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Corporate Culture at Getfly Technology Joint Stock Company

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ABSTRACT

Corporate culture is one of the issues that determines the survival and development of businesses. Getfly Vietnam Technology Joint Stock Company was established and officially launched on the market in 2012. Getfly is proud to be one of the leading providers of solutions and tools to support business management in Vietnam.

Developed from customer care and management software, Getfly focuses on upgrading to become a synchronous and flexible business management platform. Accordingly, businesses can apply Getfly solution for comprehensive and effective management of most operations on a single platform. Including: customer management, marketing, sales activities (quotes, contracts, revenue), customer care, work, finance - accounting, warehouse, human resources... Allows business operations automatically, saving 2-3 hours of time per day but still ensuring smooth operations, steadily increasing sales by 200-300%/year. Besides, as a technology company, Getfly understands its mission in the face of national digital transformation. Confident in being able to lead the Vietnamese business community (providing consulting and implementation solutions) into effective digital transformation towards sustainable development. However, to develop an international business, the company must build a culture worthy of integration. Therefore, this article will offer solutions associated with company characteristics in building corporate culture

1. INTRODUCE

The 4.0 revolution gives businesses the opportunity to transform and develop quickly in both the domestic and world markets thanks to the application of technology and digital technology to improve work efficiency and reduce costs. costs, making the most of resources. However, when facing the door of new opportunities, businesses also need to adapt quickly and be ready to change to keep up with the market and compete differently from competitors.

In the context of an increasingly developing world economy, businesses, especially small and medium-sized enterprises in Vietnam, need to promote and improve their competitiveness. Every business needs to be aware that to compete to be different and dominate the market, it cannot only rely on technology, finance, price, product quality, and service, but more specifically, the stand out and prevail in business ethics and corporate culture. Because values, lifestyles, beliefs, ethical standards and principles of action, etc. are very difficult to copy, imitate and express the unique identity of each business.

According to many studies, corporate culture has a close relationship with business performance and competitiveness. Corporate culture is an intangible asset, connecting people to people together, building and developing beliefs and values and turning them into the synergy of the entire enterprise.

Building, developing, maintaining and promoting corporate culture in Vietnam is no longer strange to businesses. However, most businesses in Vietnam are small and medium-sized enterprises, so the implementation of corporate culture is still formal and uneven. In the process of recruiting, training, and evaluating employees, businesses do not pay much attention to conveying values, beliefs, working style or company culture, etc. Therefore, most businesses do not pay much attention to communicating values, beliefs, working style or company culture. not paying attention to corporate culture, not recognizing corporate culture as the foundation for developing and maintaining businesses.

Therefore, researching corporate culture and its influence in the process of building and developing businesses plays an extremely important role, bringing great significance to Vietnamese businesses today.

Getfly Vietnam Technology Joint Stock Company is one of the businesses that understands the important influence of corporate culture on its company. Realizing the necessity of corporate culture from the early days of establishing the company, the board of directors as well as all employees have consciously built, contributed and promoted common values and beliefs. Since then, the company has continuously strived to create and develop a corporate culture suitable to the business environment, business lines as well as leaders and employees in the company so that the business always develops sustainably. , achieving strategic goals, affirming its position domestically and internationally.

Getfly office in Hanoi is Getfly's headquarters nationwide. Therefore, the board of directors and staff constantly promote, build and inherit the proposed corporate values as well as other cultural values. Getfly Hanoi office increasingly strives to perfect its own identity and enhance its corporate culture, thereby helping Getfly increase its market share both domestically and in Southeast Asia.

For the above reasons and after the internship and field survey at Getfly Hanoi office, I decided to choose the topic "Corporate culture at Getfly Technology Joint Stock Company". Hopefully by analyzing, evaluating and offering some solutions, I will help the company develop a more effective and better corporate culture.

