role in the country's economy by contributing more than 40 percent to the gross domestic product (GDP), while attracting more than 50 percent of the total laborers. Therefore, Vietnam policies will continue supporting SMEs that is regenerating the development for the economy. Especially, ASEAN countries including Vietnam have built and approved the ASEAN strategic action plan for SME Development 2016-2020. The Asia-Pacific Economic Co-operation (APEC) has also strived to eliminate trade barriers for SMEs in the Asia-Pacific region and help enterprises utilize new trade opportunities to integrate into the global value chain. Besides, Vietnam policies are the meeting that administrative procedure reforms should be prioritized as many enterprises faced complicated regulations. SMEs need simpler accounting document sets, creating favorable conditions for investment and added that fees and levies should be reduced to lessen burdens for businesses.

There are surveys among some SMEs revealed that most of enterprises have just focused on production, business, tax and customs, while paying less attention to market research, marketing, and building an enterprise culture. Therefore, related agencies should provide more market information to the SME community and support them in trade promotion, so that enterprises could build a stable development strategy and enhance their competitive capacity in the future. In addition, SMEs mainly have weak financial sources and have not received investment incentives in industrial parks as well as in registration into specialized industrial

complexes. Facing this situation, the researcher had chosen topic "*Policies supporting the export capability of small and medium-sized enterprises in Dong Nai province*" as a paper. This paper helps policy makers who apply them for improving policy on the export capability of small and medium-sized enterprises in Dong Nai province.

LITERATURE REVIEW

The export capability means shipping in the goods and services out of the jurisdiction of a country. The seller of such goods and services is referred to as an "exporter" and is based in the country of export whereas the overseas based buyer is referred to as an "importer". In international trade, "exports" refers to selling goods and services produced in the home country to other markets.

Export of commercial quantities of goods normally requires involvement of the customs authorities in both the country of export and the country of import. The advents of small trades over the internet such as through Amazon and eBay have largely bypassed the involvement of Customs in many countries because of the low individual values of these trades. Nonetheless, these small exports are still subject to legal restrictions applied by the country of export. An export's counterpart is an import (By Joshi, Rakesh Mohan, 2005).

Human resources play an important part of developing and making a company or organization at the beginning or making a success at the end, due to the labor provided by employees. Human resources are intended to show how to

have better employment relations in the workforce. Also, Human resources are to bring out the best work ethic of the employees and therefore making a move to a better working environment.

Besides, the development of human resources is essential for any organization that would like to be dynamic and growth-oriented. Unlike other resources, human resources have rather unlimited potential capabilities. The potential can be used only by creating a climate that can continuously identify, bring to surface, nurture and use the capabilities of people. Human Resource Development (HRD) system aims at creating such a climate. A number of HRD techniques have been developed in recent years to perform the above task based on certain principles. This unit provides an understanding of the concept of HRD system, related mechanisms and the changing boundaries of HRD (By Leonard Nadler in 1969).

Leadership is both a research area and a practical skill encompassing the ability of an individual or organization to "lead" or guide other individuals, teams, or entire organizations. The literature debates various viewpoints: contrasting Eastern and Western approaches to leadership and also (within the West) US vs. European approaches. US academic environments define leadership as "a process of social influence in which a person can enlist the aid and support of others in the accomplishment of a common task". Leadership seen from a European and non-academic perspective encompasses a view of a leader who can be moved not only by communitarian goals but also by the search for personal power. Studies of leadership have produced theories involving traits, situational interaction, function, behavior, power, vision and values, charisma, and intelligence, among others (By Chemers, M. 1997).

Marketing is activities of a company associated with buying and selling a product or service. It includes advertising, selling and delivering products to people. People who work in marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure. Besides, Marketing is everything a company does to acquire customers and maintain a relationship with them. Even the small tasks like writing thank-you letters, playing golf with a prospective client, returning calls promptly and meeting with a past client for coffee can be thought of as marketing. The ultimate goal of marketing is to match a company's products and services to the people who need and want them, thereby ensuring profitability (By Kotler, P., *Marketing Management*, 2000).

