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### DIGITAL TRANSFORMATION, COOPERATION AND GLOBAL INTEGRATION IN THE NEW NORMAL

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## DIGITAL ECONOMY AND DEVELOPMENT POTENTIAL IN VIETNAM

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### **Abstract**

*Based on studying common issues of the digital economy such as concepts, roles, influencing factors and identifying results and existing aspects as well as analyzing development potentials, the group of authors has proposed a number of solutions to overcome the existing problems, exploit the full potential, make the digital economy in Vietnam develop better, create motivation for the whole economy.*

**Keywords:** *Digital economy, digital transformation, telecommunications*

### **1. Introduction**

Digital economy, digital transformation ... is an inevitable trend in the economic development and all aspects of social life nowadays and in the coming years in the context of the strong development of science and technology and the industrial revolution. Vietnam is no exception. At a low-medium level of economic development and a low technology level, can we effectively implement and build a digital economy? That is a question that many people still wonder about. Therefore, the need for understanding of the digital economy, its characteristics and benefits, as well as the potential for digital economic development in Vietnam, is crucial and requires further research, to figure out solutions to exploit the potential and promote the digital economy in Vietnam to achieve stronger and more sustainable development.

### **2. Literature Review and Methods**

#### **2.1 Literature Review**

##### **2.1.1 The concept of digital economy**

According to the Oxford Digital Economy Working Group, a Digital Economy is an economy that operates mainly on digital technology, especially electronic transactions conducted through the Internet (Le Minh Truong, 2022)

According to Decision No. 411/QĐ-TTg signed on March 31, 2022 by the Prime Minister approving the national strategy to develop digital economy and digital society to 2025, with orientation to 2030, the digital economy is "economic activities that use digital technology and digital data as the main inputs, use digital environment as the main operating space, and uses information and telecommunications technology to increase productivity, business model innovation and economic structure optimization" (Law gazette).

According to Dahlman et al., digital economy is the amalgamation of a number of common technologies and socio-economic activities through the internet and related technologies, including infrastructure (broadband), routers, devices (computers, smartphones), applications (google, Salesforce) and functionality (internet of things, cloud analytics) (Dahlman, 2016)

Thus, it can be seen that the digital economy is an economy that uses digital information, digital knowledge, digital technology, digital data..., that is, covers everything to distribute resources, contributing to high quality economic growth.

##### **2.1.2 Digital Economy components**

The digital economy has 3 components, also known as 3 main actions, which are: ICT Digital Economy, Platform Digital Economy and Sectoral Digital Economy

The **ICT digital economy** is the information technology and telecommunications service industry, a driving force for the development of other industries.

The **platform digital economy** is the development of a digital platform, expanding the connection of the business digital ecosystem, helping to create breakthrough growth and uncover new potentials.

The **sectoral digital economy** is digital economic activity in key industries and fields, strengths of provinces and cities.

With the above 3 components, it is clear that digital transformation is one of the most important drivers for developing a sustainable digital economy. When companies and businesses undergo digital transformation, the economy will also be transformed, creating clear competitive advantages.

### **2.1.3 The role of the digital economy**

First, thanks to the digital economy, people can access the entire market quickly and easily. In the traditional economy, if one wants to sell a certain item, due to geographical location, the seller can only reach tens or hundreds of buyers. In the digital economy, through e-commerce, sellers can simultaneously reach millions of consumers around the world.

The digital economy increases production and business efficiency because it saves all costs thanks to the transmission over the Internet, contributing to the saving of travel costs, transportation time, etc.

The traditional economy relies on the exploitation of resources while these resources are gradually depleted. Meanwhile, the digital economy exploits human knowledge, which is increasingly proliferating. For that reason, the digital economy not only helps increase labor productivity, contribute to economic growth, but also be a driving force for sustainable development, avoiding resource depletion and environmental pollution.

Because the cost of participating in the digital economy is low, it should create conditions for all types of businesses, regardless of size, strength, weakness; localities regardless of distance; countries, regardless of being rich or poor, etc., to be accessible. In that way, the digital economy contributes to shortening the gap between business entities, between industries and localities in a country, between classes of population and even between countries on a global scale. It is clear that the digital economy contributes to sustainable development even regarding social issues.

The development of a digital economy creates conditions for people to put an end to the use of cash, reduces corruption through transparent online activities, and helps control the economy.