2. RESEARCH OVERVIEW

Corporate culture is essential in every business because it not only governs the activities of members of the business but also creates its own business identity. Differences in corporate culture are a solution to help businesses improve their competitiveness and have cultural characteristics that cannot be mixed. That is why there are many projects and researchers have approached and used the topic of corporate culture in their research. The research articles have provided theories, analyzed the current situation, evaluated the situation and proposed solutions for businesses. Many research articles have been included in teaching and are handbooks for building and developing corporate culture in Vietnam. Below are some research articles on the topic of Corporate Culture abroad:

- Greert Hofstede- Gert jan Hosfstede- Michael Minkov (2010), Mc Graw Publishing House: The book is a comprehensive cultural study of 70 countries around the world and mentions cultural characteristics, positive and negative aspects. pole of culture, and finally the formation of culture and its influence on organizational culture.

- Edgar H. Schien (2012), Corporate culture and leadership, Times Publishing House: the author gives a "definition of culture and provides some illustrative examples and models for ways of thinking." about culture", "discuss the core elements of culture", "leadership and the driving forces for how culture is formed, developed and changed"

- In their research, the two authors Recardo and Jolly (Recardo & Jolly, 1997) commented that "When referring to company culture, people often talk about a system of beliefs and values that are understood and shared by members of the same organization. Corporate culture plays a role in shaping and determining the behaviors of members and policies within the organization."

In addition, there are domestic research articles:

- In the book Business Culture Textbook (2013), National Economics University Publishing House, Associate Professor Dr. Duong Thi Lieu mentioned three main issues: culture, business culture, and corporate culture. "Through theory and survey activities, summarizing the successes and failures of domestic and foreign businesses, the textbook has given readers theoretical knowledge and practical skills to build and develop. develop business culture."

- Master's thesis in technology management and business development by author Ngo Duc Anh (2017) with the topic "Building corporate culture for MISA Joint Stock Company" has systematized the theory of culture businesses, analyze the factors that constitute and affect corporate culture, state the current situation and propose solutions to help perfect and develop the corporate culture of companies operating in the technology field.

- Master's thesis "Development of corporate culture at Viettel State Trading and Import-Export One Member Company Limited" by Le Thi Dung (2015) studies the current status of corporate culture development at commercial companies. Viettel trade and import-export and propose solutions to develop corporate culture for the company.

Thus, up to now there have been many research projects on corporate culture both at home and abroad. However, at Getfly Vietnam Technology Joint Stock Company, this issue has not yet been researched, so this is an issue that does not overlap with available research. Based on references and inheriting the results of previous authors, the research will provide a theoretical basis, the current state of corporate culture, objectively evaluate the current situation and make some recommendations. solutions to help the company's corporate culture develop stronger in the future.

2. RESEARCH METHODS

To complete the research, I actively searched for specific information and documents through websites, magazines, and research reports, and combined it with 4 years of knowledge from the formal training program and experiences. Practical experience during internship at Getfly Vietnam Technology Joint Stock Company. I used the following research methods to apply to the essay research:

The observation method is the self-collection of information and data based on observing, watching, listening, and seeing

Data collection method: searching for information through websites, textbooks, scientific research articles and other company reports.

Data analysis method is an objective and transparent method when researching a company's corporate culture. This method helps us identify the level of interest and understanding of employees in corporate culture, data reflects the business performance of the enterprise, and employees' attitudes and satisfaction with corporate culture. What is the company's current status?

The interview method is a way to directly discuss with the Board of Directors and employees of the company's departments to better understand the corporate culture.

The questionnaire survey method is a questionnaire survey of a number of employees of Getfly Vietnam Technology Joint Stock Company. The purpose of this method is to help the information and data provided be the most objective and truthful.

4. RESEARCH RESULTS AND DISCUSSION

4.1. Some limited problems

Overall, Getfly's visual values at the Hanoi office are highly appreciated by all employees. With some features such as company uniforms, company logos or company publications, about 20% of employees are not completely satisfied. As for other values such as the code of conduct and language used every day in the company, about 50-60% of employees feel very good and satisfied with this value that the business declares and uses. used in the work environment. In particular, with ceremonial and union activities, more than 70% of employees rate it very highly and the remaining 30% rate it highly.

