



**VIỆN NGHIÊN CỨU KINH DOANH**  
**INSTITUTE OF BUSINESS RESEARCH**

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Viện Nghiên cứu Kinh doanh



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## OUR ACHIEVEMENTS



**TOP 01**

in Economics and Business  
(Webometrics, 2021)



**TOP 05**

in Vietnam's best universities for  
international publication (2020)



**TOP 09**

in Best universities in Vietnam  
(Webometrics, 2021)



**TOP 601+**

in Best Asian universities  
(QS Asia University Rankings 2021)

# 01 INTRODUCTION



## UNIVERSITY OF ECONOMICS HO CHI MINH CITY (UEH)

Established in 1976, UEH was the first public university to implement an autonomous system to provide our students with a nourishing academic and research environment to compete in the global economy.

We cooperate with other universities and organizations to stay on top of trends in education, training, and research in order to be ahead and connected with enterprises and society.

“ **A multidisciplinary university  
with reputable academic  
influence within Asia and  
sustainable development.** ”



**Professor Nguyen Dong Phong**  
Chairman of UEH University Council



# THE INSTITUTE OF BUSINESS RESEARCH (IBR)



- ✓ Our main objectives are to implement academic research and promote international publications. We are also proud to host several international conferences. Since our establishment, the institute is widely known for the numerous works published in many prestigious journals and the successful conferences held annually.
- ✓ We also offer various academic programs in partnership with other reputable foreign universities (Degree Programs and Executive Education). We provide consulting services, executive education, and in-house training programs to many companies and authorities in Vietnam, especially executive short courses combined with foreign study tours.



**Vo Xuan Vinh (Professor of Finance, PhD)**  
Dean, Institute of Business Research

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**By 2030, IBR strives to become one of the region's leading academic institutions in economics and business.**

# 02

## OUR MISSION & VISION



### Our Vision

IBR aims to become one of the top research institutions with academic prestige in Asia and be Vietnam's leading organization providing training for students and consultancy for organizations and businesses by 2030.



### Our Mission

Here at IBR, we see ourselves as a pushing force towards contribution to the community. We support Vietnamese scholars with international publication through globalized academic research and apply those findings to solving real-world problems in Vietnam. We also strive to positively impact Vietnamese society through training activities and strategic consultation for organizations and businesses.



# 03

## RESEARCH

Research is the main objective of our institute. We conduct both academic research for international publications and applied research.

IBR is housing several research grants at the Government, National, Ministry, and Provincial levels. We also partner with many universities and top foreign professors to conduct inter-government research projects or jointly apply for international research grants.

IBR maintains a strong publication record with several papers/articles published in leading international economics, business, and finance journals.

### Some of our key research strengths



We have established a strong relationship with our international and local partners to promote our research, academics and consultancy services.



We have developed a strong research network, including several institutional partners and leading academics.



We have established ourselves as an important partner for international or inter-government research projects.

### Publication

Our staff have edited several special issues for reputable journals. We edit the Book Series Vietnam and the Global Economy, published by the World Scientific Singapore, covering various economic and business studies topics.



# 04

## INTERNATIONAL CONFERENCES AND SEMINARS



### International Conference on Business and Finance (ICBF)

We host the annual ICBF at the University of Economics  
Ho Chi Minh City campus.



The conference serves as a platform for local and foreign scholars to discuss and share their research in several areas of Economics, Business and Finance.

Each year, about **200 scholars** are participating in the conference. The conference is also associated with several journals in taking papers for Special Issues for the conference papers.

**We also successfully host several reputable international conferences, including...**

**2016**



The 1st INFINITY  
Asia Pacific  
Conference on  
International  
Finance

**2017**



Annual Asian Law  
and Economics  
Association  
Conference

**2019**



UEH-NTU  
Conference  
  
Asian Finance  
Association  
Annual Meeting

**2020**



2nd Rajagiri  
Conference on  
Economics and  
Finance



## **IBR – Economic and Business Seminars (IBRS)**

To foster an environment of collaboration and facilitate exchanging ideas between researchers, we regularly host workshops and seminars covering various topics on Economics, Business, and Finance. Several scholars from all over the world present their work in our seminar series.



