

HO CHI MINH NATIONAL ACADEMY OF POLITICS

HONG THE VINH

**PUBLIC SERVICE ETHICS OF KEY GRASSROOTS CADRES IN
THE SOUTH CENTRAL COAST OF VIETNAM IN THE CURRENT**



SUMMARY OF THE DOCTORAL THESIS

Major: Dialectical materialism and historical materialism

Code: 922 90 02

HA NOI - 2024

**The thesis is completed at
Ho Chi Minh National Academy of Politics**

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Reviewer 1:

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Reviewer 3:

**The thesis shall be defended in front of the Thesis Committee at Academy
Level at the Ho Chi Minh National Academy of Politics**

At hour date year 2024

INTRODUCTION

1. Rationale of the research

Any administrative agency that wants to operate effectively and with quality needs cadres and civil servants with good qualifications, capacity and qualities. For that reason, President Ho Chi Minh attached great importance to cadre work and always placed it at the top position in building the Party and the State administration. President Ho Chi Minh affirmed: “Cadres are the root of all work”; “all successes or failures are due to good or bad cadres” and ethics is the “root” of revolutionary cadres: “Just like a river must have a source to have water, without a source the river will dry up. A tree must have roots, without roots the tree will wither. A revolutionary must have ethics, without ethics, no matter how talented he is, he cannot lead the people”.

Recognizing the important role of ethics, in the process of training cadres, the Party and State always pay attention and regularly care for education and cultivation of revolutionary ethics, thus building a cadre team with strong political will, good moral qualities and qualifications to meet the requirements of the job, successfully carrying out the tasks of the revolution in historical periods.

Currently, the entire Party and the entire Vietnamese people are promoting the will, aspiration and strength of the entire nation to comprehensively and synchronously promote the process of national renewal; firmly protect the socialist Fatherland, maintain a peaceful, independent and stable environment; strive to soon turn our country into a modern industrialized country; strive to become a developing country with modern industry and high average income by 2030 and become a developed country with high income by 2045. To successfully carry out that important task, the first requirement is to build a team of cadres and key grassroots cadres with sufficient qualifications and capacity, with sufficient virtue and talent. However, the process of building and innovating cadre work in general and work with key cadres at the grassroots level of the Party still has some limitations and weaknesses, “Some cadres and party members have faded ideals, reduced will, are afraid of difficulties and hardships, have degraded political ideology, ethics, lifestyle, “self-evolution”, “self-transformation”. Therefore, in the Document of the 13th National Party Congress, the Communist Party of Vietnam paid special attention to the work of building the ethics of cadres and party members: “... effectively preventing and repelling the degradation of political ideology, ethics, lifestyle, manifestations of “self-evolution” and “self-transformation” within the Party,

associated with promoting the study and following of Ho Chi Minh's ideology, ethics and lifestyle; promoting the exemplary responsibility of cadres and party members according to the motto "the higher the position, the more exemplary they must be"; building "cadres and party members with high fighting spirit, exemplary in implementing the Party's principles and the State's laws, daring to think, daring to speak, daring to do, daring to take responsibility, daring to innovate, daring to face difficulties and challenges, and being resolute in acting for the benefit of the community".

In recent times, to meet the requirements of development, improve the efficiency and quality of operations of the state administrative apparatus, especially at the grassroots level, the provinces in the South Central Coast of Vietnam have focused on building and improving the public service ethics of key cadres. Therefore, the public service ethics of key grassroots cadres are increasingly improved, increasingly fulfilling their tasks. However, in addition, the public service ethics of some key grassroots cadres still have many limitations in the following aspects: public service ethics awareness, public service ethics attitude and public service ethics relationship. These limitations have led to the fading of revolutionary ideals and loss of steadfastness on the path to socialism; the spirit of dedication, honesty, and creativity in performing public duties of a number of key grassroots cadres is not high; corruption, bribery, embezzlement of public funds, and lack of self-awareness and creativity still exist; there are still some key grassroots cadres who do not pay attention to saving public assets, are wasteful and extravagant in spending, in exploiting resources, and do not know how to save their own time and effort, and that of the people; the solidarity and cooperation in performing public duties of key grassroots cadres are still weak, and some still show signs of lack of consensus; a number of key grassroots cadres still do not comply with the law and still violate legal provisions; The adjustment of the law; the arbitrary and authoritarian attitude in the work of some civil servants still exists; some civil servants have individualistic, selfish, opportunistic, pragmatic thoughts, chasing after fame and profit; chasing after power, greedy for power, which leads to the attitude of serving the people in many places, many times is not good, the consequence of that attitude is the disease of being far from the people...