The digital economy requires businesses to renovate the traditional production and business processes into an ecosystem model, linking from production, trade to use, thereby increasing labor productivity and efficiency.

### **2.1.4 Factors affecting the digital economy**

First, it is crucial to mention telecommunications infrastructure - information technology. To develop the digital economy, it is necessary to develop digital infrastructure. Thus, digital infrastructure must always be one step ahead. But to develop digital infrastructure, it is required to develop telecommunications and information technology infrastructure, that is, to master broadband infrastructure, including 5G equipment, the level of mobile phone equipment for people to they can participate in digital infrastructure anytime and anywhere. Thus, telecommunications and information technology infrastructure can be considered as the most important infrastructure for the development of the digital economy.



Next, it is necessary to mention government policies related to the digital economy, digital technology, the Internet ... in the direction of creating all the most favorable conditions for the digital economy and related fields to develop well, thereby increasing global competitiveness, so that Vietnamese people can start their own businesses right in their own country. Moreover, from that point, Vietnam can become also an attractive place to attract technology talent in the world.

The third factor is that the government must be the leader in digital transformation through building a strong e-government to create the most favorable conditions for businesses and people to participate in the fields related to digital economy.

The final element is human factor. Training a team of work force to be able to meet the requirements of a digital economy is a prerequisite. That not only requires workers to be good at their expertise but also master technology. The introduction of new subjects "Digital economy" in some universities recently is a positive sign of this transition.

### **2.1.5 The transition to the digital economy**

Based on the theoretical basis and practical experience in many countries, the transition to a digital economy can take place on the following three basic steps:

Step 1: Accelerate the digitization of fields and industries, accelerate digital transformation in the government and enterprises as well as in the society to increase operational efficiency, increase labor productivity and create new growth opportunities.

Step 2: Use digitization as a domestic and global competitive advantage.

Step 3: Looking towards a comprehensive digital economy, all fields need to be digitized, forming new generation digital industries. These new industries will be the growth engine for the whole economy.

### **2.2 Research Methods**

The research method used in the article is mainly qualitative method with traditional tools such as: descriptive statistics, analytical statistics, comparison, inference, and inductance... We use secondary data obtained from the Ministry of Information and Communications, Vietnam's white paper on information and communication technology over the years, ranking of the United Nations Telecommunications Infrastructure Index over the years, documents of the Party and the government related to digital economy, digital transformation, articles and research works of many authors published in journals, scientific conferences on digital economy.

## **3. Results and Discussion**

### **3.1 Achievements in the past time**

In Vietnam, the digital economy has only appeared since the late 1990s when the Internet was present in Vietnam and popularized in the late 2000s, when the density of smartphone usage reached 50% and especially accelerated with the arrival of the industrial revolution 4.0 in the second half of the 2010s.

According to the Report "Southeast Asia Digital Economy 2020", the growth rate of the digital economy in Vietnam has always grown at a speed of double digits, leading the region along with Indonesia. If in 2015, the value of the digital economy in Vietnam only reached 3 billion USD, by 2020 it has increased to 14 billion USD, including fields such as: e-commerce, online travel, online communication online and technology car. In which, e-commerce accounted for the highest proportion and also grew the fastest. In the period 2015-2019, the average growth rate was 25.4%, the revenue scale increased by 2.5 times compared to 2015 (Ha Chinh, 2020).

The Covid-19 pandemic has left serious consequences for the Vietnamese economy and society, but it is also an opportunity to promote the development of the digital economy. During the time of social distancing, consumers have to look to the Internet to solve problems that suddenly arise. Lots of people have tried out new digital services. Vietnam is the country with the highest percentage of new Internet users in the Southeast Asia. 94% of these people intend to continue using these services after the pandemic. As a result, Vietnam's digital economy has continued to grow strongly in recent years. According to Temasek & Bain Company's announcement in the Southeast Asia Digital Economy Report, the value of goods in Vietnam's digital economy in 2022 has reached 23 billion USD, grew 28% compared to 2021, still leading the Southeast Asian countries. Following are the markets of Singapore, Indonesia, and the Philippines, respectively, with a growth of 22%; Thailand grew 17% and Malaysia grew 13%. In which, e-commerce is still the main contributor to the growth of the digital economy in Vietnam and reached a value of 14 billion USD, up 26% compared to 2021; followed by online audiovisual services with a value of 4.3 billion USD; transportation and food delivery is 3 billion USD; The online travel industry is 2.0 billion USD. Digital financial services (DFS) continued to grow strongly in Vietnam, especially digital lending with the fastest growth rate of 114% (Anh Quan, 2022). For that reason, Ms. Stephanie, Vice President of Google Asia-Pacific, in charge of Southeast Asia, said: "Vietnam topped the rankings this year with a fast-growing digital economy and e-commerce has the highest growth rate in Southeast Asia. Despite current global and regional difficulties, Vietnam's gross merchandise value (GMV) is on track to reach \$50 billion by 2025" (Anh Quan, 2022).

