

Research Article

# Officials' Perception of the Content Mobilization Work of the Party Committee Level in the City of Hai Phong in a New Era

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## Abstract

The study “Officials’ Perception of the Content Mobilization Work of the Party Committee Level in the City of Hai Phong in a New Era” provides an in-depth evaluation of how officials understand and apply the Party’s viewpoints on civil mobilization. This research is particularly relevant in the context of Vietnam’s ongoing socio-economic transformation and the increasing emphasis on participatory governance. Through comprehensive surveys and rigorous quantitative analysis, the study explores the depth of officials’ awareness, the key factors influencing their perceptions, and the limitations they encounter in implementation. Findings reveal that while most officials recognize the fundamental role of civil mobilization in fostering trust between the Party and the people, there are noticeable inconsistencies in comprehension and execution across different levels of governance. Some officials, particularly at the grassroots level, struggle with mastering the principles and methodologies required to adapt civil mobilization strategies to the evolving socio-political landscape. This lack of proficiency hinders the effectiveness of mobilization efforts, leading to gaps between policy intentions and real-world outcomes. Furthermore, the study highlights a range of external challenges that complicate civil mobilization work. The rapid pace of digital transformation has altered traditional communication dynamics, requiring officials to develop new skills and approaches to engage with the public effectively. Socio-economic changes, including urbanization, labor migration, and shifting demographics, have also introduced complexities that demand more adaptive and inclusive mobilization strategies. Additionally, coordination challenges between different administrative units and levels of government further limit the efficiency of mobilization efforts. To address these issues, the study proposes a series of strategic solutions. Enhancing officials’ theoretical and practical understanding of civil mobilization through training programs is a key recommendation. The study also emphasizes the need for modernizing mobilization approaches by leveraging digital tools, strengthening inter-agency collaboration, and fostering a more responsive governance framework. By implementing these solutions, Hai Phong can improve the effectiveness of civil mobilization work, thereby reinforcing the relationship between the Party and the people, ensuring social stability, and promoting sustainable development in the city.

## Keywords

Awareness, Cadres, Content, Mass Mobilization Work, Party Committee Level, Hai Phong City, New Era

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## 1. Putting Problems

In the era of Vietnam's strong rise, with the aspiration to become a developed nation by 2045, the mass mobilization work of the Party Committee in Hai Phong City is facing profound demands for innovation to keep pace with the rapid development of society. The explosion of science and technology, the digital transformation process, along with the challenges of urbanization, labor migration, and social change, require enhancing the awareness of officials about the role of mass mobilization in strengthening great national solidarity. Mass mobilization should not be limited to propaganda and advocacy but must be deeply integrated into people's lives, effectively addressing practical issues and laying a solid foundation for the city's sustainable development.

Hai Phong city, an important economic, industrial and seaport center, mass mobilization plays a key role in mobilizing the power of great national solidarity and promoting sustainable development. According to a report by the Hai Phong City Party Committee (2024), the entire city has deployed 2,264 "Militia Cuning" models, of which the socio-cultural field accounts for the highest proportion with 1,567 models. Direct dialogue between the government and the people has also been promoted, with 32 city-level dialogues, 991 district-level dialogues and 2,018 conversations commune and ward level. Although achieved with many positive results, civil mobilization work still has limitations that need to be overcome [7]. From practical experience, many good models and effective practices have emerged and have been praised and commended by various levels and sectors. Notable examples include the models of "Building residential groups, agencies, units, and schools safe in terms of security and order," "Security cameras," "Neighborhoods without crime and social evils," "Family clans without crime and social evils," and "Religious communities without crime and social evils." These initiatives have successfully mobilized the people to enhance their sense of "self-management and self-protection" and actively participate in fighting and reporting crimes, contributing to maintaining a peaceful and safe living environment in the area [13]. Acquiring and responding to people's opinions in some localities is still slow, as shown by the number of supervisors Vietnam Fatherland Front and socio-political organizations amounted to 4,430 meetings but only 2,881 opinions were resolved by the authorities [15]. Some "models are still formal and not really effective in practice. In particular, in the context of digital transformation, the application of technology to mass mobilization work does not meet the requirements, affecting the ability to access and interact with people.