These limitations of key grassroots cadres in the South Central Coast of Vietnam have negatively affected the quality and efficiency of the state administrative apparatus, damaged the image of cadres and civil servants, and

reduced people's trust in the state apparatus and the leadership of the Communist Party of Vietnam.

To overcome these limitations and meet the requirements of a modern administration, improving the public service ethics of key grassroots cadres in the South Central Coast of Vietnam today is extremely necessary. Therefore, we chose the issue: “Public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current” as the topic of my thesis, in order to contribute to the awareness and resolution of this issue from a theoretical and practical perspective.

2. Research objectives and tasks

2.1. Research objectives

Based on the analysis of theories on public service ethics and the current state of public service ethics of key cadres at the grassroots level in the South Central Coast of Vietnam, the thesis clarifies the issues that need to be resolved, thereby proposing a number of solutions to overcome the issues, contributing to improving public service ethics for key cadres at the grassroots level in the South Central Coast of Vietnam in the coming time.

2.2. Research tasks

- Overview of studies related to the thesis, summarizing the results achieved and issues that need further research.
- Analyzing and clarifying the theory on the issue of public service ethics of key grassroots cadres in the South Central Coast region of Vietnam in the current.
- Clarifying the issues raised by public service ethics of key grassroots cadres in the South Central Coast region of Vietnam in the current.
- Proposing solutions to overcome the issues raised, contributing to improving public service ethics for key grassroots cadres in the South Central Coast region of Vietnam in the coming time.

3. Research subject and research scope

3.1. Research subjects

Thesis research on the issue of public service ethics of key grassroots cadres in the South Central Coast of Vietnam.

3.2. Research scopes

- Scope of content: The thesis researches public ethics of key grassroots cadres in the South Central Coast of Vietnam. In which, the thesis studies three contents of

public ethics: Public service ethics awareness; public service ethics attitude; public service ethics relationship.

- *Scope of space*: The research space of the thesis is the grassroots level in communes, wards and towns of 04 provinces and cities, including: Da Nang, Quang Nam, Binh Dinh, Khanh Hoa. The reason for choosing these 04 provinces is because these provinces are representative of the regions, rural areas and urban areas of the South Central Coast.

- *Scope of time*: The thesis studies the current state of public service ethics of key officials in the South Central Coast region of Vietnam from 2010 to 2024 and orients to propose solutions until 2030.

4. Theoretical basis and research methods

4.1. Theoretical basis

The thesis is carried out on the theoretical basis of Marxism-Leninism, Ho Chi Minh's ideology, the guidelines of the Communist Party of Vietnam and the state's policies on ethics and public service ethics of cadres.

4.3. Research methodology

The thesis is carried out on the basis of applying the methodology of dialectical materialism and historical materialism; combined with specific research methods such as:

- *Document analysis method*:

The thesis uses the method of document analysis to collect and evaluate research issues. Based on data collected from sources such as: Documents of the Party Congress and the Central Executive Committee Conference of the Communist Party of Vietnam; Ho Chi Minh's Complete Collection; Documents of the Party Congresses of the South Central Coast provinces; Resolution No. 26-NQ/TW dated November 3, 2022 of the Politburo on *Socio-economic development and ensuring national defense and security in the North Central and Central Coast regions to 2030, with a vision to 2045*; specialized books, newspapers, magazines; scientific reports of scientific research topics related to the thesis; Statistical Yearbook published annually by the General Statistics Office; reports of management agencies of provinces, cities, relevant socio-political organizations and other reference documents. The data obtained from the document analysis process helps the author to comprehensively and deeply understand public service ethics and the current state of public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current.

- *Historical-logical method*: used to analyze and explain issues related to the problems raised in the thesis.

- *Analysis and synthesis method*: using methods to analyze research problems; synthesize and generalize the problems analyzed and explained.

- *Practical observation method*: Observing reality through the lives and behaviors in performing public duties of key grassroots cadres in the South Central Coast region of Vietnam. The information obtained from the practical observation method helps the author have more data to interpret and evaluate the research object.

- *Sociological survey method/questionnaire investigation*: The author used the sociological survey method (questionnaire investigation) to collect information about the research subjects.

- *In-depth interview method*: The thesis conducted in-depth interviews with 40 officials, civil servants and people in 04 provinces and cities (Da Nang city, Quang Nam province, Binh Dinh province and Khanh Hoa province), to collect information, data and specific assessments related to the ethics of key grassroots officials in the South Central Coast region.