In the criteria that demonstrate the company's declared value, the majority of employees agree and strongly agree that the business strategy of the enterprise is consistent with the company's development orientation. At the same time, employees also appreciate the clarity and specificity when the company sets out its core values and they feel they have imbibed these values during their work and dedication to the business. . In addition, there is a small number of around 15% of employees who do not see the business's vision and goals clearly.

Along with that, Getfly's corporate culture is highly appreciated by 80-100% of employees and feels attached to the business, when they feel satisfied with the position they undertake and want to stick with and trust their colleagues. accompany your business in the future. However, some employees still feel that they have not really been trained and developed themselves and have not received help and companionship from their colleagues.

The corporate culture at Getfly has many strengths that are worth promoting and maintaining. However, along with the positive points that corporate culture brings to the company, Getfly's corporate culture also has some problems as follows:

- The recruitment program has not really attracted many candidates, Getfly's recruitment scope is also a number of universities near the company's office.

- Another issue that can be mentioned is that Getfly's goals are not clear, its long-term goals for the next 5-10 years are still quite general and not specific.

- The quality of internal training sessions within the company has been built and planned, but there are still some shortcomings and the knowledge and information about corporate culture learned by employees has not been reviewed.

- Some employees still feel like they have not received help or feedback in their work from colleagues

- The software process has limitations such as when performing work, reporting, and checking customer information on Getfly is not optimal.

- When employees switch from meeting customers in person to online, registering to use the meeting room is not optimal. There is no private room for the Chairman of the Board of Directors.

Navigating and using some chat groups on Facebook also distracts employees. Switching to another social network as an internal communication channel has not been clearly effective.

4.2. Cause of limitation

- Some reasons that can be mentioned after analysis include:

- In the content of the first week of integration for new employees, the company's 5-10 year goals are not specifically mentioned. Some other employees outside the management level have not been informed about this by managers and the board of directors. Or even the leadership has not yet clearly established and agreed on the goals and picture that the company is aiming for in the next 5-10 years, so the declaration is still vague and general.

- - Visual logos such as uniforms and company publications accurately represent the orange and blue colors of the brand logo, but orange has not received much favor from some employees and customers. In some cases, this orange color is too bright, or does not stand out and is not suitable for the surrounding environment.

- - The implementation of the integration session to train new employees on corporate culture at the company is not yet complete, the integration content is not complete with two layers of value: visual value and declared value. Therefore, during the working process, employees perceive and feel the last layer of values, which are implicit values, which will also be affected.

- - Many employees in the company are young and do not have much practical experience, so they will need more help and guidance at work.

4.3. Propose some solutions to improve corporate culture at Getfly Vietnam Technology Joint Stock Company

Based on the results of the survey, practical experience, direction and development goals of Getfly Technology Joint Stock Company, I propose a number of solutions to help businesses perfect their culture and continue to develop. Developing an increasingly solid corporate culture, bringing unique competitive value in the market.

Raise employee awareness of corporate culture

Improving internal communication is extremely important at Getfly. In addition to using software as a way to manage work tasks, improving the effectiveness of the company's internal social network Gapo Work also plays a role. big. Work processes and regulations should be clearly documented and have detailed instructions for new employees joining the business. In addition, individuals in the company need to raise their awareness during working hours and respond to posts, announcements, calls, sharing about work, meetings or other useful sharing. Other benefits at work help employees feel more interactive and attached to each other not only at work but also as friends and companions in life.

Employees need to proactively demonstrate a proactive, sociable, and friendly attitude toward other colleagues. By always being proactive and open-minded in every situation, other colleagues in the company will also be willing to share difficulties and work together to find solutions and plans to overcome challenges in work and life. In addition, the board of directors and management levels of the enterprise also coordinate to develop regulations to promptly punish and reward outstanding behavior and individuals.

