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ACTUAL SITUATION OF RURAL TRADE POLICIES IN THE SOUTH CENTRAL COAST REGION OF VIETNAM

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In recent years, the Government has been making efforts to implement public administration and institution reforms in order to bring national growth in a sustainable manner, in line with the trend of global economic integration. On January 6, 2010, the Prime Minister issued Decision No. 23/QĐ-TTg approving the Project on rural trade development in the 2010-2015 period and orientations to 2020. The project mentions a lot of general issues, in order to build a synchronous and sustainable development process for rural trade. However, the current system of domestic trade development policies has not yet exploited and promoted all the resources to carry out that determination. In order to exploit and seize opportunities, while overcoming challenges and limiting risks and become a mandatory requirement for Vietnam, it is necessary to improve and innovate domestic trade development policies in general and rural trade policies in particular quickly and effectively. This issue has been attracting the attention of many researchers.

Keywords: rural trade policy, rural trade, trade development policy.

1. Theoretical basis for rural trade

1.1. Concept of rural trade

Rural trade is understood as the interaction on the market, including the relations of exchange, activities of buying and selling goods and providing services taking place in the rural market. Previously, families in rural areas produced goods for the main purpose of serving the needs of the family first, then for sales. When realizing the commercial and economic benefits of their products, they gradually turned to production for the purpose of trade. In addition, as the demand for non-agricultural goods and services is increasing, workers will respond to the needs of the market by gradually shifting from agriculture to non-agricultural sectors. The demand for education and skills also increases. The rural economy becomes more diverse and more urban.

Rural trade is a very distinctive feature of the process of restructuring, an inevitable path from a semi-self-sufficient agricultural society to a more diverse economy, a higher standard of living but still ensuring food security. Rural commercialization will stimulate and promote food security in developed countries. Rural trade will shift production in rural areas to a market-based production model and consumption system. Although farmers are aware of the commercial value of the products they produce, their business model is still fragmented and small, so it is easy to be affected by external factors from the natural environment and the business environment. Rural trade contributes significantly to increasing agricultural production and productivity, promoting market capacity and reducing poverty sustainably in low-income and heavily-dependent-

on-agriculture economies. (Diao et al., 2012). Trade development in rural areas is very essential to the overall development of the country. Developing trade in rural areas will help create more income for farmers, help them develop their local production model, thereby helping to reduce poverty.

1.2. The role of rural trade

Firstly, agricultural production is an important source of income for rural areas and rural trade development will contribute to poverty reduction. However, most of the farms and farming areas are still small. Trade has only been concentrated in large cities, rural trade is still small with mainly small household business models. Rural trade helps promote concentrated production, increasing the efficiency of agriculture.

Secondly, rural trade has a great impact on production, specifically agricultural production in rural areas because trade has a role to connect production and consumption. Rural trade development will promote the development of agricultural production. Agriculture accounts for a large proportion of Vietnam's economy, contributing 20% of GDP each year and attracting 70% of the population. Rural trade is the catalyst that helps promote the development of this industry.

Thirdly, rural trade helps increase farmers' access to markets. Rural trade will open up new opportunities for production and exchange of goods, promoting farmers to invest in production in large scale, thereby increasing productivity as well as product quality. Consequently, the life of farmers will be improved and continue to stick with the agricultural sector.

Fourthly, rural trade not only helps farmers access new markets, but also helps industrial and service producers access rural markets, thereby contributing to promoting industry and services development.

Fifthly, rural trade also indirectly increases the quality of agricultural products. When farmers integrate into the common commercial market, they will have the opportunity to learn new techniques to put

it into production to increase productivity. In addition, rural trade also increases competition in the market. This is both a motivation and a pressure that requires farmers to constantly innovate and improve product quality.

Sixthly, rural trade facilitates the expansion of domestic and international markets, thereby helping to expand the scale of agricultural production, and simultaneously leading to the development of many processing industries and industries serving agriculture, import and export... creating more jobs for workers in rural areas, contributing to economic restructuring in agriculture and rural areas.

Seventh, the development of rural trade will attract businesses to move their production plants to rural areas due to favorable conditions in terms of raw materials, labor, land and water resources, etc., helping to reduce the burden on urban areas. This is also an opportunity to help rural areas attract foreign investment and help socio-economic development in the region.

