**NEW CONTRIBUTIONS OF THE THESIS**

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- Thesis title: “Corporate culture education for employees in small and medium-sized enterprises in Hanoi today”

- Major: Ideological work Code: 8 32 01 01

- Training institution: Academy of Journalism and Communication

In the process of reviewing the research situation, the author found that most of the previous approaches were specific cases of an enterprise or a group of enterprises with common business characteristics. This research method still lacks content on how to build a corporate culture suitable for each specific type of enterprise. Through synthesizing previous studies, the author found that the above shortcomings have created a gap in research related to corporate culture education, especially in small and medium-sized enterprises.

The thesis has clarified theoretical issues on corporate culture education for employees in small and medium enterprises. By analyzing related concepts, the author presents the most general concept of corporate culture education for employees in small and medium enterprises as the planned and intentional impact of educational subjects on the subjects of both professional and managerial employees to build, preserve and develop corporate culture. Next, the author focuses on clarifying the manifestations of corporate culture of employees in small and medium enterprises such as: Having a certain understanding of politics, economics, culture and society; Grasping the Party's guidelines and viewpoints, the State's policies and laws, especially in the economic field, production and business activities in the socialist-oriented market economy; Understanding and mastering the basic values ​​of corporate culture...

The thesis has clarified the current situation, causes and issues raised for corporate culture education for employees in small and medium enterprises in Hanoi. First of all, the thesis has outlined the factors affecting corporate culture education for employees in small and medium enterprises in Hanoi such as the socio-economic characteristics of the capital, the situation of enterprises and employees in the area... Through the survey, it is shown that the indicators all show that the level of awareness and understanding of the education subjects in small and medium enterprises towards corporate culture has been significantly improved. The team of reporters, lecturers and experts participating in training and educating corporate culture for employees of small and medium enterprises in Hanoi is currently increasingly improved in both quantity and quality. The content of corporate culture education is increasingly designed in a systematic way, updating new issues, typical of Vietnamese and international corporate culture

The thesis has clarified the direction and solutions to strengthen corporate culture education for employees in small and medium enterprises in Hanoi in the coming time. Proposing and analyzing to clarify a number of solutions to strengthen corporate culture education for employees in small and medium enterprises in Hanoi such as: Raising awareness of the subjects about the importance of corporate culture education for employees in small and medium enterprises; Strengthening the leadership and direction of leaders and managers for corporate culture education activities for employees in small and medium enterprises; Building a diverse and synchronous educational force with sufficient qualities and capacity to participate in corporate culture education activities for employees in small and medium enterprises; Focus on building and perfecting educational content suitable to the level, needs and actual conditions of employees in small and medium enterprises; Effectively combine forces and methods of corporate culture education for employees in small and medium enterprises.