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THE ROLE OF E-LEARNING IN SUSTAINABLE BUSINESS: A CASE STUDY IN VIETNAMESE SMEs

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Abstract

Small and medium-sized enterprises (SMEs) play an important role in Viet Nam, especially in the Vietnamese economy. In Viet Nam, a developing country, the process of globalization brings many chances for businesses. However, many Vietnamese companies, especially more than 97% of SMEs are facing to some challenges such as the competitiveness of SMEs in the market, the lack of information technology, the challenge of shortage of high-quality human resources, employee management, and sustainable business. With the dramatically developing of multimedia and networking, it creates a new environment to meet the requirement for human learning's needs. The new and innovative method of getting education everywhere and every time is E-learning. E-learning can offer potential benefits in learning, make high-quality and cost-effective in training for many people; therefore, it can help SMEs achieve their sustainable business goals. E-system concerns with the instructors, learners, workers and employers who use the laptops or computers to surf the websites to facilitate and update their work. The primary advantages of e-learning consist of learning anytime and anywhere by accessing the Internet, cost reductions, flexibility and more effectiveness. In order to explore the role of e-learning in sustainable business as a novel way of boosting the development in Vietnamese SMEs, this paper first summarizes key concepts in the field of e-learning, sustainable business, Vietnamese SMEs. Then, go on to describe the impact of e-learning in sustainable business, and its particular relevance in SMEs. Finally, we investigate the practice e-learning in Vietnamese SMEs and gives some recommendations to help Vietnamese SMEs get success in applying e-learning in their sustainable business objectives.

Keywords: E-learning, Impact of e-Learning, Vietnamese SMEs, Sustainable Business, SMEs.

JEL Classification: O12, M15, D00, I25

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