5. Scientific contributions of the thesis

Firstly, the thesis systematically and concisely analyzes theories related to public ethics, public service ethics of key grassroots cadres, such as: clarifying the concepts of ethics; key cadres, key grassroots cadres; public service ethics of key grassroots cadres; clarifying the characteristics of key grassroots cadres; the structure of public service ethics of key grassroots cadres; clarifying the role of public service ethics in the activities of key grassroots cadres; clarifying the factors affecting the public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current.

Second, the thesis analyzes the issues arising from the public service ethics of key grassroots cadres in the South Central Coast of Vietnam today, including three contents: issues arising from the public service ethics of key grassroots cadres in the South Central Coast of Vietnam; issues arising from the public service ethics of key grassroots cadres in the South Central Coast of Vietnam; issues arising from the public service ethics of key grassroots cadres in the South Central Coast of Vietnam. The thesis analyzes the causes of limitations and issues that need to be resolved.

Third, the thesis has proposed basic solutions to overcome limitations and improve public service ethics for key grassroots cadres in the South Central Coast of Vietnam in the coming time, such as: strengthening public ethics education for key

grassroots cadres in the South Central Coast of Vietnam; perfecting institutions and policies on public service ethics for key grassroots cadres in the South Central Coast of Vietnam; building office culture and promoting the positivity, proactiveness and creativity of key grassroots cadres in the South Central Coast of Vietnam in training and improving public service ethics; improving the effectiveness of inspection and supervision of the performance of public service ethics by key grassroots cadres in the South Central Coast of Vietnam.

6. Theoretical and practical significance of the thesis

6.1. Theoretical

The thesis provides arguments and scientific basis for proposing and implementing policies related to improving the public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current.

6.2. Practical

The research results of the thesis can be used as a reference on the content of public ethics and public service ethics of key grassroots cadres in the South Central Coast of Vietnam.

7. Structure of the thesis

In accordance with the purposes and tasks mentioned above, in addition to the introduction and conclusion, a list of scientific works of doctoral students related to the thesis, a list of references and appendices, and the thesis has a structure of 4 chapters and 13 periods.

Chapter 1: Overview of research works related to the thesis topic.

Chapter 2: General theory of public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current.

Chapter 3: Public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current - The problems posed.

Chapter 4: Solutions to solve problems posed to improve public service ethics for key grassroots cadres in the South Central Coast of Vietnam in the following time.

Chapter 1

OVERVIEW OF RESEARCH

WORKS RELATED TO THE THESIS

1.1. RESEARCH WORKS RELATED TO THE THEORETICAL ISSUES OF THE PUBLIC SERVICE ETHICS OF CADRES, CIVIL SERVANTS AND KEY GRASSROOTS CADRES

The thesis has reviewed groups of domestic and foreign research works related to the theoretical issue of public service ethics of cadres, civil servants and key grassroots cadres. Research groups include scientific topics; monographs and reference books; doctoral thesis; Scientific articles related to the thesis topic, with great scientific contributions.

1.2. WORKS REFERRING TO TOURISM AND THE SITUATION OF CULTURAL SOFT POWER IN TOURISM ECONOMIC DEVELOPMENT

The thesis has an overview of research works on the actual situation of public service ethics of cadres, civil servants and key grassroots cadres. Research projects include scientific topics; monographs and reference books; doctoral thesis; Scientific articles related to the thesis topic, with great scientific contributions.

1.3. RESEARCH RELATED TO SOLUTIONS TO PROMOTE CULTURAL SOFT POWER IN TOURISM ECONOMIC DEVELOPMENT

The thesis has reviewed domestic and foreign research works related to the issue of solutions to improve of public service ethics of cadres, civil servants and key grassroots cadres. Research groups include scientific topics; monographs and reference books; doctoral thesis; Scientific articles related to the thesis topic, with great scientific contributions.

1.4. OVERVIEW OF RESEARCH REVIEWED AND ISSUES THAT NEED CONTINUE STUDY

1.4.1. Overview of scientific research related to the reviewed thesis

Firstly, published research works related to the thesis topic directly or indirectly interpret theoretical issues related to officials and public employees, such as concepts, roles, positions intellect, functions and duties of cadres and civil servants; Comment on official ethics and improve public service ethics for cadres and civil servants in Vietnam in the current; Comment on official duties and official ethics, explanation on ethical standards of current leaders; Comment on culture, morality and social beliefs before the country's development requirements in the current.

Studies have interpreted Ho Chi Minh Thought on cadres and civil servants, building cadres and civil servants; Applying Ho Chi Minh's thought on building cadres and civil servants in the state administrative apparatus in Vietnam today, the role and need of public service ethics on the performance of official duties in the administrative apparatus State.

