

CONTENTS

Original Articles

1. **John Walsh, Nittana Southiseng, Nguyen Quang Trung**, Lao PDR and Vietnam Trade and Economic Linkages: Performance and Prospects 1
2. **Nguyen Thi Hoang Oanh, Duong Thi Thuy Linh**, Diversion Effect of Economic Integration Agreements 12
3. **Hoang Thi Lan Anh**, How Can the Embodiment of Women Leadership Alter the Stereotypically Masculine Schema for Leadership? 26
4. **Nguyen Hoang Anh, Nguyen Thi Nguyet Ha**, A Study of Customers' Satisfaction with Korean Dramas in Vietnam 38
5. **Van Thi Bich, Tran Thi My Huong**, Factors Affecting Employee Cohesion in Post-Merger Enterprises 51
6. **Le Tien Dat**, Which Skills SME Managers Need to Enter Foreign Markets: An Imperial Study in Vietnamese Agricultural SMEs 60
7. **Nguyen Duc Hoang Tho**, Improving Socio-economic Efficiency of Ho Chi Minh City's FDI Enterprises Towards Sustainable Development 72