# 05

## ACADEMICS

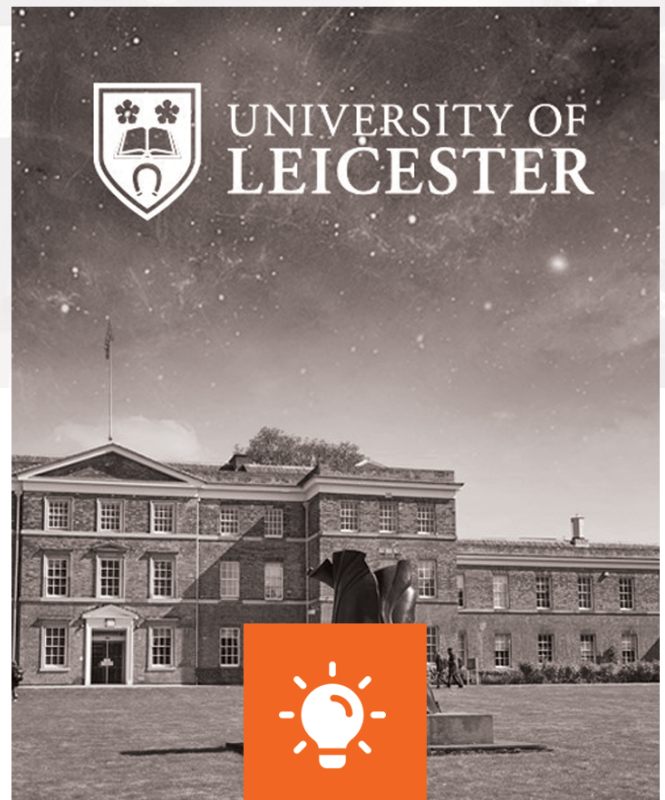
### DEGREE PROGRAMS

IBR partners with several foreign universities in providing academic degree programs (**Bachelor, Master, and PhD**).

**We aim to provide students with the world-class education and essential skills for them to be competitive in the global economy.**



We currently partner with the University of Lincoln, UK, to provide Bachelor Program (1+2, 2+2, and 3+1) and a PhD program in economics and business.



We also offer the Doctor of Social Science program (Business) with the University of Leicester, UK.



# EXECUTIVE EDUCATION

Besides providing academic programs for undergraduate and graduate students, IBR also offers various executive training programs via an in-house education model and short courses for companies and local authorities in Vietnam.

**Some highlighted courses we offer include**



**Senior Management Training**



**Management for Middle Managers**



**Mini MBA Training**



**We are also looking for foreign partners to provide in-house and executive education training programs for local firms.**



# 06 CONSULTANCY

The Institute of Business Research (IBR) works with foreign partners to provide consultancy services in various areas from transformation, strategy, risk, growth, and structure.



## Policy Consultancy

We aim to utilize our professional knowledge to help the organization create an effective strategic plan and ensure that its goal aligns with the business vision and stands out in a competitive industry.



## Business Management Consultancy

We provide local authorities with consulting services in respect of building the competitive business environment for both local and foreign firms.

IBR is always willing to cooperate with foreign partners to support local enterprises and authorities through leadership and staff training and strategic business consultancy.



# 07

## OUR PARTNERS

The Institute of Business Research (IBR) collaborates with several research and training partners worldwide, including:



### International Organizations and Associations

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- Asian Finance Association (AsianFA).
- Asian Law and Economics Association (AsLEA).



### Reputable Universities

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- University of Lincoln – UK.
- University of Leicester – UK.
- Chengchi University – Taiwan.



### World-class professors and researchers

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**We are open to collaborate with institutions and individuals in research, academic programs and consultancy.**



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