### 3.2 Remaining problems

Despite achieving encouraging results as analyzed above, the development of the digital economy in Vietnam still has many limitations such as

(i) Vietnam's digitalization level is still low compared to other countries in the ASEAN and Asia regions. Vietnam ranked only 70/141 countries, with a maximum score of 12.06/25 points, just higher (not significantly higher compared to the world average of 11.90 points) (Pham Ngoc Hoa, 2023); (ii) The telecommunications infrastructure index of 2022, although increased by 4% compared to 2020, has the position of 74/193 countries/territories, i.e 5 places down compared to 2020 (National department for Digital Transformation, 2022). This will make it difficult to achieve the target that by 2025, Vietnam will be in the group of 50 leading countries on this indicator.

(ii) Vietnamese education has not kept up with the development trend of the digital economy, human resources have not met the requirements of transformation in the digital economy, and there is a shortage of high-quality human resources, especially in information technology and media. Most of Vietnam's initiatives come from foreign nationals and this number is often 8-10 times higher than that of domestic citizens. According to TopCV's 2022 HR Trends Report, in 2021, 43% of enterprises are short of personnel, of which information technology/software enterprises belong to the group with the highest shortage rate (Ho Thi Mai Suong, 2023)

(iii) Vietnam's starting point when entering the digital economy is lower than that of many other countries in the region, so the awareness of Vietnamese officials, businesses and people about the digital economy is not uniform. Since then, there are differences in the identification of needs, development of plans and modes of action between levels, localities and businesses. That also contributes to slowing down the trend of digitizing the economy in our country.

(iv) The infrastructure for the development of the digital economy in Vietnam is still underdeveloped, unable to keep up with the pace of technological innovation. Meanwhile, Vietnam is a latecomer but has a fast rate of technological innovation. Many new technologies have appeared in the market (4G, 5G mobile

communication technology), the government has many incentives, so Vietnam is an ideal destination for investors. That requires even more decent technical infrastructure to take advantage of all those opportunities.

(v) The institutional and legal environment for the development of the digital economy is still not tight, synchronous, and lacks transparency such as regulations related to the management of e-commerce, digital finance and banking activities, regulations to ensure benefits for businesses and consumers in the digital environment... The set of criteria to measure the operational efficiency of the digital economy has not yet been completed and the measurement method is not suitable with the common method of the world.

(vi) The issue of security, network safety, information security in Vietnam still poses many big gaps, especially frequent fraud cases in the recent time. In the first 6 months of 2022, the Ministry of Public Security detected and handled 840 specialized cases and cases related to online fraud and property appropriation (up 42% compared to the last 6 months of 2021 (Duy Tung, 2022)). Vietnam is one of the countries with highest number of cyberattacks and is also among the most vulnerable countries. Meanwhile, human resources specialized in information security are also in shortage, have not been trained intensively, and have no practical experience in reviewing, evaluating and handling information security incidents

### **3.3 Potential of digital economy development in Vietnam**

- Vietnam's large population of nearly 100 million people is getting deeper and deeper integration into the world economy and its economic growth over the past 35 years are among the highest in Southeast Asia. These are the important premises and favorable conditions for the development of the digital economy.

- Vietnam is a member of the ASEAN Economic Community (AEC), which is a dynamic and highly integrated and interconnected economy among the developing countries. With a population of over 680 million people and an economy with the fifth largest GDP in the world, the AEC is considered to have a very fast internet growth rate and is currently ranked third in the world in terms of internet usage, ranked second in attracting investment capital into this field. Therefore, it is forecasted that the implementation of a synchronous digital economy development strategy can increase the GDP of the AEC by 1 trillion USD in the next 10 years (Le Tuan Anh, 2023). Thus, Vietnam has a very good opportunity to develop the digital economy when located among these potential Southeast Asian partners.