2. Analysis of the real situation of rural trade policies in the South Central Coast region of Vietnam

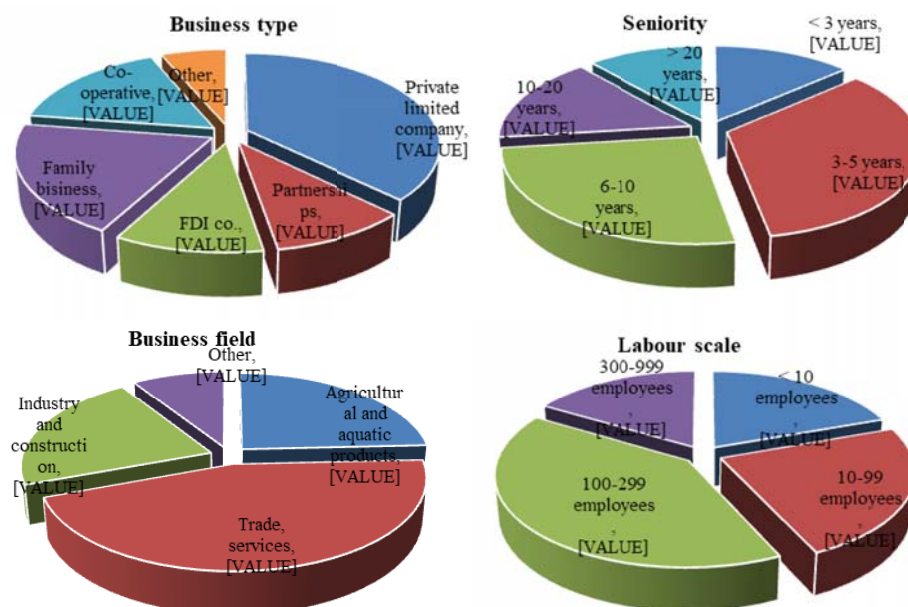
2.1. Survey sample description

The author sent about 400 questionnaires to organizations - enterprises involved in rural trade activities in 8 provinces of the South Central Coast region of Vietnam and more than 60 questionnaires to the makers and managers of Rural Trade Policy at a number of state management agencies of 8 provinces in the South Central Coast region of Vietnam. After collecting and eliminating invalid questionnaires, the author collected 348 valid questionnaires from organizations and enterprises involved in rural trade and 51 valid questionnaires from the makers and managers of Rural Trade Policy at a number of state management agencies of 8 provinces in the South Central Coast region of Vietnam.

After calculating the percentage of answers for each answer of each question, the author obtained the following information:

All enterprises are headquartered and operate mainly in the provinces of the South Central Coast

management agencies of 8 provinces in the South Central Coast region of Vietnam. Staffs



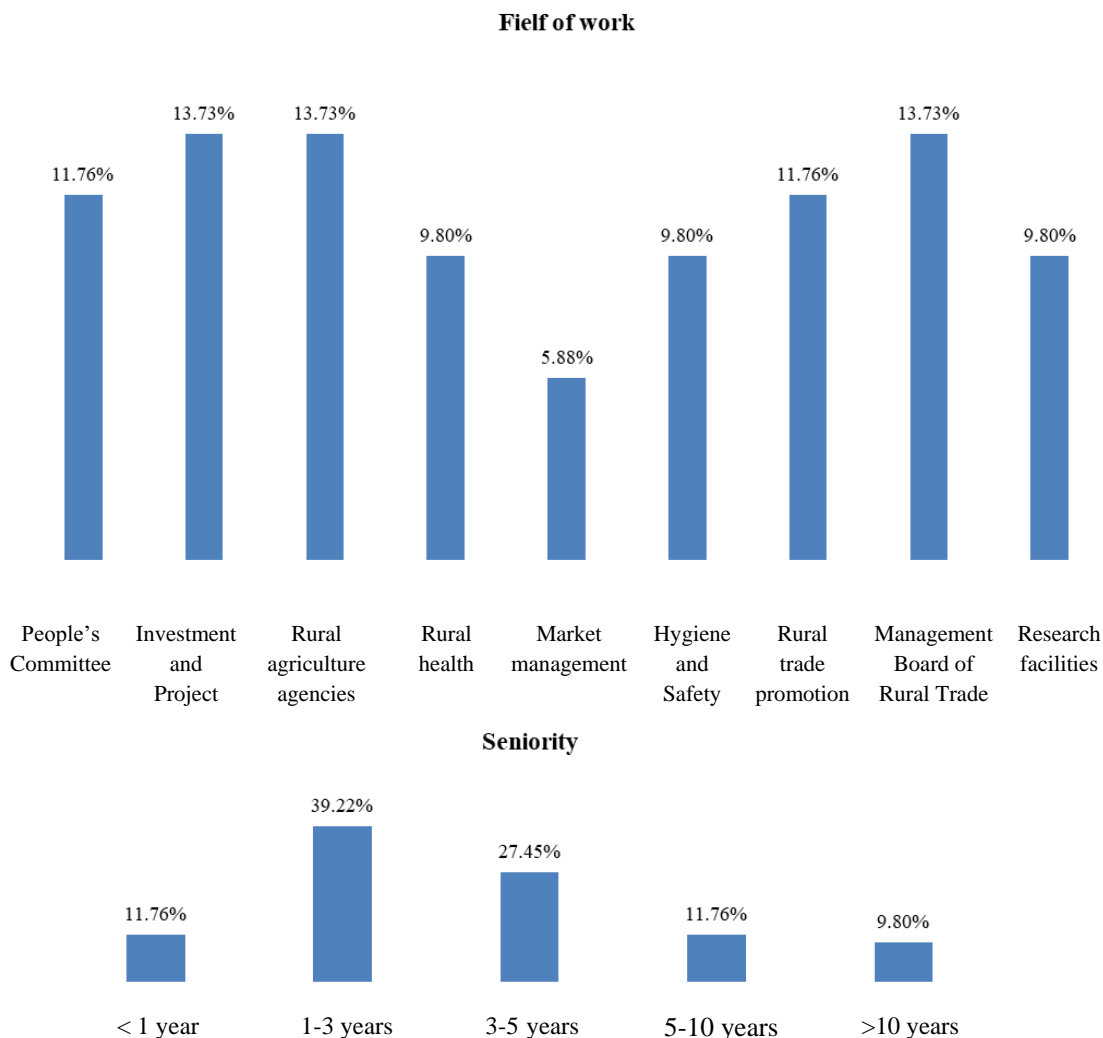
Source: Survey results analyzed with SPSS 21