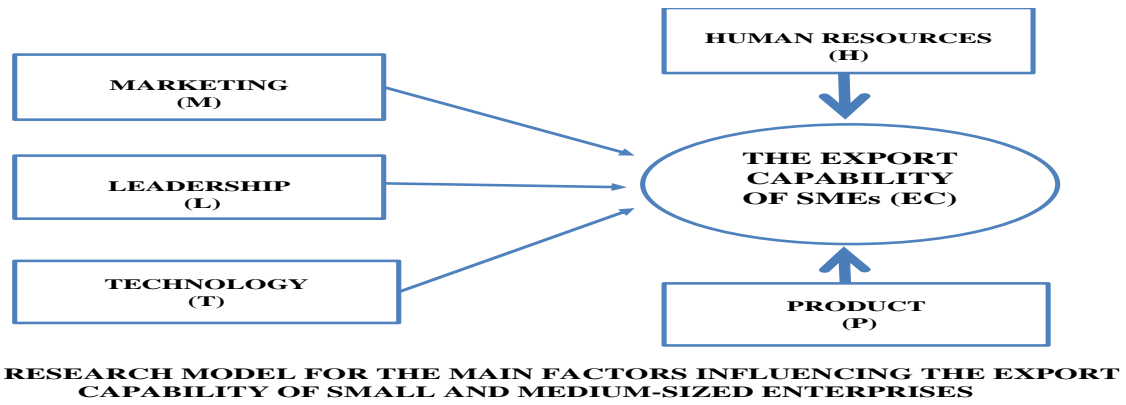
Product refers to an item or items a business intends to sell. When examining a product, questions should be asked such as, what product is being sold? What differentiates the product from its competitors? Can the product be marketed with a secondary product? And are there substitute products in the market. In business, new product development (NPD) is the complete process of bringing a new product to market.

New product development is described in the literature as the transformation of a market opportunity into a product available for sale and it can be tangible (that is, something physical you can touch) or intangible (like a service, experience, or belief). A good understanding of customer needs and wants, the competitive environment and the nature of the market represent the top required factors for the success of a new product (By Kotler, P., Armstrong, G., Brown, L., and Adam, S. 2006).

Technology refers to the collection of tools that make it easier to use, create, manage and exchange information. In the earlier times, the use of tools by human beings was for the process of discovery and evolution. Tools remained the same for a long time in the earlier part of the history of mankind but it was also the complex human behaviors and tools of this era that modern language began as believed by many archeologists. Technology refers the knowledge and utilization of tools, techniques and systems in order to serve a bigger purpose like solving problems or making life easier and better. Its significance on humans is tremendous because technology helps them adapt to the environment. The development of high technology including computer technology's Internet and the telephone has helped conquer communication barriers and bridge the gap between people all over the world. While there are advantages to constant evolution of technology, their evolution has also seen the increase of its destructive power as apparent in the creation of weapons of all kinds (By Anthony, David A. 2007).

METHODS OF RESEARCH

In this paper, the observations can be done while letting the observing person know that he is being observed or without letting him know. Observations can also be made in natural settings as well as in artificially created environment. After preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 200 managers of SMEs in Dong Nai province who related and answered nearly 19 questions. The reason tested measurement models, model and test research hypotheses. Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50). The hypothesis was tested through multiple regression analysis with linear Enter method. Conventions: 1: Completely disagree, 2: Disagree, 3: Normal; 4: Agree; 5: completely agree. Data collected were tested by the reliability index (excluding variables with correlation coefficients lower < 0.30 and variable coefficient Cronbach's alpha < 0.60), factor analysis explored (remove the variable low load factor < 0.50). The hypothesis was tested through multiple regression analysis with linear Enter method. Finally, regression analysis is also used to understand which among the independent variables are related to the dependent variable, and to explore the forms of these relationships. In restricted circumstances, regression analysis can be used to infer causal relationships between the independent and dependent variables.



$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5$$

Y: the export capability of small and medium-sized enterprises.

$\beta_0 - \beta_5$: Regression coefficients.

X1 – X5: Factors affecting the export capability of small and medium-sized enterprises. Independent variables are Human resources (X1), Marketing (X2), Leadership (X3), Technology (X4) and Product (X5). Five factors have positive relation to the export capability of small and medium-sized enterprises.