- The proportion of young workers in Vietnam is very high (over 40% of the population is under the age of 25) with the characteristics of being dynamic, easily absorbing new knowledge and skills, including economic and technical skills. As young people (especially Generation Z who are quickly emerging as the next wave of consumers) are very interested in tracking and consuming new technology products and transacting through new means. In addition, the proportion of the middle class in Vietnam is also increasing, which helps to expand the market for products and services related to the digital economy. All the above characteristics of Vietnam's population and society are among the important keys to promote the development of the digital economy in Vietnam.

-Vietnamese people have been paying much attention to digitization in daily activities such as shopping, commuting, transactions, payments, learning, entertainment... In Vietnam, on average, one person spends 3.5- 4.0 hours a day online for personal use. The number of people participating in digital services in Vietnam has grown the fastest in Southeast Asia at 41 percent, while the region's average is only 36 percent (Nguyen Hanh, 2020). E-commerce plays a key role in promoting the growth of the digital economy, which is recorded to increase significantly in Vietnam in recent years, each year increasing by over 20%, it is forecasted to increase by 34% by 2025, and achieved a revenue of 35 billion USD (Tho

Anh, 2022). According to the statistics of the Ministry of Information and Communications, currently, Vietnam has about 90% of smartphone users in urban areas that carry out activities related to online shopping on mobile phones. Currently, Vietnam has 61.37 million people, equivalent to 64% of the population owning and using smartphones, in the top 10 countries with the largest number of smartphone users in the world (Le Tuan Anh, 2023).

-Vietnam has relatively high investment in technology and infrastructure, making the telecommunications infrastructure in Vietnam develop quite well. Telecommunications infrastructure includes 3 areas: (i) Broadband telecommunications infrastructure; (ii) Cloud computing infrastructure; and (iii) Infrastructure for Internet of Things (IoT). As for broadband telecommunications infrastructure, Vietnam is one of the countries with the fastest internet application and development speed in the world with over 70% of the population connected to the internet. Vietnam's telecommunications infrastructure has achieved many important targets such as: Broadband network is developed, the rate of population covered by 4G reaches over 99.8%, the number of mobile broadband subscribers per 100 people reaches over 90%; Fiber optic cable covers the whole country to 100% of communes; 6 undersea fiber optic cable routes, 3 land optic cable routes connecting Vietnam with other countries in the region; Vietnam ranks 56th in the world in terms of mobile broadband speed, reaching 33.9Mbps. Currently, Vietnam has 3 groups providing cloud computing infrastructure. These are: (i) foreign enterprises (Google, Microsoft...) (ii) large-scale domestic enterprises with synchronous investment (Viettel, VNPT, CMC, FPT) and a group of small enterprises ready to provide applications or services. For internet connection infrastructure, Vietnamese people have actively used mobile phones as a means of communication between devices, and between devices and people for different purposes. With an estimate of 2.5-3 IoT devices/person, by 2025, IoT connectivity in Vietnam will reach about 250-300 million devices and by 2030, when 5G network is covered nationwide, this number will reach 800 million devices (Nguyen Phuong Nhung, 2022). Thanks to the above satisfactory investment, Vietnam's telecommunications infrastructure index (TII) has increased significantly over the years, if in 2016 this index is only 0.3715, by 2022, it has almost doubled and reached an average higher than Southeast Asia, Asia and the world (Table 1)

Table 1: Vietnam's telecommunications infrastructure index compared to Southeast Asia, Asia and the world

Countries and regions	2022	2020
Vietnam	0,6973	0,6690
Southeast Asia	0,6324	0,6088
Asia	0,6166	0,5893
World	0,5751	0,5464

Source: Authority of Information Technology Application, Ministry of Information and Communications (AITA)

- The Government of Vietnam has clearly shown its determination to consider digital economic development as a driving force of economic development and a measure to solve the middle-income trap. The Government has issued a series of resolutions, unifying the guidelines in the spirit of creating all conditions for the development of the digital economy, from promoting the development and application of information technology, strengthening the capacity to develop digital economy and approach the industrial revolution 4.0, to the decision to establish e-government and especially the Prime Minister's Decision No. 749/2020QD-TTg approving the national digital transformation program to 2025, with orientation to 2030. Accordingly, Vietnam is one of the few countries in the world to soon issue a national digital transformation strategy, a strategy for a digital country with very high goals set out by the program, which needs to be drastic strive to achieve such as: by 2025, the digital economy will account for 20% of