Chart1: Questionnaires for organizations – enterprises

region of Vietnam. Among the organizations - enterprises participating in the survey, accounting for a large proportion are private limited companies with 23.91%, followed by family business (12.46%). The author also conducted a survey with 6.73% FDI enterprises with 100% foreign investment. Enterprises have many years of business experience in their field: 33.67% from 3 to 5 years and 24.93% from 6 to 10 years. Especially, up to 15.49% of enterprises have been operating for 10 to 20 years. The main businesses are in services (45.12%), industry and construction (21.55%) and agricultural and aquatic products (24.24%). Enterprises having an average labor scale of 100 to 299 employees (40.40%) have an average annual revenue of VND 10 - 50 billion, accounting for 33.67%.

The second group of surveyed subjects is officials and employees in a number of State

mainly work in agencies directly related to rural trade, particularly, Rural Agriculture Agencies (13.73%), the Provincial Investment and Project Committee (13.73%), the Management Board of Rural Trade Establishments (13.73%), People's Committee (11.76%) and the Department of Rural Trade Promotion (11.76%). Officials and employees have seniority from 1 to 5 years, of which from 1 to 3 years accounting for 39.22%, from 3 to 5 years accounting for 27.45%. Especially, up to 9.8% of officials have worked in the field of rural trade management for over 10 years. Officials and staff are knowledgeable, professional and objectively assessing the current situation of Rural Trade Policy in Vietnam as well as 8 provinces in the South Central Coast region of Vietnam.



Source: Survey results analyzed with SPSS 21

Chart2: Questionnaires for policy makers and managers

2.2. Testing Cronbach's Alphacoefficients and Bartlett's Test

The results of Cronbach's Alpha coefficients and Bartlett's Test analysis are shown in the following table:

The reliability analysis showed that Cronbach's Alpha of all scales is more than 0.8, which proves that it meets statistical rules and standards, therefore it is acceptable. In addition, when considering the elimination of the variable of each scale, there is no vari-

able when removed that makes Cronbach's Alpha of that scale bigger than Cronbach's Alpha of the same scale. Therefore, all observed variables are accepted and will be used in subsequent factor analysis.

2.3. Testing via EFA

The analysis results through Cronbach's Alpha test coefficient show that all 53 items of the Content of policies, the implementation of Rural Trade Policy and the factors affecting Rural Trade Policy in the South Central Coast region of VN are reliable,



Table1: results of Cronbach's Alpha coefficients and Bartlett's Test

Seq. no.	Variable sign	Target	Cronbach's Alpha coefficient	KMO	Bartlett's Test
I Policies					
1	Policy of rural trade infrastructure	Policy of rural trade infrastructure development	0.918	0.872	P < 0,00
2	Businessman policy	Businessman policy	0.883	0.721	P < 0,00
3	Policy of quality management	Policy of goods quality management	0.844	0.718	P < 0,00
4	Policy of consumer protection	Policy to protect consumers' interests	0.818	0.719	P < 0,00
5	Policy to encourage consumption of agricultural products	policies to encourage consumption of agricultural products	0.923	0.797	P < 0,00
6	Policy to encourage trade organization	Policy to encourage the operation of trade organizations	0.933	0.725	P < 0,00
II Implementation of rural trade policies					
1	Rural trade model development	Developing rural trade models	0.807	0.707	P < 0,00
2	Commercial business development	Developing types of commercial business	0.925	0.754	P < 0,00
3	Rural market development	Developing markets to rural areas	0.880	0.707	P < 0,00
4	Rural trade management	Managing trade in rural areas	0.956	0.783	P < 0,00
III Factors affecting rural trade policy					
1	Rural specific factors	Rural-specific factors of the territory	0.871	0.797	P < 0,00
2	National macro-factors	National macro-factors	0.849	0.759	P < 0,00
3	International factors	International factors	0.919	0.826	P < 0,00

Source: Survey results analyzed with SPSS 21

statistically significant, is the basis for factor analysis (EFA).