Mobilization work in Hai Phong is currently facing the challenge of synchronizing theory and practice. It is necessary to clarify and systematize the basic principles of mass mobilization work to improve operational efficiency. The study of this reasoning is important to combine reasoning and practice, serving the sustainable development of the city.

This helps improve interaction between the political system and people, meeting community needs. Stemming from that practice, the study of Officials' perception of the content mobilization work of the Party Committee level in the City of Hai Phong in a new era is necessary.

## 2. Theoretical Perspective

### 2.1. Looking Back at the Views of Previous Authors

The book "Ho Chi Minh's Ideology on Mass Mobilization Work in the Current Reform Period in Our Country" [1] deeply researched theory and practice in applying Ho Chi Minh's ideology on mass mobilization work in the context of innovation. The book consists of three main parts: Ho Chi Minh's ideology on mass mobilization, Applying Ho Chi Minh's ideology on mass mobilization in the reform period, and President Ho Chi Minh talked about mass mobilization work. The authors have clarified the above contents from the perspective of Ho Chi Minh's ideology, especially emphasizing the close relationship between the Party and the people, considering mass mobilization work as an important foundation for successfully implementing political and social goals [1].

Meanwhile, Mai Thi Nga and Nguyen Thi Tiep (2017), in the book "Handbook on Construction Operations and Party building work" [2], in addition to presenting professional skills to party members during the Party building process, there is also a special emphasis on elements of mass mobilization work within the Party base. The book is compiled in the form of questions and answers, helping party members better understand issues in party work, from Party admission to party membership profile management, Party living transfer procedures, and organizing congresses. In this way, the author also sheds light on the important role of popular mobilization in strengthening the relationship between the Party and the people.

Works "Textbook on the Party's Mobilization Work" [3] continue to clarify the basic elements of mass mobilization work at the Party grassroots level. The book not only analyzes in detail the contents of mass mobilization work but also clarifies the role and mission of this work in maintaining a close connection between the Party and all classes of people.