Second, studies on the actual status of public service ethics of cadres, civil servants and key officials have explained and assessed the moral situation of cadres and civil servants in Vietnam today; The reality of the change of ethical values in a market economy with the construction of new ethics for managers in our country today; the reality of building professional ethics in the market economy in our country today; The moral situation of leadership cadres in the context of market economy in Vietnam today; the situation of office culture in state administrative agencies; The actual situation of public service ethics of civil servants in accordance with Vietnamese law from the practices of provinces and cities of the South Central Coast, and studies to analyze the actual situation of public service ethics of officials and public servants in the performance of public service ethics. Analyze the positive factors, the limiting factors, the moral degradation of cadres and party members from the 6th to the 13th Party Congress that need to be overcome.

Thirdly, the research group of research solutions to improve public service ethics of civil servants and grassroots cadres has proposed solutions to improve the public service ethics of cadres, civil servants and the key grassroots cadres, in order to meet the requirements of reform of the State administration, and well serve the needs of the people. However, the proposed solutions in these studies are still in general, there is no specific solution directly referring to the improvement of the public service ethics for key grassroots cadres in the South Central Coast of Vietnam. Studies have proposed and explained many different solutions and groups of solutions to improve the morality of cadres, party members, and civil servants. In particular, focusing on the main solutions such as: Combining economic development with building social relations to create a healthy environment for cadres and party members to train and foster revolutionary morality; enhance the role of party, State and social organizations in revolutionary ethical education; improve the quality of self-education and revolutionary morality of cadres and party members; resolutely fight against law violations and negative acts among officials and party members. Studies tend to discuss a lot of content that changes ethical values in the current conditions and objective requirements to enhance ethical education for cadres and civil servants.

1.4.2. The issues raised that the thesis needs to continue to research

Based on the purpose and task of researching and generalizing the research situation related to the thesis, it has determined that the issue needs to be studied in the thesis "*Public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current*", including:

- Analyzing the general argument about the public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current. In particular, especially clarifying the concept of key cadres and key grassroots cadres; public service ethics of key grassroots cadres; clarify the characteristics of key grassroots cadres; The public service ethics structure of the key cadres includes the following contents: The awareness of public service ethics, public service ethics attitude, public service ethics relations. Clarify the role of public service ethics for the activities of key cadres. Clarify the factors affecting the public service ethics of key grassroots cadres in the South Central Coast of Vietnam in the current.

- Analyze the issues of public service ethics of key cadres in the South Central Coast region of Vietnam today, including the following contents: public service ethics awareness; public service ethics attitude; public service ethics relationship. Specifically analyze: how are the advantages shown? how are the limitations shown? What are the causes of the advantages and disadvantages? What are the issues that need to be solved?

- To overcome the problems and contribute to improving the public service ethics for key cadres in the South Central Coast region of Vietnam in the coming time, what solutions need to be focused on? This is the problem that the thesis needs to focus on clarifying.

Chapter 2

PUBLIC SERVICE ETHICS OF KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COAST OF VIETNAM IN THE CURRENT

- SOME THEORETICAL ISSUES

2.1. PUBLIC SERVICE ETHICS OF KEY GRASSROOTS CADRES

2.1.1. Concepts

** Ethics*

Ethics is a form of social consciousness, a synthesis of principles, rules, and standards to evaluate and regulate human behavior in relation to each other and to society. Ethics is implemented by personal beliefs, by national traditions, and by the power of public opinion.

** Key cadres, Key cadres grassroots*

- Key cadres is a concept used to refer to people holding important positions, titles, and positions in agencies and organizations within the political system at a management level; key cadres are those who perform important tasks to lead, manage, and operate agencies and organizations to perform assigned functions and tasks and are responsible for issues in the assigned field of work.

- Key grassroots cadres are those who hold important positions in the commune-level political system, including the positions of Secretary, Deputy Secretary of the Party Committee, Chairman, Vice Chairman of the People's Council and People's Committee, who play a decisive role in implementing and organizing the implementation of the Party's policies and guidelines and the State's laws and policies in the areas they are responsible for.

** Public service ethics of key grassroots cadres*

Public service ethics is a system of rules and standards used to evaluate and regulate the relationship between public servants, public servants with the collective, and with society in the process of performing public duties.