The results of the EFA analysis (see annex for details) show that there are 15 variables (factors) with the total variance extracted = 89.41%, suggesting that there is an appropriate analysis of factors. KMO coefficient = 0.817, showing the appropriateness of factor analysis. Bartlett test result (Sig. < 0.00) shows that the variables have a correlation in the overall. This result allows us to move on to the next step of conducting CFA tests for each variable. The factor analysis results used in this study aims to shorten and consolidate these observation variables into a more significant factor for regression analysis in the following section.

2.4. Testing with CFA and multiple regression models

According to the above results, it is allowed to move to the next step which is to conduct CFA affirmation analysis and linear regression analysis according to the proposed research model with the dependent variable being the effectiveness of Rural Trade Policy in the South Central Coast region of Vietnam. The results of CFA show that the observed variables all meet the allowed standards (> 0.5) and are statistically significant and p values is 0,000. Thus, it is possible to conclude that the observed variables used to measure the effectiveness of the Rural Trade Policy in the South Central Coast region of Vietnam achieve the convergence value.

Table 2: Regression analysis result

Independent variable	Regression coefficient		Value t	Value Sig.	Multi-collinearity (VIF)
	B	Standard error			
(Coefficient)	0.000	0.026	0.000	1.000	
Policy of rural trade infrastructure	0.015	0.027	0.573	0.567	1.084
Businessman policy	0.009	0.027	0.347	0.728	1.080
Policy of quality management	0.020	0.027	0.742	0.459	1.097
Policy of consumer protection	-0.020	0.031	-0.639	0.523	1.405
Policy to encourage consumption of agricultural products	0.365	0.037	9.805	0.000	2.068
Policy to encourage trade organization	0.240	0.037	6.506	0.000	2.037
Rural trade model development	0.127	0.028	4.519	0.000	1.174
Development of types of commercial business	0.129	0.034	3.757	0.000	1.776
Rural market development	0.249	0.034	7.223	0.000	1.776
Rural trade management	0.000	0.030	-0.006	0.995	1.391
Rural specific factors	0.110	0.039	2.854	0.005	2.233
National macro-factors	-0.010	0.027	-0.383	0.702	1.119
International factors	0.040	0.027	1.493	0.136	1.096
R = 0,881 R Square = 0,777 Adjusted R Square = 0,768 F = 89,416 Value p = 0,000	* statistical significance of 5% ** statistical significance of 1% *** statistical significance of 0,1%				

Source: Survey results analyzed with SPSS 21

Detailed results of regression analysis are presented in the following tables:

From the regression analysis results above, the author analyzes the factors affecting the rural trade in the South Central Coast region of Vietnam as follows:

Policies to encourage consumption of agricultural products: The regression analysis in the above table shows that this variable has a positive effect, in the same direction, on the effectiveness of Rural Trade Policy at the reliability level of 99% with B = 0.365, Sig. = 0,000.

Policy to encourage trade organization: Regression analysis in the table above shows that this variable has a positive effect, in the same direction, on the effectiveness of Rural Trade Policy at the reliability level of 99% with $B = 0.240$, $Sig. = 0.000$.

Rural trade model development: The regression analysis in the table above shows that this variable has a positive effect, in the same direction, on the effectiveness of Rural Trade Policy at the reliability level of 99% with $B = 0.127$, $Sig. = 0.000$.

Development of commercial business type: The regression analysis in the table above shows that this variable has a positive effect, in the same direction, on the effectiveness of Rural Trade Policy at the reliability level of 99% with $B = 0.129$, $Sig. = 0.000$.

Market development in rural areas: The regression analysis in the table above shows that this variable has a positive effect, in the same direction, on the effectiveness of Rural Trade Policy at the reliability level of 99% with $B = 0.249$, $Sig. = 0.000$.

The remaining variables include: Policy of developing rural trade infrastructure; Businessman policy; Policy of goods quality management; Policy to protect consumers' interests; Trade management in rural areas; National macro factors. The international factor has no impact on the effectiveness of Rural Trade Policy at the reliability level of 95%.

3. Some discussions on the actual situation of implementation and development of rural trade policy

3.1. Development of rural trade models

This activity is assessed at the average level by policy makers and organizations/enterprises. Namely, the policies of rural trade development under the model of the people's livelihood network in the commune receives 2.84/5 points; the policy of developing trade structure in the area of townships and towns reaches 3.03/5 points and policy to develop specific types of commercial organizations reaches 2.80/5 points.

Table3: Result of the survey on the actual situation of activities of developing rural trade models in the South Central Coast region of Vietnam

Content or questions	Policy specialists and managers		Enterprises		Total	
	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation
Rural trade development under the model of the people's livelihood network in the commune	3.02	0.62	2.81	0.82	2.84	0.80
Developing trade structure in the area of townships and towns	3.16	0.92	3.01	0.92	3.03	0.92
Developing specific types of commercial organizations	3.04	0.77	2.76	0.80	2.80	0.80

Source: Survey results analyzed with SPSS 21

Rural-specific factors of the territory: The regression analysis in the table above shows that this variable has a positive effect, in the same direction, on the effectiveness of Rural Trade Policy at the reliability level of 99% with $B = 0.110$, $Sig. = 0.005$.