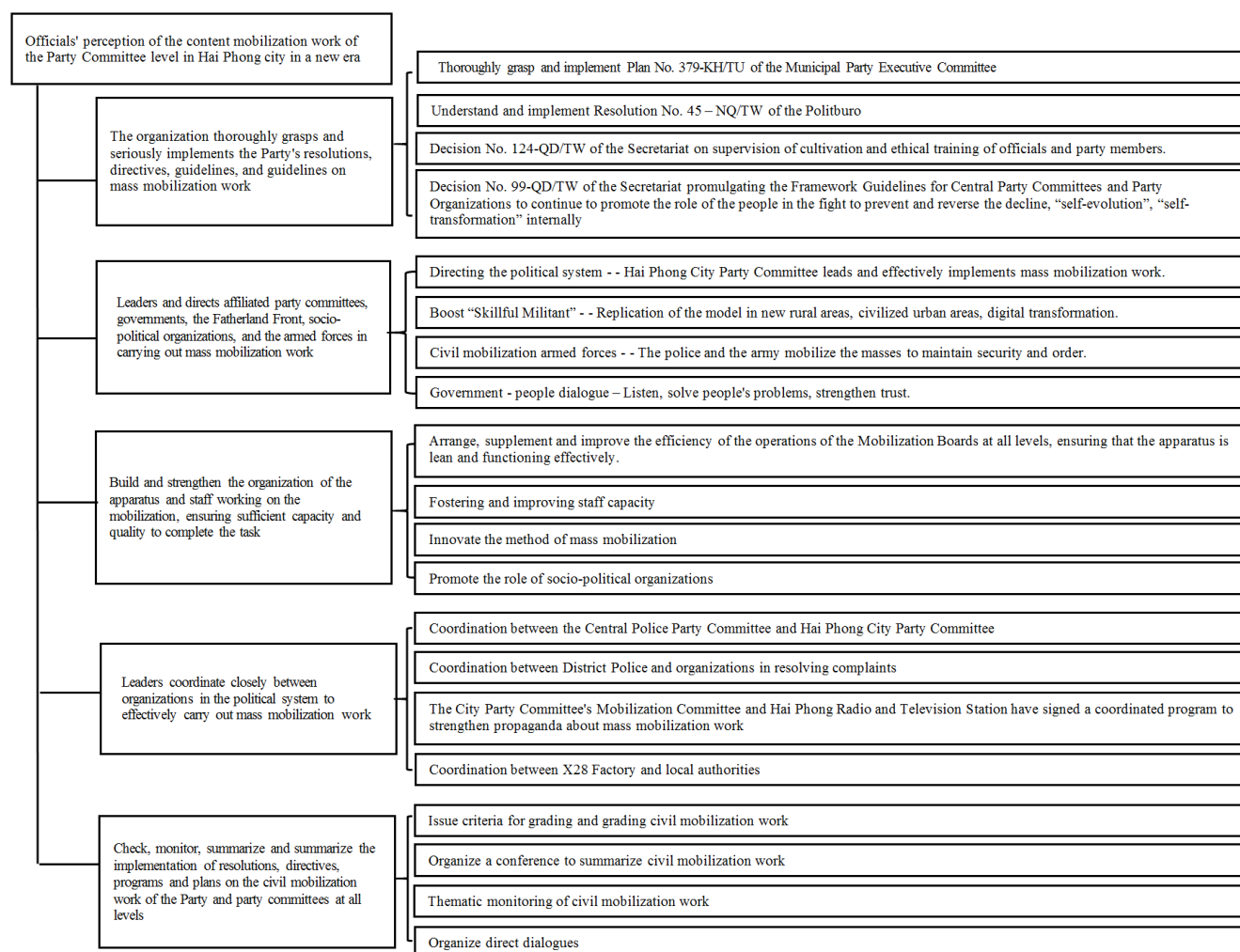
In the article "Thought "Militant" of Ho Chi Minh - "Handbook of militant work" in the New Era" [5], the author affirms that serious acceptance of criticism and people's comments on the management and administration of local government agencies is a decisive factor to Improve the effectiveness of mass mobilization work in the period of industrialization and modernization.

At the same time, the article "Renewing the Party's Leadership Methods for mass mobilization work in the new situa-

tion” [4] also highlighted new requirements in current mass mobilization work. In particular, civil mobilization work needs to be innovated in implementation methods, improve the quality of leadership, and strengthen the participation of the entire political system in building a government close to the people.

The above studies also show that mass mobilization is not

simply propaganda, but also an important method of political management and administration that helps strengthen the relationship between the Party, State and people, especially in implementing social development goals and protecting the homeland. Along with that, new methods of mass mobilization work also need to be applied flexibly to suit each stage of the country's development.



(Source: Compiled by the author)

**Figure 1.** Officials' perception of the content mobilization work of the Party Committee level in Hai Phong city in a new era.

In the current context, as in the book “Theory and Experience of the Communist Party of Vietnam on Civil Mobilization Work” [11] mass mobilization work is determined to be an important strategy in building the Party, strengthening the great national unity bloc, and affirming that “Militant luck is good, everything is successful”.

From the above studies, it is evident that civil mobilization plays a crucial role in strengthening the relationship between the Party and the people, contributing to the effective implementation of political, economic, and social tasks. Based on this foundation, the study titled “Officials' perception of the content mobilization work of the Party Committee level in

the City of Hai Phong in a new era” focuses on clarifying the level of understanding and application of the Party’s perspectives on civil mobilization among officials. The research findings not only assess the practical implementation of civil mobilization in Hai Phong but also propose solutions to enhance its effectiveness, contributing to the development of a people-centered government that meets the demands of the current period.

