

To cite this paper:

Do Huong Lan, Nguyen Van Hong (2017) Business activity of the Vietnam diaspora in Russia: problems and solution ways. *Human Progress*. 3 (5): 3. URL: http://progress-human.com/images/2017/Tom3_5/Huong.pdf.

BUSINESS ACTIVITY OF THE VIETNAM DIASPORA IN RUSSIA: PROBLEMS AND SOLUTION WAYS

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Abstract. This article is devoted to the entrepreneurial activities of Vietnamese in Russia. The statistics have been analyzed of migration from Vietnam to Russia from 1981 to the present time; its dynamics is determined. It has been revealed that the Vietnamese diaspora in Russia is one of the largest Vietnamese diasporas in the world. The categories of the Vietnamese population are defined, which are engaged in entrepreneurial activity in the Russian market. The main forms of doing business by Vietnamese in Russia have been identified, which focus mainly on trade in goods, services and production of consumer goods. The business situation has been analyzed for each of these forms, the share of trade has been justified and the increase in the share of food and consumer goods production. The main problems have been identified in the entrepreneurial activity of Vietnamese in Russia based on a sociological survey carried out by the author, among them: a small share of Vietnamese goods sold; lack of a long-term business strategy; most illegal migration; there is no mechanism to stimulate business by Russian and Vietnamese government agencies. In conclusion, the author's specific recommendations (measures) are presented, which are aimed at strengthening economic cooperation between the SRV and the Russian Federation, increasing the Vietnamese community contribution to the economic development of both countries.

Keywords: the Vietnamese diaspora; Vietnamese business; entrepreneurship; work migration; business support.

JEL codes: J 23; M 20; F15; F 22.

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