Key grassroots cadres are also public servants in the Vietnamese public service, so the public ethics of this group is also implemented on the basis of public ethics in general. Based on the analysis of key grassroots cadres and public ethics, the thesis believes that: Public ethics of key grassroots cadres is a system of rules and standards used to evaluate and regulate the relationship between key grassroots cadres and civil

servants, between key grassroots cadres and the collective and with society in the process of performing public duties.

Key cadres at the grassroots level in the South Central Coast region (with their own characteristics) are also a part of the key cadres at the grassroots level in the political system of Vietnam. Therefore, the public ethics of key cadres at the grassroots level in the South Central Coast region are implemented and expressed on the basis of the system of common rules and standards of key cadres at the grassroots level. Therefore, the concept of public service ethics of key cadres at the grassroots level analyzed in the thesis is the concept that the thesis uses as a theoretical basis to solve problems related to the thesis.

2.1.2. Characteristics of key grassroots cadres

Firstly, key grassroots cadres are formed through activities such as election, appointment, transfer, rotation... of competent authorities.

Secondly, key grassroots cadres are those closest to the people (both literally and figuratively); they are the ones who directly bring the Party's policies and guidelines and the State's laws and policies to the people and guide and mobilize them to implement them.

Thirdly, they are the people who hold the most important positions in the grassroots political system.

Fourthly, key grassroots cadres are the core of the grassroots political system. They are the most typical representatives of the political qualities, capacity, ethics, and prestige of grassroots cadres; they are the core of the solidarity bloc of grassroots forces and people of all walks of life, to attract and lead the entire political system and the entire people to successfully implement local political goals and tasks.

2.1.3. The structure of public ethics of key grassroots cadres

The public service ethics of key grassroots cadres is a special form of professional ethics. Key grassroots cadres are considered to have good public ethics if they are citizens with good social ethics and always comply with the regulations and rules of the profession they are in charge of. In terms of structure, the public service ethics of key grassroots cadres include: public service ethics awareness; public service ethics attitude and public service ethics relationship.

2.1.3.1. Awareness of public service ethics

Public service ethics awareness is awareness of the system of rules and ethical standards used to regulate the relationship between key grassroots officials and

organizations and individuals in the process of performing public duties. The awareness of public service ethics is the cognitive ability of the key cadres at the grassroots level before the behavior in the comparison with the standard system, the principle of ethical and social ethics has been set out. It is a sense of the system of standards, clearly identifying limits for behavior and actions, as well as the moral values of key officials, and are prescribed by socio-economic conditions, in which key grassroots officials lives and operating. The public service ethics awareness of the key grassroots officials is shown in the strong political bravery, absolutely loyal to the Fatherland and the people. This is the first and most important criterion to evaluate the official ethics of officials and civil servants in general and key officials in particular. This is the first and most important criterion to evaluate the official ethics of officials, public servants and key officials.

2.1.3.2. Attitude of public service ethics

Public service ethics attitude is the voluntary obedience to the sense of public service ethics in public service activities. The public service ethics attitude is voluntary, self-conscious, and selfless. When key grassroots cadres have attitudes of high moral values, sacrificing for others, that is also the time when they affirm their human values, they find themselves in sacrificing for others. The public service ethics attitude of key grassroots cadres is expressed in the spirit of dedication, honesty, and creativity in performing public service. In addition, the public service ethics attitude of key grassroots cadres is also expressed in the practice of diligence, thrift, integrity, impartiality, and selflessness in performing public service.

2.1.3.3. Public service ethics relationship

Public service ethics relationship is a system of relationships that are determined between key grassroots cadres and civil servants; between key grassroots cadres and collectives, communities, and society in terms of ethics. Public service ethics relationship is formed and developed in public service activities. Wherever there are public service activities, there is a requirement for public service ethics relationship. While performing public service, key grassroots cadres must be attentive, fair, and impartial, especially when interacting with the People. The public service ethics relationship of key grassroots cadres is demonstrated in respectful behavior toward the People when performing public service. In addition, the public service ethics relationship of key grassroots cadres is also demonstrated in collectivism, solidarity, cooperation, respect for the law, and respect for colleagues in performing public service.

2.2. THE ROLE OF PUBLIC ETHICS IN THE WORK OF KEY OFFICIALS AT THE GRASSROOTS

First, public ethics plays a guiding role in perfecting the personality of key official officials at the grassroots level.

Second, public ethics contributes to orienting and adjusting the behavior of key official officials at the grassroots level, thereby contributing to improving the effectiveness of public service performance.

Third, public ethics contributes positively to the administrative reform process, enhancing the prestige of key official officials at the grassroots level.