## 2.2. Conceptual Manipulation

In the article “Officials' perception of the content mobili-

zation work of the Party Committee level in the City of Hai Phong in a new era”, the basic concepts that need to be clarified include: 1) Awareness; 2) Officials; 3) Civil mobilization; 4) Civil mobilization work; 5) Party committees at all levels and 6) Officials' awareness of the content of the civil mobilization work of the committees at all levels Party in the area Hai Phong city in a new era.

About cadre, be a citizen of Vietnam, be elected, approved, and appointed to hold positions and positions according to terms in agencies of the Communist Party of Vietnam, the State, and socio-political organizations at the central level, in provinces and centrally run cities (hereinafter collectively referred to as provincial levels), in districts, districts, towns, etc the city belongs to the province (hereinafter collectively referred to as the district level), is on payroll and receives salaries from the state budget [9].

About civil mobilization, this concept is understood as mobilizing the entire people to understand and follow the Party's guidelines and guidelines, as well as the State's policies and laws. Mobilization is an important strategic factor for the country's development, because only by doing good civil mobilization work can all the goals of the revolution be achieved. Mobilization work not only contributes to building a clean and strong Party but is also a decisive factor in promoting revolutionary movements and strengthening great national unity.

About civil mobilization work, Mobilization work is an important task of the political system, to connect and maintain close relationships between the Party, State and people. It is not only propaganda and advocacy work but also a way to raise awareness and promote the role of the people in the revolutionary cause. President Ho Chi Minh emphasized: “There is nothing do your best to benefit the people, avoid anything harmful to the people”. He also affirmed: “Cultural staff need to help with the creations of the masses. Those compositions are gems”.

About party committees at all levels, are the leading organizations of the Communist Party of Vietnam, including levels from central to local levels. Each party committee level is responsible for leading and directing the Party's work, implementing resolutions and decisions, and ensuring unity of action. Party committees at all levels are an important nucleus in implementing the Party's policies and policies to the people.

From the above concepts, the central concept can be formed “Officials' awareness of civil mobilization work activities in the Party grassroots organization.” Mobilization work is a strategic task of the Party and the political system, playing a key role in maintaining the Party's leadership and strengthening the great national unity bloc. To successfully achieve the goals of industrialization, modernization of the country and defense of the Fatherland, civil mobilization work must be carried out properly and comprehensively at all levels, especially in the current context.

The concept “Officials' perception of the content of the

civil mobilization work of the Party Committee level in the City Hai Phong in a new era” is specified through diagram 1, with 5 basic elements. The components examined in this study are based on Decision No. 23-QĐ/TW, issued on July 30, 2021, by the Politburo, which establishes regulations on mass mobilization within the political system [14]. Additionally, the research draws upon key documents from the Hai Phong Provincial Party Committee, including Resolution No. 17-NQ/TU of the Standing Committee of the City Party Committee on revenue policies, talent attraction, and the development of high-quality human resources in Hai Phong until 2030, with a vision toward 2050 [6]. In addition, the study also utilizes Summary Report No. 551-BC/TU of the Hai Phong City Party Committee on civil mobilization work for the 2020-2025 term [7], specifically drawing insights from articles such as “X28 Factory: Effectively Implementing Civil Mobilization Work” [12] and “Resolution 45-NQ/TW determines the development of Hai Phong for both the region and the country” [8]. These sources help provide a comprehensive understanding of the actual situation in Hai Phong City, thereby forming a solid foundation for operationalizing the concept.

### 2.3. Research Methods

The author used the method of surveying the questionnaire. The study carried out the survey method using questionnaires described as follows:

Regarding the sample selection process: the author chooses a non-probabilistic sample of 267 officials are working at 3 levels: City level; district level; ward/commune level in Hai Phong City.

Regarding design, the questionnaire consists of 2 parts, part one: Respondent characteristics information; part two: perceptions of officials about content mobilization work of the Party Committee level in the City Hai Phong.

Regarding the subjects responding to the questionnaire: To ensure the accuracy of the information, these respondents are working officials in the City Hai Phong.

Regarding processing investigation results: After the investigation, the questionnaires were examined, encrypted, data cleaned and entered, and processed according to the requirements of the topic on SPSS version 20.0 software.