Raise awareness for leaders

The leadership at Getfly is aware of the importance of building corporate culture and propagating and developing internal cultural training. However, from awareness to action is a journey and requires a lot of resources and time to implement. Therefore, the board of directors continues to develop, monitor, evaluate and modify the approach and spread the culture not only inside the business but also outside the company. Leaders also need to properly implement and monitor the cultural development plans they have set out as a commitment to the goals and commitment to all employees of the enterprise. At the same time, during this process, leaders also directly evaluate and control the change or development of the company and employees.

Improve communication between leaders and employees

Along with employees being more proactive in the process of communicating with leaders, leaders also need to actively interact with their own employees. Take time to share ideas, listen, give suggestions and recognize employees' efforts and contributions, whether they are small or large. That is the key to improving the relationship between superiors and subordinates, or a way to encourage employees to express their thoughts and develop maximum capacity. This is also an opportunity for employees to express satisfaction and admiration for their leaders.

Increase support for employees in situations such as new employees, newly updated products and services to advise customers, or help employees gain the skills and knowledge needed for work. they develop themselves and advance in their work. Next, these training courses need to be distributed evenly to departments so that all employees have the opportunity to experience and improve themselves. That is also how Getfly demonstrates a fair culture at work among employees and between different departments.

In addition, verbal expressions such as encouragement and praise show the leader's concern for the employees. Next, leaders can reward employees with material gifts as a way to reward and praise useful contributions to the business operations of the enterprise.

Getfly needs to continue promoting internal communication and building corporate culture through the GapoWork internal corporate communication platform. The main purpose is to help leaders increase engagement with employees through activities such as exchanges, online livestream sharing, two-way interactive posts, praise badges, and encouragement to help employees. was quickly and widely praised and honored by management. This solution will contribute to shortening the hierarchical gap in the business, bringing comfort when communicating. Discussions between managers and employees are not orders, impositions or assignments, but rather interactions. Two-way interaction, working together to reach a common goal.

Improve quality and perfect construction of tangible elements

However, Getfly needs to continue to improve and overcome limitations in the way the company's meeting rooms are arranged and divided. As the survey above shows, some unreasonable points in the current way of allocating areas and dividing meeting rooms in the business make some members of the company unsatisfied. Therefore, this solution aims to enhance the overall tangible value, improve the quality of Getfly's image and services with partners, customers and in the eyes of each employee, creating favorable conditions for employees to work. in a more comfortable, complete and spacious environment.

First, the office in Hanoi needs to have a separate room for the Chairman of the Board of Directors. This is a private workplace for company leaders, and carries out important activities such as meetings, exchanges, meetings and negotiations with business partners and customers. Thus, this needs to be a quiet, luxurious, polite place that reflects the leader's personal style through the way things are arranged and the room's color scheme. Thus, Getfly needs to design more of this meeting room in the near future.

Along with that, Getfly can reduce the pantry area and use that reduced area to open a small meeting room dedicated to meeting and connecting with customers and online partners. This solves the problem of lacking a separate small meeting room or an individual using a large meeting room, while other teams and groups do not have a room for meetings and discussions, as well as team training activities. other.

In addition, Getfly is also building a solution to expand the office, more specifically the office on the 9th floor of Hoa Cuong building dedicated to the Automation department (training department) - this is the department responsible for Main responsibility for training and deploying customers, guiding them to use the software and other internal training activities. Due to the nature of their work, employees in this department spend a lot of time going to headquarters and customers' offices for face-to-face training or online instruction, so they are rarely in the office and spend most of their time Time in the office for video calls and online meetings. It can be said that separating this department into a separate office area will help them work in a quieter, more focused environment without taking up too much other common space.

In current conditions, employees need to wear uniforms every first Monday of the week and on meetings or employees attending events, fairs, and seminars according to Getfly's regulations. However, Getfly's winter uniforms have not yet been well received and used by employees regularly due to the weather and the aesthetics of the uniforms are not high. Thus, Getfly needs to research more closely to make improvements and changes to the company's uniforms in terms of fabric quality, color, style, and politeness and elegance. At the same time, the uniform also needs to clearly show the company's logo and slogan, thereby acting as a representative to propagate corporate culture for Getfly every time employees use it. Enhancing the beauty of clothing also makes employees aware of preserving the company's image and values.

