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Ms.Thu Trang Ho became a student of Graduate School of Vocational and Technological Education in National Yun Lin University of Science and Technology last September. She received her B.A degree at University of Social Science and Humanities Ho Chi Minh city in 2004, majored in the Chinese Linguistic and Culture. She is interested in Vietnamese linguistics and culture, teaching Vietnamese as a second foreign language and qualitative research. Ms. Ho worked as a Chinese teacher at the Center for Foreign Affairs and Languages Training (CEFALT) for one year, while she was working as a secretary at the Union of Friendship Organization, Ho Chi Minh City (HUFO). After HUFO and CEFALT, she spent almost two years at Trien Trieu Ltd. Co (Binh Duong Province) with the position as Director Assistant. Before moving to Taiwan in 2014, she had spent three years at OIA Global Viet Nam Ltd. Co (HCMC), working as a customer service representative. While studying in Yun Tech, Ms. Ho is also a Vietnamese language tutor at the College of Foreign Languages of National Cheng Chi University (NCCU R.O.C, Taiwan). So far, she has had her first research paper presented at the Foreign Language and Culture Conference in Dayeh University (R.O.C Taiwan) this May.

A STUDY ON THE PERSONALITY FACILITATING THE SUCCESS OF CROSS-NATIONAL ENTREPRENEURS IN VIETNAM THROUGH THE LIFE STORY APPROACH

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ABSTRACT

It is a challenging adventure to pioneer a business in any other country; even it has become a global trend in this era. People who succeed in cross-national entrepreneurship should experience some crucial struggles and overcome countless difficulties to reach this point. Their experiences and retrospectives behind their successes could be more important to youngsters than their entrepreneur achievement.

This study consequently purports to gain insights into their successful experiences and some dominant factors facilitating their pioneer achievement. Qualitative research methods were employed to interview some participants, who have successful business with over 2,000 employees in Viet Nam, to investigate their career experiences and inner ideologies. In addition, participatory observation was taken to further validate their cultural adjustment and even fusion into alien countries after analyzing their related stories. These qualitative data were systematically analyzed and retrospectively interpreted on the foci of their personalities, inspired events, cultural infusion approaches, and administrative strategies.

This study on the factors for successful cross-national entrepreneurs finally reached impressive understanding and inspiration which might encourage ambitious entrepreneurs to pioneer business oversea. This understanding of cultural adjustment and infusion experiences is also crucial issue in the business world, educational fields, and policy-making government.

Keywords: cross-national entrepreneur, success factors, Vietnam, leadership