### 2.4. Research Questions and Research Hypotheses

#### (1) Research Questions

How is the awareness of officials regarding the content of civil mobilization work of Party committees at all levels in Hai Phong City currently manifested? What factors influence the level of officials' awareness of civil mobilization work? What solutions should be implemented to enhance awareness and improve the effectiveness of civil mobilization work,

thereby strengthening the connection between the Party and the people and contributing to the sustainable development of Hai Phong City?

#### (2) Research Hypotheses

The awareness of officials regarding civil mobilization work in Hai Phong City has significantly improved, with a more comprehensive and in-depth understanding compared to previous periods. However, factors such as the rapid changes in the socio-economic environment, digital transformation, and limitations in inter-agency coordination continue to impact the effectiveness of civil mobilization work. To improve the quality of civil mobilization efforts, solutions must include enhancing training and capacity-building programs for officials, modernizing implementation methods to align with current contexts, leveraging information technology in civil mobilization activities, and strengthening coordination among different levels and sectors to maximize efficiency in practice.

## 3. Results and Discussion

### 3.1. Results of the Study on the Awareness of Officials About the Content of the People's Mobilization Work

The mobilization work of Party committees at all levels in Hai Phong plays an important role in strengthening the great unity bloc of the entire people, mobilizing people's strength to participate in socio-economic development. The survey results show that the cadre has a high level of awareness of the civil mobilization work, especially in the only newspaper 1. The organization thoroughly grasps and seriously implements the Party's resolutions, directives, guidelines, and guidelines on mass mobilization work with a rate of 82.9%. This result reflects the close direction of the committee level, effective political training and the coherence of theory with practice, creating a solid foundation for the sustainable development of the city.

**Table 1.** Officials' awareness of CTDV content of Party committees at all levels in Hai Phong City according to groups of officials at all levels.

Officials' perception of the content CTDV	Group of officials at all levels							
	City		District		Ward/Commune		Total	
	N	%	N	%	N	%	N	%
The organization thoroughly grasps and seriously implements the Party's resolutions, directives, guidelines and guidelines on mass mobilization work	46	86.1	67	83.8	107	79.8	220	82.9
Leaders and directs affiliated party committees, governments, the Fatherland Front, socio-political organizations, and the armed forces in carrying out civil work	45	84.5	68	84.8	106	79.0	219	82.6
Build and strengthen the organization of the apparatus and staff working on the mobilization, ensuring sufficient capacity and quality to complete the task	50	55.8	46	57.2	60	44.6	136	52.1
Leaders coordinate closely between organizations in the political system to effectively carry out mass mobilization work	41	78.1	48	60.4	86	63.9	175	66.7
Check, monitor, summarize and summarize the implementation of resolutions, directives, programs and plans on the civil mobilization work of the Party and party committees at all levels	38	71.0	46	58.2	79	58.8	164	62.0
Total	53	100.0	80	100.0	134	100.0	267	100.0
Significant = 0.000								

(Source: Compiled by the author)

When considering social groups, according to a group of officials at all levels, Table 1 with Significant = 0.000, it shows that there is a difference in officials' perception of CTDV content of Party committees at all levels in Hai Phong City between groups. Here, we take indicator 1/Nest the position of

thoroughly grasping and seriously implementing the Party's resolutions, policies, and guidelines on mass mobilization work shows that the group of cadres at the city level has the highest rate (86.1%), while the district level reaches 83.8% and the ward/commune level is 79.8%. This reflects the reali-



ty that municipal-level officials frequently have direct access to directives from the Central Government and the City Party Committee, enabling them to have a more comprehensive and thorough understanding of mass mobilization work. In contrast, lower-level officials may face limitations in receiving information and implementing directives due to administrative distance and the extent of information dissemination. These findings suggest the need for enhanced training and capacity-building programs to improve awareness and execution of mass mobilization efforts at all levels, especially at the grassroots level.

