

INFORMATION PAGE ON NEW CONTRIBUTIONS OF THE THESIS

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Thesis title: “State management of economic concentration in the retail sector in Vietnam”.

Training Major: Commercial Business

Major Code: 9.34.01.21

Primary instructor: Assoc. Prof. Dr. Tran Thi Thu Phuong – Thuongmai University.

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Training Institution: Viet Nam Institute of Strategy and Policy for Industry and Trade

1. Summary of the Thesis’ Content

The objective of the thesis is to research the theoretical and practical foundations to propose solutions for perfecting State management (SM) regarding economic concentration (EC) activities in the retail sector in Vietnam. The thesis focuses on the following main contents:

- Systematizing and clarifying the theoretical basis of EC and SM in the retail sector: concepts, characteristics, impacts, management principles and models; concurrently analyzing international experience (EU, USA, Japan, South Korea) to draw lessons for Vietnam.

- Analyzing the current situation of EC activities in the retail sector in Vietnam for the period 2007–2024 according to the Structure – Conduct – Performance (SCP) model; evaluating the current state of SM through the legal framework (Competition Law 2018, Decree 35/2020/ND-CP, Investment Law, Enterprise Law, etc.), enforcement mechanisms, achievements, and limitations in the SM of EC in Vietnam’s retail sector..

- Clarifying domestic and international contextual factors (international

integration, the explosion of e-commerce, cross-border competition, etc.) impacting SM regarding EC in the retail sector; thereby, establishing viewpoints and orientations for perfection towards 2030.

- The thesis presents several important recommendations to the Vietnam Competition Commission (VCC), including: (i) improving the legal framework governing EC in the retail sector; (ii) strengthening inter-agency coordination and international cooperation in state management of EC in the retail sector; and (iii) adopting additional measures, such as establishing a comprehensive EC database and enhancing communication, dissemination, and education on state policies and legislation relating to EC management in the retail industry. For retail enterprises engaging in EC transactions, this Chapter provides specific recommendations to ensure full and proper compliance with the provisions of competition law on EC, including: (i) carefully examining the transaction conditions to determine whether notification of EC to the VCC is required; (ii) ensuring the accuracy and completeness of both the form and the content of the EC notification dossier; and (iii) enhancing legal understanding of EC control and seeking consultation from the VCC when necessary..

2. New findings of the Thesis:

From a theoretical perspective, the thesis systematizes, supplements, and clarifies the theoretical foundations of state management (SM) over EC activities in the retail sector. Specifically: (1) it establishes the theoretical bases of EC, SM, and SM over EC in the retail industry; (2) develops a conceptual framework encompassing the objectives, principles, contents, and methods of SM; (3) synthesizes relevant theories and models related to SM over EC, including the Structure–Conduct–Performance (SCP) model, monopoly theory, perfect competition theory, and consumer welfare theory; and (4) analyzes EC management policies in the retail sector of selected jurisdictions (the European Union, the United States, Japan, the Republic of Korea, and China), thereby drawing specific lessons for Vietnam. Through these contributions, the thesis enriches and strengthens the theoretical underpinnings for the formulation, implementation, and enhancement of the effectiveness of SM over EC in Vietnam’s retail sector.

From a practical perspective, the thesis provides a comprehensive analysis of EC activities and SM over EC in Vietnam’s retail sector during the period 2007–2024. Based on the SCP model, it first examines the structure of

Vietnam's retail market by specialized subsectors to assess the degree of concentration through indicators such as concentration ratios (CR), the Herfindahl–Hirschman Index (HHI), and changes in market shares among major domestic and foreign enterprises. The thesis also investigates business behavior and EC trends in the retail sector, highlighting the rapid increase in mergers and acquisitions undertaken by foreign corporations. It then evaluates the current status of SM over EC in the retail sector, including the existing legal framework (the Law on Competition 2018, Decree No. 35/2020/ND-CP, and relevant implementing instruments) and the organizational implementation conducted by the Vietnam Competition Commission (VCC). The study further identifies key limitations and shortcomings in SM over EC in Vietnam's retail sector during 2007–2024.

In terms of orientations and solutions, the thesis proposes several major measures to enhance the effectiveness of SM over EC, including: (i) improving the legal framework on EC in the retail sector; (ii) strengthening inter-agency coordination and international cooperation in SM over EC in the retail sector; and (iii) adopting additional measures such as developing an integrated EC database and promoting communication, dissemination, and education on state policies and legislation governing EC management in retail. For retail enterprises engaging in EC transactions, the thesis also provides specific recommendations to ensure full compliance with competition law provisions on EC, including: (i) carefully reviewing transaction conditions to determine whether EC notification to the VCC is required; (ii) ensuring the accuracy and completeness of both the form and substance of the EC notification dossier; and (iii) enhancing understanding of EC control regulations and seeking consultation from the VCC when necessary.

3. Practical applications/potential for application and issues for further research:

The thesis proposes specific implementation measures aimed at enhancing the effectiveness and efficiency of state management (SM) over economic concentration (EC) in the retail sector, ensuring consistency between the improvement and the application of competition law. The research findings can be directly applied to the development and revision of the Vietnam Competition Commission (VCC)'s procedures for reviewing EC cases—particularly by integrating quantitative criteria (market share, HHI, Δ HHI) with qualitative factors relating to business conduct, supply chain structures, and

firms' capacity to control inputs and outputs. On this basis, the VCC may adopt a simplified review mechanism for intra-group restructurings, establish an electronic EC database interconnected with sectoral regulatory authorities, and strengthen international cooperation to improve the effectiveness of SM over EC in the retail industry.

Furthermore, ministries, governmental agencies, and business associations may utilize the research outcomes to develop mechanisms for coordination, information exchange, and enterprise support in identifying and complying with EC notification obligations. The enhancement of communication and dissemination of EC-related legislation in the retail sector will also contribute to raising awareness, reducing compliance costs, reinforcing market confidence, and ensuring a fair and competitive environment. Overall, the solutions proposed in the thesis are grounded in scientific reasoning, practically feasible, and hold substantial applicability in the formulation and implementation of contemporary competition policies.

Instructors

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Confirmation by

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