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MAINTAINING LEADERSHIP ROLES OF BANKS VIA DIGITAL MARKETING IN BANKING SECTOR - AND MARKETING EDUCATION FOR STUDENTS IN UNIVERSITIES

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ABSTRACT

Online marketing and digital marketing via social media channels has motivated banking activities in emerging markets such as Vietnam in recent time and contribute to maintain leadership roles of banks in Vietnam market and contribute for economic development. Beside, during studying time in universities and colleges, students need to be educated with practical marketing lessons, not only with traditional marketing, marketing mix an 4P but also with, esp. Digital marketing. This study will analyze leadership roles of a big bank in Vietnam - BIDV bank (Bank for Investment and Development of Vietnam), for instance, via econometric model, we will find out effect of macro components on bank net profit and then suggest proper policies. Students also study lessons of marketing and contribution of digital banking.

Keywords: factors influence profit, banks, digital marketing and leadership, JEL: M21, N1