RESEARCH RESULTS

Table 01: Cronbach's Alpha test for factors affecting the export capability of small and medium-sized enterprises

Code	Human resources (H)	Cronbach's Alpha
H1	Human Resource planning is sufficient to needs for the development of the export capability of SMEs in Dong Nai province	0.904
H2	Human resource training is the task of business priorities of the development of the export capability of SMEs in Dong Nai province	
H3	Capacity of forecasting labor demand and supply is good for business in the development of the export capability of SMEs in Dong Nai province	
H4	SMEs encourage and facilitates employees to learn and develop themselves	
Code	Marketing (M)	Cronbach's Alpha
M1	Marketing activities have the best solutions for Publications of events in the development of the export capability of SMEs in Dong Nai province	0.912
M2	Marketing activities have the best solutions for the News and Identity tools in the development of the export capability of SMEs in Dong Nai province	
M3	Marketing activities have the best solutions for Community relation and Social investment in the development of the export capability of SMEs in Dong Nai province	
Code	Leadership (L)	Cronbach's Alpha
L1	The ability of the leader is to meet for the export capability of SMEs in Dong Nai province	0.890
L2	The ability of leaders have strategic planning to meet for the export capability of SMEs in Dong Nai province	
L3	The ability of leaders have high trained knowledge to meet for the export capability of SMEs in Dong Nai province	
Code	Technology (T)	Cronbach's Alpha
T1	SMEs in Dong Nai province have many modern technologies to meet for the export capability	0.873
T2	SMEs in Dong Nai province have many modern technologies to make new products with high quality for the export capability	
T3	SMEs in Dong Nai province invests many modern technologies to reduce the production cost for the export capability	
Code	Product (P)	Cronbach's Alpha
P1	Product quality is to meet market demand for the export capability of SMEs in Dong Nai province	0.860
P2	Product price is to meet market demand for the export capability of SMEs in Dong Nai province	
P3	Product diversity is to meet market demand for the export capability of SMEs in Dong Nai province	
Code	The export capability of SMEs (EC)	Cronbach's Alpha
EC1	The product quality and marketing activities are affecting on the export capability of SMEs in Dong Nai province	0.672
EC2	The technology quality and leadership abilities are affecting on the export capability of SMEs in Dong Nai province	
EC3	The human resource quality is affecting on the export capability of SMEs in Dong Nai province	

(Source: The researcher's collecting data and SPSS)

Table 01 showed that all of variables surveyed Corrected Item-Total Correlation greater than 0.3 and Cronbach's Alpha if Item deleted greater than 0.6 and Cronbach's Alpha is very reliability. Such observations make it eligible for the survey variables after testing scale. This showed that data was suitable and reliability for researching.

Besides, the results showed that KMO coefficient had: $0.5 \leq KMO \leq 1$ (KMO: Kaiser-Meyer-Olkin). KMO is an index used to examine the appropriateness of factor analysis. KMO value significantly larger factor analysis is appropriate. KMO coefficient is 0.724 and the level of significance (Sig) is 0.000. Exploratory Factor Analysis (EFA) is consistent with survey data of 200 managers of SMEs in Dong Nai province but 181 SMEs processed by SPSS 20.0.

Y: the export capability of small and medium-sized enterprises.

X1 – X5: Factors affecting the export capability of small and medium-sized enterprises.

- Human resources (X1);
- Marketing (X2);
- Leadership (X3);
- Technology (X4) and
- Product (X5).

Five factors of the export capability of small and medium-sized enterprises. Then, we can see the results of The hypothesis was tested through multiple regression analysis in table 02.