Hai Phong in recent years has actively implemented important documents such as Plan No. 379-KH/TU of the City Party Committee, Resolution No. 45-NQ/TW of the Politburo, Decision No. 124-QD/TW and Decision No. 99-QD/The Central Committee of the Secretariat aims to improve the effectiveness of civil mobilization work and promote its role of social monitoring and criticism. In particular, after 5 years of implementing Resolution 45-NQ/TW, the city has achieved many important achievements, affirming its position as a major socio-economic center of the Red River Delta and the whole country. The average GRDP growth rate for 2018-2023 reached 12.6% per year, which is 2.44 times the national average; the 2023 GRDP per capita reached more than \$7,800, 1.87 times higher than the national average. Total state budget revenue in the area in the period 2019-2023 is estimated at 480,043.32 billion VND, an average growth of 6.96%/year [10]. At the same time, Hai Phong continues to be among the leading local groups in the country in attracting foreign direct investment (FDI), becoming a destination for many large economic corporations in the world.

However, despite important achievements, grassroots mobi-

lization work still needs to continue to receive attention to narrow the awareness gap between Party committees at all levels. In the context of rapid development, if there is only drastic direction from the city level without consensus and synchronous implementation from the district, ward/commune levels, implementation efficiency will not be high. Therefore, it is necessary to promote training, fostering, capacity building and awareness of mass mobilization work for officials at all levels, especially the grassroots level, to ensure unity in awareness and action, creating a solid foundation for the sustainable development of Hai Phong city in the coming period.

### 3.2. Discuss the Difficulties in Carrying out Civil Mobilization Work Party Committees at all Levels in Hai Phong City

The implementation of mass mobilization work of Party committees at all levels in Hai Phong city still faces many difficulties due to the impact of the urbanization process, rapid socio-economic development, and diversity in population structure. Some cadres and party members have not really mastered the method of mass mobilization, but are also administrativeized in implementation, reducing the effectiveness of reaching the masses. Besides, the coordination work between departments, branches and unions is sometimes not synchronized, so the implementation of the Party's resolutions and policies has not been effectively put into practice. During the survey process, a large part of officials said that the process of implementing mass mobilization work was difficult due to socio-economic fluctuations, this indicator accounted for 35.3% of the assessment as difficult.

**Table 2.** Degree of difficulty in implementation CTDV's party committees at all levels in Hai Phong City by group of officials at all levels of the political system.

Degree of difficulty in implementation CTDV's party committees at all levels in Hai Phong City		Group of officers at all levels							
		City		District		Ward/Commune		Total	
		N	%	N	%	N	%	N	%
Socio-economic upheaval	Tough	11	21.3	34	42.0	53	39.8	98	35.3
	Normal	36	67.4	38	47.1	71	52.7	145	54.9
	Not difficult	6	11.3	9	10.9	10	7.6	25	9.8
Unforeseen disaster and epidemic situations	Tough	13	24.8	29	35.6	39	29.0	81	30.1
	Normal	33	65.8	43	53.7	80	59.8	158	59.4
	Not difficult	5	9.4	9	10.6	15	11.2	29	10.5
Policies on mass mobilization have not been completed and unified	Tough	15	28.1	23	28.7	30	22.2	68	26.1
	Normal	32	59.7	47	58.2	90	66.8	169	61.9
	Not difficult	7	12.3	10	13.0	15	11.0	32	12.0

Degree of difficulty in implementation CTDV's party committees at all levels in Hai Phong City		Group of officers at all levels							
		City		District		Ward/Commune		Total	
		N	%	N	%	N	%	N	%
Civil mobilization staff lack experience and capacity and do not meet actual requirements in Hai Phong.	Tough	20	37.7	30	37.2	41	30.2	91	34.8
	Normal	29	55.2	39	49.2	78	58.3	146	54.3
	Not difficult	4	7.1	11	13.6	15	11.5	30	10.9
The development of models has not been widely and effectively implemented in Hai Phong.	Tough	15	28.1	22	27.4	40	29.8	77	28.5
	Normal	35	66.8	45	56.6	82	61.2	162	61.2
	Not difficult	3	5.2	13	16.0	12	9.0	28	10.3
	Total	53	100.0	80	100.0	134	100.0	267	100.0

