



FACTORS AFFECTING THE SATISFACTION OF NON-STATE ENTERPRISES WHEN INVESTING IN THAI NGUYEN PROVINCE

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Abstract

The objective of the study is to find out factors that affect investment and based on that, proposing some solutions to improve the efficiency of attracting investment from non-state enterprises in Thai Nguyen province. Data sources for the study were taken from random interviews of 250 non-state enterprises to invest in Thai Nguyen province. The methods used to analyze data are descriptive statistics, numerical analysis, factor analysis and cross-analysis.

Keywords: Investment, Non-state enterprises, Thai Nguyen city, Thai Nguyen province