HR policies

Getfly needs to pay more attention to training activities and helping employees improve their professional capacity, skills and necessary skills. Currently, the sales department has been paying attention to building training programs on products and services and other guidance and experience sharing sessions to improve sales skills and customer interaction skills. Getfly should continue to invest resources to develop and train other departments such as Human Resources, Marketing or Customer Care, and technical departments to help each individual in the company develop themselves and hone their skills. Professional capabilities and skills create the foundation for future advancement.

Set long-term goals for businesses in foreign markets

Getfly is planning to develop in foreign markets in the future, but Getfly has not set specific future goals in this market but is only developing its products and services to use many languages. different languages. So, in the next 5-10 years, what will be the service strategy for this market and the goals for the number of customers in this market? Or revenue in this market? How many percent? It needs to be set out, calculated and declared so that employees as well as the entire business can aim to realize strategic goals

Recommendations for businesses

  Implement internal training programs, invite consulting experts, purchase a number of courses, training courses on expertise, operations or skills for departments within the company.

The Board of Directors continues to develop additional goals and strategies in foreign markets to help accelerate expansion and development.

The training department continues to build and develop internal training activities for new and old personnel (when there are software improvements or changes) using many different forms of learning and practice to avoid boredom. Boring, knowledge can only be transmitted one way without interest and understanding from the learner.

Invite construction and design units to rearrange and redesign the business's meeting room and pantry areas to make the most of the area and bring high working efficiency in the present and the future.

The human resources department as well as the departments need to have a close and open connection with each other to create a friendly and sociable environment in the company as well as the communication process on software or on corporate social networks.

APPENDIX

Socialist Republic of Vietnam

Independence - Freedom – Happiness

SURVEY FORM

Dear sir/madam!

For the purpose of learning about corporate culture at Getfly Technology Joint Stock Company - Hanoi office, on that basis, find some solutions and recommendations for the company to promote and improve corporate culture. , I hope you will take the time to answer some of the questions below. I assure you that all information shared is confidential and is only for the purpose of this research.

We look forward to receiving your help! Sincerely thank!

Sex

□ Male □ Female

Level

□ University □ University □ College □Other

Years of service
□ Less than 1 year □ 1-3 years □ More than 3 years
Affiliated departments
□ Sales Department □ Marketing Department □ HR Department
□ Accounting department □ Technical department □ Others
□ Automation room

Do you rate the visual values (external manifestation of corporate culture) of the company according to the following levels?

Spacious and convenient interior and exterior architecture	Very not Agree	Disagree	Normal	Agree	Totally agree
The logo bears the company's characteristics	0	6	7	28	14
Uniforms are neat and elegant	0	0	10	15	30
Beautiful publication	0	13	9	10	23
company characteristics	0	0	8	18	29
Rituals and activities	0	0	0	16	39
Solemn and complete group	0	0	0	24	31
Language is used and behavior is polite and civilized	0	0	4	15	36

Please rate the company's declared values according to the following levels

	Very not Agree	Disagree	Normal	Agree	Totally agree
Specific vision	0	0	9	14	32
The company has clear goals	0	0	8	14	33
Mission is consistent with business activities	0	0	4	18	33
Values are stated clearly and completely	0	0	0	27	28
Business strategy is consistent with the company's development orientation	0	0	3	12	40
Core values are instilled in employees	0	0	0	25	30

Please rate the company's implicit values according to the following levels

	Very not Agree	Disagree	Normal	Agree	Totally agree
I feel satisfied with my job and position	0	0	0	29	26
I believe in the sustainable development of the company future	0	0	6	16	33
I want to stay with the company for a long time	0	0	0	30	25
I always practice my skills and improve my abilities.	0	0	7	12	36
Every employee is always caring and helpful each other	0	0	10	11	34

Which of the following factors do you think affects the company's corporate culture?

	No impact	Normal	Big effect
Culture and customs of Vietnamese	0	36	19
Environment and business nature of the enterprise	0	9	46
Style of the house	0	6	49
Perception of each individual	0	3	52

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