Table 02: Factors affecting factors affecting the export capability of small and medium-sized enterprises

Model Summary ^b								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson			
1	.777 ^a	.604	.592	.63835963	1.805			
Bootstrap for Model Summary								
Model	Durbin-Watson	Bootstrap ^a						
		Bias	Std. Error	95% Confidence Interval				
				Lower	Upper			
1	1.805	-.533	.158	.972	1.589			
a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples								
ANOVA ^a								
Model		Sum of Squares	df	Mean Square	F	Sig.		
1	Regression	108.687	5	21.737	53.343	.000 ^b		
	Residual	71.313	175	.408				
	Total	180.000	180					
Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.209E-016	.047		.000	1.000		
	X1	.331	.053	.331	6.185	.000	.792	1.262
	X2	.335	.050	.335	6.759	.000	.921	1.086
	X3	.408	.050	.408	8.206	.000	.918	1.090
	X4	.163	.051	.163	3.196	.002	.868	1.152
	X5	.195	.054	.195	3.631	.000	.789	1.268
a. Dependent Variable: Y								
Bootstrap for Coefficients								
Model		B	Bootstrap ^a					
			Bias	Std. Error	Sig. (2-tailed)	95% Confidence Interval		
						Lower	Upper	
1	(Constant)	2.209E-016	-.001	.047	1.000	-.096	.093	
	X1	.331	.003	.050	.001	.239	.439	
	X2	.335	8.652E-006	.043	.001	.249	.418	
	X3	.408	.001	.048	.001	.310	.503	
	X4	.163	-.004	.048	.002	.062	.254	
	X5	.195	-.004	.050	.001	.089	.283	
a. Unless otherwise noted, bootstrap results are based on 1000 bootstrap samples								

(Source: The researcher's collecting data and SPSS)

Table 02 showed that all the values $t > 2$ (smaller significance level 0.05) and statistically significant data to explain the variation of the export capability of small and medium-sized enterprises. Besides, the regression coefficient is positive. This means that the impact of the independent variables in the same direction with the export capability of small and medium-sized enterprises. Moreover, the regression results showed the Durbin - Watson stat = 1.805 said no autocorrelation phenomena. Table 02 showed that bootstrap results are based on 1000 bootstrap samples. The bias is very small, nearly is around 0.00. Besides, there is the considering magnification coefficient variance VIF

(Variance Inflation Factor). VIF is exaggerated coefficient variance, when VIF value exceeding 10.0 is shown signs of multicollinearity phenomenon. While table 02 results can assert no correlation between the independent variables in the equation. Meaning no multicollinearity phenomenon by VIF values less than 10.

CONCLUSIONS AND RECOMMENDATIONS

CONCLUSIONS

The research results showed that there were five factors, which included of factors following Human resources (X1),

Marketing (X2), Leadership (X3), Technology (X4) and Product (X5) with significance level 5 percent. In addition, all of five components affecting the export capability of small and medium-sized enterprises in Dong Nai province with significance level 5 percent. The research results processed from SPSS 20.0 software. The above mentioned things, which analyzing and testing with significance level 5 percent. The researcher had policies continued to improve the export capability of small and medium-sized enterprises in Dong Nai province following:

RECOMMENDATIONS

Component 1: Human resources:

SMEs should enact policies and facilitate labor participation and self-learning training to improve professional qualifications, professional skills. Besides, SMEs need to build and operate a mechanism for cooperation between schools and enterprises in training and retraining improve the quality of human resources. This is a very important mechanism, in accordance with the training and development of human resources in the economy, the market has been all over the world successfully. Moreover, there are relationships the management bodies of human development through this mechanism to link the universities, students and business training, manpower demand and SMEs supply the needs of the labor market. At the same time, thereby SMEs continued assessing the situation of human resources to jointly organize training and improve professional knowledge and skills for workers.

Component 2: Marketing:

SMEs need to find and exploit consumer demand and domestic production of other commodities. From that research enterprise search capabilities and supply all kinds of goods on the world market on the basis of relationships and the ability of business, business plans for each commodity. Business export a variety of goods and materials will have a basis to occupy multiple segments, many different market segments. Since then raise the sales of the business.

Promote sales promotion activities. After all, the business enterprises exporting goods and materials are effective or not depending on whether goods exported materials have been consumed or not. For the phases of sales, there is the key thing to push through the promotion of sales, which is an important tool in the marketing strategy of each business. Enterprises can use the following strategies:

- Advertising on the mass media.
- How well the sales promotion activities such as: Play no documents related to the products to customers, sales together with a reward...
- To develop good public relations to attract the attention of customers, such as customer Organizing conferences, international conferences, conducting financing activities, charitable...
- To organize after-sales services, such as: enterprise should provide technical documentation as of the manual, and the schematic structure of goods catalog, warranty maintenance...
- To be the preferential conditions of payment.