The reason why these policies have not received much appreciation from experts and businesses is that although all eight provinces in the South Central Coast region have called for and invested in the construction of trade and services centers, only

some areas have a uniform development among items in the people's livelihood network. Typically, Phu My district (Binh Dinh province), in August 2016, the district called for investment in the construction of district trade centers, such as Phu My Town Trade Center (Tra Quang Nam hamlet, Phu My town), Binh Duong Town Trade Center (Duong Lieu Tay hamlet), My Chinh Commune Trade Center (An Luong hamlet), ...

In fact, in the provinces of the South Central Coast region, the building of a rural trade model is being carried out by the provinces at two levels: Town Trade and Service Center and Commune Trade and Service Area. These two levels are market-centered, around the market there will be shops, warehouses, production and processing facilities, cooperative companies, agents ... with the goal of promoting close and direct linkages between trade activities and agricultural production, between traders and farmers/farmer households. With this model, the rural areas of the studied provinces will basically solve the needs of processing and consumption of agricultural products as well as supply of materials and equipment for production and life as well as gradually expand rural market.

Up to now, the above-mentioned trade centers have been put into operation and become big and crowded trade centers in the area. The number of processing-production establishments, warehouses, companies, wholesale and small shops, etc. has

increased rapidly, helping people facilitate production and life. In contrast, Ba Vi market (Ba To district, Quang Ngai province) is also invested billions of VND and built in a prime location but for many years there were no traders. Therefore, the network of livelihoods around this area is very deserted and sparse. Quang Ngai currently has many town trade centers - markets falling into this situation, such as Tay Tra market (Tay Tra district), Son Ky market (Son Ha), ... This shows that the development of rural trade according to this model of people's livelihood network is still not effective.

3.2. Regarding the development of types of trade business

The development activities of commercial businesses in the provinces of the South Central Coast region of Vietnam are highly appreciated by experts as well as organizations/ businesses because the provinces have actively implemented many measures to promote the purchase of agricultural products, forestry and aquatic products from farmers. In particular, the policy to develop commercial business types for consumer industrial goods is assessed: 3.10/5 points by experts and 3.01/5 points by businesses. Agricultural, forestry and aquatic products were assessed 3.00/5 points by experts and 3.00/5 points by businesses and finally, supply of agricultural materials for production was assessed 2.94/5 points by experts and 2.93/5 points by businesses.

Table 4: Result of the survey on the actual situation of activities of developing types of trade business in the South Central Coast region of Vietnam

Content or questions	Policy specialists and managers		Enterprises		Total	
	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation
Purchase of agricultural, forestry and aquatic products	3.10	1.32	2.98	1.16	3.00	1.18
Supply of agricultural materials for production	2.94	0.93	2.92	1.00	2.93	0.99
Consumer industrial goods	3.10	1.19	3.00	1.28	3.01	1.26

Source: Survey results analyzed with SPSS 21

Regarding the policy of purchasing agricultural, forestry and aquatic products, in addition to establishing consumption chains in the province, the province continues to sign contracts of consuming agricultural, forestry and aquatic products with enterprises from near and far. At the same time, the provincial Department of Agriculture and Rural Development has been actively supporting farmers so that they can have capital and knowledge to make clean products and encourage businesses inside and outside the province to invest and cooperate with people to take advantage of all available resources (land, human resources, ...) to develop and create sustainable benefits for both businesses and farmers.

For example, in Binh Thuan province, the government of Binh Thuan province has also actively implemented policies on the development of commercial businesses in rural areas, with emphasis on activities of purchasing agricultural, forestry and aquatic products from farmers. Namely, in November 2017, the Department of Agriculture and Rural Development of Binh Thuan province signed an agreement of cooperation on management and connection of agricultural and aquatic product consumption with the Food Safety Management Board of Ho Chi Minh City for the period of 2017 - 2019. With this document, the two localities will develop safe agricultural and aquatic supply chains from the initial production stage to processing, trading and traceability of the product.

Regarding the supply of agricultural materials for agricultural production, in order to implement the policies on rural trade development, the provinces of the South Central Coast region of VN actively seek reputable partners in the field of agricultural material supply inside and outside the province to help farmers, and even local cooperatives directly supply farmers. For example, the Binh Dinh Cooperative is operating effectively with 11 services from seedlings, irrigation, materials, fertilizer, purchasing and exchanging products, building canals, etc. In particular, the cooperative directly supplies rice seeds, materials, fertilizers, pesticides, ... to farmers in various forms such as deferred pay-

ment, preferential loans, ... and also opens points of selling agricultural materials in the commune.

