



Factors Affecting Investors' Satisfaction in Industrial Zones and Results in Investment Attraction in Industrial Zones in Binh Dinh Province, Vietnam

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Abstract

This study analyzes the factors affecting the level of satisfaction of investors and results of attracting investments in industrial zones. Research is accredited with 156/185 investors in industrial zones in Binh Dinh province (central Vietnam) with the support of SPSS software. Research findings show that the impact level of factors which attracting investment in industrial zones are arranged sequentially, from high to low as follows: investment policies and investment in developing technical infrastructure of industrial zones, human resource management, the total area of land leased and labor sizes of enterprises, and the factors affecting investors' satisfaction in the IZs as follows: invest in developing social infrastructure of industrial zones, investment in development of technical and social infrastructure of industrial zones, advantages of investment industry, management and support of local government. Finally, Research offers suggestions policy drawn from research results.

Keywords: Industrial zones, investment attraction in industrial zones, investors's satisfaction level