2.3. FACTORS AFFECTING THE PUBLIC ETHICS OF KEY POLITICS AT THE GRASSROOTS IN THE SOUTH CENTRAL COAST REGION OF VIETNAM TODAY

The thesis analyzes the factors affecting the public ethics of key politicians at the grassroots level in the South Central Coast region of Vietnam today, such as:

First, the impact of the market economy

Second, the impact of politics, culture - people

Third, the impact of globalization, international integration and the Fourth Industrial Revolution

Fourth, the impact of the sense of responsibility and the positivity, proactiveness and creativity of key politicians at the grassroots level.

Chapter 3

PUBLIC SERVICE ETHICS OF KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COAST OF VIETNAM IN THE CURRENT

- ISSUES RAISED ISSUES

3.1. OVERVIEW OF KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COAST REGION OF VIETNAM

The thesis has outlined the key grassroots cadres in the South Central Coast region of Vietnam (including 4 provinces/cities: Da Nang, Quang Nam, Quang Ngai, Khanh Hoa), in terms of quantity, age, education level, professional qualifications, and political theory level. At the same time, it points out the characteristics of key grassroots cadres in the South Central Coast of Vietnam.

3.2. ISSUES ARISING FROM THE ETHICS OF PUBLIC SERVICE OF KEY STAFF AT THE GRASSROOTS IN THE SOUTH CENTRAL COASTAL REGION OF VIETNAM

The thesis has analyzed the issues arising from the ethics of public service of key grassroots cadres in the South Central Coastal region of Vietnam, including three contents: First, the issues arising from the awareness of public service ethics. Second, the issues arising from the attitudes of public service ethics. Third, the issues arising from the ethical relationships of key grassroots cadres in the South Central Coastal region of Vietnam today.

3.2.1. Issues arising from the public service ethics of key grassroots cadres in the South Central Coast region of Vietnam

The public service ethics of key grassroots cadres are demonstrated in: steadfast political will, absolute loyalty to the Fatherland and the People. In the past, key grassroots cadres in the South Central Coast provinces of Vietnam have had steadfast political will, loyalty to the revolutionary ideals, and the country's development goals. These results are achieved because they have the historical tradition of this region, even though life is still difficult, they are always loyal to the revolutionary ideals they have chosen.

Besides the advantages in political qualities and loyalty to the Fatherland and the People, key grassroots cadres in the South Central Coast of Vietnam also have limitations.

The reason for the limitation is that the awareness of self-training to improve public ethics of key grassroots cadres in the South Central Coast region of Vietnam has not been focused on.

Therefore, this is an issue that needs to be overcome and resolved in the process of improving public ethics for key grassroots cadres in the South Central Coast region of Vietnam. How to improve the self-awareness of key grassroots cadres in implementing public ethics, to overcome the limitations of signs of fading revolutionary ideals, loss of determination on the path to socialism of key grassroots cadres in the South Central Coast region of Vietnam.

3.2.2. Issues arising from the ethical attitude of key grassroots cadres in the South Central Coast region of Vietnam

The ethical attitude of key grassroots cadres is reflected in the spirit of dedication, honesty, and creativity in performing public duties and in the practice of diligence, thrift, integrity, impartiality, and selflessness in performing public duties.

In recent times, key grassroots cadres in the South Central Coast region of Vietnam have shown a spirit of dedication, honesty, and creativity in their work. Practicing diligence, thrift, integrity, impartiality, and selflessness in performing public duties has many advantages. Most of the key grassroots cadres in the South Central Coast region of Vietnam have a working style and manner that is enthusiastic, dedicated, responsible, dynamic, creative, decisive, and flexible in performing their duties. This comes from the tradition of community cohesion, love, solidarity, and mutual assistance of the people of this land. Moreover, key grassroots cadres themselves are always aware of their responsibilities in performing public duties, wholeheartedly serving the people and the revolution.

However, the spirit of dedication, honesty, and creativity in performing public duties of some key grassroots officials in the South Central Coast region of Vietnam still has limitations. In the process of performing public duties, there are still signs of corruption, bribery of public assets, lack of self-awareness, and creativity. The practice of diligence, thrift, integrity, impartiality, and impartiality in performing public duties still does not pay attention to saving public funds, and is wasteful and extravagant in spending, in celebrations, and in exploiting resources.

The reasons for this limitation are: First, the inadequacies of the legal system on public ethics and the enforcement of public ethics laws by key grassroots officials. Second, the State's policy towards key grassroots officials in the South Central Coast of Vietnam still has some limitations.