In addition, the provinces of the South Central Coast region have established many pilot models of agricultural consumption and supply of agricultural materials in rural areas. These can be mentioned as business - cooperatives - farmer households model in the areas of concentrated commodity production (Hoa Vang district, Da Nang city) and business - business households - farmers model in scattered production areas (rural and mountainous areas of Phu Yen province). In particular, enterprises supplying agricultural materials (plant varieties, fertilizers, animal feed, ...) are responsible to provide clear technical process, clearly inform the quality requirements of agricultural products to cooperatives so that these cooperatives can transfer it to the members to implement. After harvesting the products, the cooperative members will give them to the cooperative, then the cooperative will give them to the business for sales. Not only the localities have implemented but the Ministry of Industry and Trade also organized to connect businesses that have participated in the supermarket model (Coopmart, Hapro, Vinmart, Intimex, ...) in order to create a bridge to directly consume agricultural products and supply agricultural materials to farmers.

3.3. Market development to rural areas

Activities of developing market to rural areas have not been highly appreciated by experts and businesses. Namely, experts rated this activity on a scale of 2.75/5 while businesses rated it a little higher, reaching 2.79/5 points. The Quang Nam rural area is an example of this. Similarly, market development activities to rural midland and mountainous areas are also at an average level, reaching 2.66/5 points as assessed by both experts and businesses. Although this score is not high due to limited infrastructure and human resources in the mountainous midlands, the fact shows that in the mountainous areas of provinces of the South Central Coast region of Vietnam, many places have had a new look, and trading activities are exciting and busy. In addition, these promotion activities are being evaluated 3.10/5

Bảng 5: Result of the survey on the actual situation of activities of developing market in rural areas in the South Central Coast region of Vietnam

Content or questions	Policy specialists and managers		Enterprises		Total	
	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation
Developing market in plain rural areas	2.75	0.84	2.79	1.00	2.79	0.98
Developing market in midland and mountainous rural areas	2.63	1.04	2.66	1.14	2.66	1.13
Making more trade promotion activities, seeking markets, giving goods to rural areas	2.92	0.87	3.10	0.85	3.08	0.86

Source: Survey results analyzed with SPSS 21

points by most organizations and businesses while the evaluation points from experts only reach 2.92/5.

On April 16, 2009, the Prime Minister issued Decision No. 491/QĐ-TTg on the Set of National Criteria for building new rural areas, among 19 criteria is the criterum for building market infrastructure. It can be seen that in the rural areas of the South Central Coast provinces have formed quite a lot of markets because this is a traditional place for exchanging goods and meeting of farmers. Today, besides types of traditional markets, the Government in many provinces in the South Central Coast region of Vietnam has invested in building new types of markets such as wholesale markets, specialized markets, ... contributing to promoting trade in rural areas.

Many rural areas in localities such as Da Nang, Quang Ngai, Khanh Hoa, Ninh Thuan, ... have changed their skin thanks to a system of markets spreading throughout the area, serving the needs of commercial development in localities in particular and the whole province in general. For example, Quang Ngai province, according to data from the provincial Department of Industry and Trade, up to the end of 2017, in the area there are 150 rural markets which are gradually being socialized both in investment and management. In the past 2 years, more than 15 markets have been transferred from the model of being managed by Board/Group to the one managed by enterprise/cooperative.

In the period of 2010-2015, Quang Ngai has invested in building 31 new markets, repairing and upgrading 13 existing markets with a total capital of nearly VND 447 billion. With the positive figures as above, it can be seen that the rural market has become an important domestic goods distribution channel, promoting trade in the province. Not only that, the market system has met the needs of trading, exchanging goods of the people, which is reflected by the significant increase of the number of people involved in trading (both regular and irregular) in the markets. The quantity and types of goods through the market are also more diverse.

Or in Quang Nam, according to the data of the Department of Industry and Trade of Quang Nam province, by the end of 2017, the whole province had 160 markets, including 2 markets of grade I, 16 markets of grade II and 142 markets of grade III. Over 80% of the markets are in rural areas and most of the infrastructure in the markets are semi-solid, degraded, overloaded and not guaranteed to operate. Therefore, it can be seen that the market density in rural areas in Quang Nam province is not appropriate with small area; the goods exchanged and traded in the market are mainly ordinary agricultural products rather than goods of high quality and value. Moreover, the sanitation conditions, water supply and sewerage system of these markets have not been completed, even in some markets we cannot see them. Spontaneous markets do not have market

management board, out of 160 markets in the province, there are only 17 management boards. Especially, the markets in some mountainous districts of grade III, there is no communal market to serve the people. Currently, although the mountainous districts of Quang Nam province have a large area, there are only 1-2 markets/district, unable to meet the needs of the people.