Significant = 0.000

(Source: Compiled by the author)

When considering groups of officials at different levels, the analysis results in Table 4, with a Significant value of 0.000, indicate a difference in officials' perceptions of the difficulties in implementing mass mobilization work by Party committees at all levels in Hai Phong City. The majority of indicators 1, 2, and 5, which have the highest percentage of responses rated as "normal," belong to municipal-level officials. Specifically, for Indicator 1/Socio-economic fluctuations, the proportion of municipal-level officials selecting the "normal" level is the highest (67.4%), compared to district-level officials (47.1%) and ward/commune-level officials (52.7%). Conversely, in terms of perceived difficulty, municipal-level officials have the lowest rating. For example, regarding Indicator 2/Unforeseen natural disasters and epidemics, the proportion of municipal-level officials selecting the "difficult" level is only 24.8%, significantly lower than that of district-level officials (35.6%) and ward/commune-level officials (29.0%).

These findings reflect differences in how officials at various levels perceive the challenges of mass mobilization work. This may be related to disparities in access to information, resources, and direct involvement in policy implementation. The results align with previous studies on mass mobilization, which emphasize that grassroots officials often face greater challenges due to resource constraints, whereas municipal-level officials have more comprehensive access to policies and information. Furthermore, these findings support the research hypothesis that while officials' awareness of mass mobilization has significantly improved, various factors still influence the effectiveness of its implementation, such as socio-economic fluctuations and limitations in inter-agency coordination. The fact that municipal-level officials are less likely to view factors like natural disasters and epidemics as major obstacles may reflect differences in the scope of responsibilities and levels of intervention across

administrative levels.

Based on these findings, future research could focus on a deeper analysis of the factors influencing officials' awareness of mass mobilization work, particularly in the context of digital transformation and socio-economic changes. Additionally, comparative studies across different localities could help identify effective models for application in Hai Phong, while assessing the impact of training and capacity-building programs on officials' ability to implement mass mobilization initiatives.

These results highlight the necessity of improving the quality of mass mobilization efforts through enhanced training and capacity-building for officials, particularly at the grassroots level, modernizing implementation methods by leveraging information technology to increase efficiency and accessibility, and improving coordination between administrative levels and sectors to ensure a more synchronized and effective approach. Strengthening awareness and the effectiveness of mass mobilization not only contributes to reinforcing the relationship between the Party and the people but also plays a crucial role in the sustainable development of Hai Phong City.

## 4. Conclusions

Officials' awareness of the mass mobilization work of Party committees at all levels in Hai Phong City in the new era shows that, although the mass mobilization work has achieved important results, there are still many difficulties and challenges that need to be overcome. The awareness of cadres and party members about the role and importance of mass mobilization work is not really uniform and profound. A part of the staff is still not fully aware of the close relationship between the Party, State and people, causing the mass

mobilization work to lack innovation and creativity in implementation methods and content. Despite certain reforms, access to the specific problems of the population, especially the disadvantaged, remains limited. In particular, the propaganda and advocacy methods of some officials are not suitable for the rapid changes in modern society and the increasing needs of the people.

To overcome this situation, there needs to be strong innovation in the training and fostering of cadres and party members in the civil affairs fortune. At the same time, Party committees at all levels need to focus on creating practical and timely methods of communication, listening and solving problems, in order to build close and sincere relationships with the people. Only when the awareness of cadres is improved and the civil mobilization work is carried out comprehensively and creatively will the relationship between the Party, State and people truly become strong, contributing to promoting the sustainable development of Hai Phong City in the new era.

## Abbreviations

CTDV	Mass Mobilization Work
GRDP	Gross Domestic Product

## Author Contributions

Van Thong Nguyen is the sole author. The author read and approved the final manuscript.

## Conflicts of Interest

The authors declare no conflicts of interest.

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