Thus, to improve public ethics for key grassroots cadres in the South Central Coast region of Vietnam, it is necessary to perfect the legal system on public ethics and enforce the law on public ethics for key grassroots cadres; perfect the State's policies for key grassroots cadres in the whole country and in the South Central Coast region of Vietnam in particular.

3.2.3. Issues arising from the ethical relationship of key grassroots cadres in the South Central Coast region of Vietnam

The ethical relationship of key grassroots cadres is reflected in their behavior of respecting the People when performing public duties, and is reflected in collectivism, solidarity, cooperation, respect for the law, and respect for colleagues when performing public duties.

Currently, the behavior of key grassroots officials in the South Central Coast region of Vietnam in respecting the People when performing public duties has many advantages. In leading subordinates; in behaving and resolving work with the people, there is always a friendly and respectful attitude. In the process of performing public duties, key grassroots officials always respect the People, listen to their opinions, and always put themselves in the position of the people to resolve the work of individuals, organizations, and citizens. When performing official duties, key cadres at the grassroots level in the South Central Coast of Vietnam always have a polite and fair attitude, handle work in accordance with the law, do not cause trouble or harassment, do not seek personal gain, wholeheartedly and enthusiastically serve the people, care about the people's lives, are close to and understand the people's aspirations, and humbly learn from the people. They are ready to listen to criticism and suggestions from the people.

However, the attitude and behavior of respecting the people when performing public duties of key grassroots officials in the South Central Coast of Vietnam in performing public duties still has some limitations. Due to the negative impact of the market economy and the power of material things, the temptation of money and power, some key grassroots officials show signs of being distant from the people, no longer considering the people as the center in performing public duties. Some officials with positions and power have bureaucratic behavior, harass the people, look down on the people, and do not care about the people's lives. Some civil servants, especially those at the grassroots level, also have bureaucratic and arrogant behaviors, causing resentment among the people; they are insensitive to the injustice and pain of the "not powerful enough to make oneself heard" people.

Collectivism, solidarity, cooperation, respect for the law, and respect for colleagues in the performance of public duties of key grassroots cadres in the South Central Coast region of Vietnam: Collectivism, solidarity, and cooperation with colleagues are among the principles of new ethics in general and public service ethics in particular. Key grassroots cadres in the South Central Coast region of Vietnam are always conscious of creating a spirit of solidarity and cooperation with colleagues inside and outside the agency in public service activities.

In addition to the advantages, the spirit of solidarity and cooperation in performing public duties of key grassroots cadres in the South Central Coast region of Vietnam still has some limitations such as lack of consensus, not meeting the requirements of promoting the ethical values of public servants in the new context. The lack of enthusiasm in spirit and attitude of serving the people in public service

activities of some key grassroots cadres not only affects the effectiveness of administrative activities in agencies and units, but also makes the distance between cadres and the people increasingly far, the relationship between civil servants in the state public service system also becomes formal. This is one of the shortcomings that needs to be promptly overcome to build a creative and developing state.

The reasons for the limitations are: First, limitations and shortcomings in building and implementing office culture. Second, limitations and shortcomings from the team of key grassroots cadres in the South Central Coast region of Vietnam have not promoted positivity, initiative and creativity in training and improving public service ethics.

To improve the public service ethics of key grassroots cadres in the South Central Coast region of Vietnam today, the issue that needs to be solved is to strengthen the building of office culture and promote positivity, proactiveness, and creativity in training and improving the public service ethics of key grassroots cadres, associated with enhancing the role of Party committees and authorities at all levels, especially the direct leadership and management levels.

The public service ethics of key grassroots cadres in the South Central Coast of Vietnam are currently being constantly improved, gradually meeting the requirements of the country's industrialization and modernization. From the perspective of public service ethics, most of the key grassroots cadres in the South Central Coast provinces of Vietnam have a strong political stance, are always loyal to the ideals and cause of building socialism; are always dedicated and enthusiastic about their work in performing public duties; have a respectful attitude and behave in accordance with standards towards colleagues and people; always work for collectivism, have a spirit of cooperation, respect the law, respect colleagues; demonstrate a good spirit of revolutionary ethics, practice diligence, thrift, integrity, impartiality. With these positive points, key officials of the provinces in the South Central Coast of Vietnam have met the requirements of implementation in public service activities, well meeting the requirements of the People, as "public servants", as "loyal servants" of the People.