In Khanh Hoa, according to the report of Khanh Hoa Department of Industry and Trade, currently, there are 125 markets, including 01 wholesale market, 03 markets of grade I, 09 markets of grade II and 112 markets of grade III. The management and trading of marketplaces in Khanh Hoa are gradually socialized. After 10 years of implementing Decision No. 45/2008/QĐ-UBND dated July 15, 2008 and Decision No. 38/2011/QĐ-UBND dated December 2, 2011 of Khanh Hoa Provincial People's Committee, promulgating the Regulation on bidding trading, exploiting and managing markets, in Khanh Hoa province, 22 markets have changed their management model from State to enterprises/cooperatives, which manage and operate more effectively. In recent years, Khanh Hoa province has paid much attention to planning, renovating, expanding and upgrading investment in building a market network, creating favorable conditions for the development of market networks in the province, especially in rural areas. Material facilities of the markets have been improved significantly. Many markets have been upgraded and repaired and have been maintained and ensure market grades as prescribed, attracting traders and people to come there to trade goods. However, there are still a number of markets built in the past. The market planning design was unreasonable from the beginning or they did not predict the pace of development and the concentration of population. The old design was no longer appropriate. The market's technical and material facilities have been degraded. Architectural space, the ground area of the market does not ensure the consistency and standardization. Most of areas for fresh goods and eating of the surveyed markets are very dirty, especially in the area for fresh fish, garbage has not been put into containers, leading to

pollution. Markets of grade III in rural areas have almost no toilets. If they do, the toilets are very dirty or unusable. The sewage system in some markets is higher than the ground surface, causing a local stagnation. The excess amount of waste and water makes the system unable to drain, causing a stagnation. In some markets, the fee is not enough to cover expenses such as repairing, renovating and upgrading markets, especially in the markets of grade III in rural areas. In order to encourage investment to and development of markets, the province has issued many policies on land, tax, credit ... However, the off-budget capital sources mainly focus on big markets and central markets. The policy of supporting market investment capital from the central budget in the province has made an important contribution to the market development of Khanh Hoa, but the limited investment is not commensurate with the potential of the locality. From 2006 to 2018, the total investment capital for construction, upgrading and repairing of completed markets was 725,060 billion dong, including capital from the central budget, local budgets and capital advanced for investment by the State and paid back by people through renting lots, stalls, kiosks at markets, enterprise capital and other capital sources as prescribed.

Similarly, rural areas in Binh Dinh province have been invested by the authorities to build and upgrade the markets to meet the needs of trade of people, but in some communes, the markets have not been effective for commercial development. For example, Chanh Oai market (Cat Hai commune, Phu Cat district) was invested and built in 2001 but has been abandoned since then because people are still used to doing goods exchange and trading activities in residential areas of the villages. Or My Quang market (My Quang commune, Phu My district) was invested 1.4 billion VND and built in 2013 but it was only operated for a few months because My Quang commune is close to Phu My town market, My Chanh Tay market, so people gathered there to trade and exchange goods.

Thus, it can be seen that market development activities in rural areas have not been effective because the planning and construction of markets in

some localities are not consistent with consumption habits according to actual local conditions, and the management of market activities still have many shortcomings.

In addition, trade promotion activities, market search, and goods transport to rural areas have been drastically implemented by local governments of the provinces of the South Central Coast region of Vietnam. Departments of Industry and Trade of these provinces have organized many fairs and exhibitions for agricultural products to bring quality consumer goods to farmers. For example, Vietnamese Product Fairs aiming to introduce products and attract local agents have been organized regularly. The Departments also collaborate with domestic organizations and enterprises to organize mobile sales during Tet holidays (Lunar New Year, Mid-Autumn Festival, ...) with diverse models, reasonable prices and many promotion programs, ... This gradually changes the consumption habits of farmers and encourages businesses to be more responsible for the domestic market.

Representatives of businesses said that although the rural market is considered to be potential with 70% of the population, businesses has not been attracted to bring goods to rural areas. The reason is that the rural market is fragmented, the purchasing power is low, and it costs a lot for transportation and

in particular in rural, midland and mountainous areas are inadequate and weak; there are mainly small shops; trading practices are still fragmented, not centralized yet; and the qualifications of trade managers in rural, midland and mountainous areas remain unprofessional. Therefore, after a period of implementing trade promotion policies to bring goods to rural areas, in the provinces of the South Central Coast region, only about 10-15 companies producing consumer goods have goods sold quite popularly in this market, such as P&G, Pepsi, Nestle, Vinamilk, My Hao, Kinh Do, ...

