Summary of Master's thesis: Development corporate culture of Vietnam Mobile Telecom Services Company - MobiFone

Pham Van Hien

1. General information
1.1. Topic: Development corporate culture of Vietnam Mobile Telecom Services Company - MobiFone
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3. Major: Business Administration
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2. Research purpose and task

*Research purpose:* To focus on analysing and appraising both the success and limitation of Vietnam Mobile Telecom Services Company’s (VMS) corporate culture. After that, giving suggestion to improve and develop the corporate culture in the integration period

*Research tasks:*
- The first, research basic theory and practice about corporate culture, to systematize theories to survey corporate culture.
- The second, approaching - analysing - assessing the corporate culture of VMS following structured corporate culture.
- The third, offer opinions, and orient- solutions to develop corporate culture for VMS in profound integration process with the global economy, and create differentiation, enhance the competitiveness from corporate culture.

3. New contributions
- Researched and systematized the theories, fundamental reasoning about corporate culture. Therefore, evaluating the important role of corporate culture with the development of enterprises in the multi-cultural business environment.

- Presentation, evaluation, analysis overview about business operations of VMS.

- Evaluation and analysis of current corporate culture of VMS, offering assessment, commented on the successes- limitations, find out reasons of them in the process of developing the corporate culture of the company during the international economic integration.

- To propose a specific solution this is feasible to develop corporate culture of VMS in the process of further integration with the world economy.