GDP; by 2030 account for 30% of GDP; 50% of the population has an electronic payment account by 2025 and 80% by 2030 (Anh Cao, 2020)

## **4. Conclusions and Recommendations**

### **4.1 Conclusions**

The Digital Economy in Vietnam in recent years has developed rapidly and achieved many remarkable achievements. However, in the process of developing the digital economy in Vietnam, there are still many problems that need to be solved in order to exploit the full potential of this important economic sector. To do so, it is necessary to continue to perform the following synchronous solutions:

### **4.2 Recommendations**

First, the Government needs to continue to build and perfect the legal framework and mechanisms and policies to create the most favorable conditions for the development of the digital economy. Specific contents include: (i) amending, supplementing and perfecting the regulations related to startup activities, innovation, investment and business activities in the digital economic environment; (ii) support enterprises in applying new business models, creating new products, small and medium enterprises in the application of e-commerce and digital technology, giving priority to the development of digital technology enterprises, high-tech enterprises... through incentive programs, support packages, financial and monetary tools such as taxes, credit interest rates... (iii) continue to issue policies to attract more investment in research and development (R&D) activities in the field of information technology and digital transformation (iv) complete the set of criteria to suit the conditions of Vietnam as well as applying the world's measurement methods in assessing the performance of the digital economy (v) amending the Telecommunications Law to suit the digital transformation, digital government development, and digital economy, digital society in Vietnam, in accordance with the Resolution of the 13th National Congress of the Party and Resolution 29/-NQ/TW dated November 17, 2022 of the 13th Central Committee of the Party, (vi) study international experiences in developing the digital economy and be willing to cooperate, share experiences and link in building network infrastructure, especially countries in the region (vii) Continue propagating and disseminating the law on digital transformation so that each enterprise and every citizen actively participates in digital economic activities, regularly organizes conferences, seminars, seminars, etc. to disseminate information, transform knowledge, provide information and share experiences between localities and businesses; among people in digital activities...

Second, continue to invest to upgrade digital infrastructure to a new level in order to serve the steady development of the digital economy. Specific tasks to be done are: (i) upgrading 4G network, accelerating the development of 5G network, including cloud computing platforms and data exchange platforms (ii) increasing the usage rate using the new generation internet protocol IPv6, ensuring people and businesses have access to high-speed internet (iii) promoting the universalization of cloud computing by businesses; (iv) promoting disbursement of digital infrastructure investment projects to create synchronization, increase connectivity between localities, businesses, and individuals in storing and processing information (v) promoting the development of infrastructure for e-commerce activities, especially the electronic payment system.

Third, promote training and improve the quality of human resources for the digitalization process, including the development of the digital economy. Relevant things are (i) universities continue to introduce Digital Economy to equip knowledge about information technology and apply it in economic activities, knowledge of digital technologies leads to leading the trend of the times such as: AI, IoT, Big Data, Blockchain ... to apply solving requirements in economic, administrative and management work (ii) in addition to formal and long-term training, encouraging organizations private enterprises can deploy short-

term training programs, mainly to equip employees with skills in performing digital jobs; (iii) increase the linkage in training between parties and partners such as: between schools and enterprises; between domestic and foreign...to have a high-quality human resource for digital economic development.

Fourth, focus on the protection of economic security, information security, and network security. This is considered a very urgent solution today because of the fact that too many cases have happened in Vietnam in the past time. Ensuring information security and network safety is one of the important levers for businesses and people to come to the digital economy more easily and equally in accessing opportunities in digital motion. Not only that, information security and network security also create the trust to foreign partners, making them feel secure when doing business in Vietnam. To do so, it is necessary to (i) invest in developing human resources specialized in cyber security; (ii) actively learn about experiences in ensuring cybersecurity, cyber safety, data security and privacy, preventing and combating criminals taking advantage of technology from countries around the world and in the region; (iii) ensure network security and safety not only at the national level but also at each agency, unit at all levels and to each enterprise (iv) strictly punish cyber security and safety crimes; (v) strengthening propaganda, raising awareness of every citizen, enterprise, agency, organization and coordination among ministries and branches in preventing and combating cyber attacks; (vi) It is necessary to realize that network security and safety is a global challenge, so Vietnam needs to work together and coordinate with other countries, international organizations, and technology firms to solve its cases effectively.

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