3.4. Regarding trade management in rural areas

Commercial management activities in the rural areas of the South Central Coast region of Vietnam include administrative reform, rational arrangement of human and material resources, environmental protection, market control, anti-smuggling, anti-trade-fraud, anti-counterfeiting. In particular, the activities of administrative reform and environmental protection are evaluated quite well by the policy-makers businesses (respectively 3.63/5 and 3.14/5 points). Other activities are mostly assessed at an average level but there is a significant progress over the past time. The evaluation points by experts and enterprises on environmental protection criteria has not been as high as expected. Namely, businesses

Bảng 6: Result of the survey on the actual situation of activities of trade management in rural areas in the South Central Coast region of Vietnam

Content or questions	Policy specialists and managers		Enterprises		Total	
	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation	Points/ 5 points	Standard deviation
Administrative reform	3.63	1.08	3.63	1.01	3.63	1.02
Rational arrangement of human and material resources	2.86	1.13	2.93	1.17	2.92	1.16
environmental protection	3.10	0.96	3.15	0.99	3.14	0.99
market control, anti-smuggling, anti-trade-fraud, anti-counterfeiting	2.27	1.11	2.43	1.17	2.41	1.16

Source: Survey results analyzed with SPSS 21

network construction. In addition, infrastructure in general and commercial and technical infrastructure

evaluate this activity 3.15/5 points and experts give 3.10/5 points, averaging 3.14/5 points.

Regarding administrative reform activities, the South Central Coast provinces have achieved many positive results in this issue, the rate of timely settlement of documents is over 90% (Quang Nam province reaches 95%, the province Quang Ngai reaches 90%, Da Nang 96%, ...). The provinces are continuing to maintain and improve the quality of periodic meetings with businesses, especially those with difficulties in production and business activities can call directly to the phone number of Business Support Division.

Typically in Quang Ngai province, each year nearly 10,000 records related to the agricultural sector are quickly resolved according to the wishes of the people. Not only that, currently in Quang Ngai, 80% of districts and cities implement the "one-door" model through which they adjust a number of mechanisms, policies, administrative reforms, information technology application, setting up a convenient and quick settlement process, creating an open environment for people and businesses, especially in the fields of investment, land, tax, administrative procedures related to the policy to attract investment in agriculture. The province is also focusing on reviewing and supplementing plans, mechanisms and policies on regional planning, building new rural areas (prioritizing 6 mountainous districts), and mechanisms and policies to mobilize all social resources to attract investment in the fields where the province has an advantage. Recently, the Social Policy Bank - Quang Ngai Branch, the Bank for Agriculture and Rural Development - Quang Ngai Branch have not only reformed administrative procedures, they have also simplified loan application procedures for the poor and farmers to have access to capital to develop agricultural production.

Regarding rural environmental protection, many villages and communes in the South Central Coast provinces are actively implementing this activity. The villages and communes have formed the habit of protecting the environment in daily life and production. Every week, every month, farmers participate in cleaning village roads, alleys and public areas; forming garbage collection points on field areas, ... Besides, there are many practical and meaningful other activities. For example, Khanh

Hoja Farmers Association is actively deploying propaganda to change habits, raise awareness of environmental protection for rural people.

In addition, environmental protection activities in rural areas are also facing many difficulties when there is still a lack of propaganda staff, limited facilities of garbage collection and lack of fund for these activities. Currently, the amount of waste in rural areas is increasing, about 0.6 - 0.7 kg of waste/day and is being treated by putting it into a pit, burning or dumping it into rivers, ponds, lakes. Localities are looking for ways to overcome this situation, raise people's awareness, impose sanctions on violators, build synchronous canals systems, treat waste in accordance with economic conditions, management level and habits of each region in order to minimize waste at source and to enhance recycling of agricultural waste, orienting clean production.

Conclusion

Our Party and State have issued many rural trade policies to conduct industrialization and modernization of the country when the need for international integration is increasingly urgent. It can be seen that all policies related to rural areas in general and rural trade in particular are for development purposes, orienting market economy. However, commercial infrastructure planning is still not flexible, not close to the actual commercial activities in the area. This has led to the fact that many businesses have invested much but the effectiveness is not commensurate with their performance. In addition, there is still a lack of synchronization between commercial infrastructure plans and other transport, environmental and infrastructure plans. ♦

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Summary

Những năm vừa qua, Chính phủ đang nỗ lực thực hiện các cải cách thể chế và nền hành chính công nhằm đưa tăng trưởng quốc gia theo hướng bền vững, phù hợp với xu hướng hội nhập kinh tế thế giới. Ngày 06/01/2010, Thủ tướng Chính phủ ban hành Quyết định số 23/QĐ-TTg phê duyệt Đề án phát triển thương mại nông thôn giai đoạn 2010 - 2015 và định hướng đến năm 2020. Đề án đề cập đến rất nhiều vấn đề tổng quát, nhằm xây dựng quy trình phát triển đồng bộ, bền vững cho thương mại nông thôn. Tuy nhiên, hệ thống chính sách phát triển thương mại trong nước hiện tại chưa khai thác và phát huy hết các yếu tố nguồn lực để thực hiện quyết tâm đó. Để khai thác và nắm bắt được các cơ hội, đồng thời vượt qua thách thức và hạn chế rủi ro trở thành một yêu cầu bắt buộc đối với Việt Nam, cần phải hoàn thiện và đổi mới chính sách phát triển thương mại trong nước nói chung và chính sách thương mại nông thôn nói riêng một cách nhanh chóng và hiệu quả. Vấn đề này đã và đang thu hút sự quan tâm của nhiều nhà nghiên cứu.

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