- To use technical support such as: Expanding product showrooms, participating in business associations, trade fairs....
- To attack into the market of competitors in the business need to create an obvious advantage for its products such as: quality, price and other trading conditions, payment methods and activities marketing.

Component 3: Leadership:

Managers of SMEs improve encourage people following: A good leader has the ability to inspire, motivate and energize employees. As a mentor, focus on bringing the best things to all people, develop their talents and encourage them to take the initiative and evaluation.

Praise success: Quickly praised. Managers of SMEs have congratulations and thank an employee for their contributions to the work that will help you keep their loyalty. When something happens, do not ever criticize an employee in front of people. Managers of SMEs make it discreet and constructive, unless you are intending to dismiss them.

Stand behind your employees: Being a leader does not mean people will follow you. You need to show that you are behind them. Managers of SMEs understand the needs of employees. Whether it's training to improve skills, new technology or change tasks, ready to provide them. You will be able to succeed, but it is important that you act in ways that support them.

Help: Indicate that you understand their challenges, even when you do not have experience in their work. You will be able to understand the wants and do what makes sense if you update and access to work and their responsibilities. Managers of SMEs always keen to listen to the opinions of others. Learn the problems are hindering your employees to work effectively and energetically. Listen carefully to understand more about life, life balance problems/tasks and encouraging employee solutions.

Component 4: Technology:

In Vietnam, the technological level of domestic production is low. The production technology of SME enterprises are in our country at a very outdated and backward. This does not affect the quality of the product which is more serious reduce the competitive advantage of the business due to the high cost. Enterprise products cannot compete on the world market, even losing the domestic market. Aware of this problem, SME enterprises should invest actively technological innovation to break technical barriers on increasing its competitive position both domestically and internationally. In response to power-saving programs of the Government, SME enterprises should have research, investing in new production technology produces many products that feature energy saving and safety towards consumers. This is a platform for companies to implement a consistent and active in projects produce more types of products towards cost saving, energy saving aims to have a reasonable price, in line with increased purchasing power and the ability to choose to use consumer products.

Component 5: Product:

The products quality has always been the key to success. The constantly improving quality is the most economical way, because you will not be costly to repair his mistakes, like the famous car company if they do well right from the start, it will not cost expenditure free recall. SMEs should continue improving the quality of the spirit while creating work for employees because everyone likes to work in a professional environment. Here are some tips to improve the product quality following: (1)SMEs should regularly measure, monitor product quality: the regular inspection will help SMEs to promptly detect and repair errors, but still occurred two cases.The first case is that SMEs discover errors in the production process, which is fortunate because your customers will never know about these errors, you might delay of dealing with them, but if customers receive a perfect product, it will have nothing to worry about anymore.The second case is the mistake was discovered customers, it is best never to make mistakes because you can lose customers, as well as receiving the bad rumors about the company, from now on let's increased control more quality to perfect their products. (2) SMEs should continue improving the process working: You should know that in most cases the errors are errors occurring due process by not working, do not ever ask "who did wrong" but check the workflow of your company, adding a number of checks in the system to limit the error occurred. (3)SMEs should organize weekly meetings: After each work week should have a wrap-up meeting, to discuss with all the members of the errors that occurred and find the causes, remedies. Maybe at the beginning of the meeting may be long and tedious but later you will feel progressively better things. (4)SMEs should arrange the order of the error occurred: Arrange the problems, errors occur in order of importance and start solving the most urgent problems, spending more time in the common position that matters. (5) Notice assessment results: Put quality evaluation results of the company in places many people see so people know the results of their work, as well as emphasizing the goal of improving the product quality of SMEs.

Recommendations for the Academic (Future Research)

The above-mentioned things, the next research should survey more than 200 managers of SMEs in Dong Nai Province (more than 10.000 managers). This helps the data that is more significant. The study topic is very big area. The next research should survey more than 19 the questions (items) in components affecting the export capability of SMEs in Dong Nai province and other provinces of Vietnam.

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