However, besides that, there are still some key grassroots cadres in the provinces of the South Central Coast of Vietnam who still have limitations in public ethics and implementation of public ethics in public service activities. Some key grassroots cadres have faded ideals and beliefs in socialism and the cause of building socialism, have wavered in their political stance and ideology, and are indifferent to the political life of the country. In the performance of public duties, the spirit of dedication and enthusiasm for work is not high; the attitude of respect and behavior are not up to

standard with colleagues and the People; the sacrifice for collectivism, the spirit of cooperation, respect for the law, respect for colleagues is not high, there are many limitations; the spirit of revolutionary ethics has not been well demonstrated and the practice of diligence, thrift, integrity, impartiality, and selflessness has not been well practiced; the phenomenon of abuse of power, corruption, and arrogance... towards the People is still happening. With some of these limitations of key grassroots cadres in the provinces of the South Central Coast of Vietnam, it has negatively affected the quality of grassroots public service performance, causing the People to lose confidence in the Party, the State and the socialist regime. Although this number is not much, its harm is not small, so the provinces in the South Central Coast of Vietnam need to pay attention and promptly find ways to resolve and overcome these limitations, to continuously improve public service ethics, improve the quality of public service performance better and better, to meet the requirements of national development and the trust and desires of the people.

Chapter 4

SOME MAIN SOLUTIONS TO SOLVE THE ISSUES THAT CONTRIBUTE TO IMPROVING PUBLIC SERVICE ETHICS FOR KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COASTAL REGION OF VIETNAM IN THE COMING TIME

4.1. STRENGTHENING ETHICAL EDUCATION FOR KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COAST REGION OF VIETNAM

According to the research analyzed in Chapter 3, besides the positive aspects, the current ethics of key cadres in the South Central Coast region of Vietnam still have some limitations. Therefore, innovation and improvement of the quality of ethics education in public service is necessary and must be considered as one of the important solutions to prevent the degradation of political ideology and negative ethical changes in key cadres in the South Central Coast region of Vietnam today. To implement this solution, in the coming time, it is necessary to focus on implementing the following issues:

Firstly, transforming the objective requirements of society, regulations and procedures for public service implementation, expressed in a concentrated form as a system of principles, rules and ethical standards into a positive lifestyle, deep beliefs,

strong inner needs and a system of customs, habits and ethical public service behaviors of cadres and civil servants on the basis of Marxism-Leninism and Ho Chi Minh thought.

Secondly, renewing the concept of public ethics education; Renewing the content, form and method of education, making official ethical education really respected, quality and efficiency are improved.

Thirdly, ethical education must be systematically, the synthesis is increasing, ensuring the organic unity of educational efforts, in order to comprehensively complete the moral qualities of officials and public servants. .

Fourthly, it is necessary to further strengthen the political, ideological and ethical education for civil servants.

4.2. COMPLETING THE LAW ON PUBLIC SERVICE ETHICS AND POLICIES FOR KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COAST OF VIETNAM

Firstly, perfecting and organizing the effective implementation of the law on public service ethics for key grassroots cadres of the South Central Coast region of Vietnam.

In the coming time, it is necessary to focus on building, completing and organizing the effective implementation of public service ethics. Specifically:

Firstly, improve the law on public service ethics.

Second, organize the implementation of public service ethics.

Secondly, complete and effectively implement the regimes and policies for key grassroots cadres of the South Central Coast region in the coming time.

In order to build and complete the material and spiritual encouragement policies, create motivation for key grassroots cadres in the South Central Coast of Vietnam need to implement some of the following solutions:

Firstly, stick to the characteristics and nature of key officials of the South Central Coast region of Vietnam.

Secondly, firmly grasping the Party's guidelines and views, policies and laws to key grassroots cadres and civil servants.

Thirdly, building and perfecting the salary policy and remuneration for key grassroots cadres.

Fourthly, renovating the regimes and policies for key grassroots cadres must have inheritance and continuity in order to ensure fairness and reasonable, contributing to stabilizing and developing this team.

Fifthly, innovation and diversity of emulation and commendation work.

4.3. BUILDING OFFICE CULTURE AND PROMOTING THE ACTIVENESS, INITIATIVE AND CREATIVITY OF KEY GRASSROOTS CADRES OF THE SOUTH CENTRAL COAST REGION IN VIETNAM IN TRAINING AND IMPROVING PUBLIC SERVICE ETHICS

Firstly, building office culture for key grassroots cadres in the South Central Coast of Vietnam

In order to build public service ethics for key grassroots cadres in the South Central Coast region, Vietnam is getting better, in the coming time, it is necessary to focus on implementing some of the following contents:

Firstly, agencies and units need to promote propaganda to raise awareness about office culture for key grassroots cadres.

Secondly, developing legal documents, working regulations, democratic regulations, work rules in the workplace.

Thirdly, building and creating a friendly working environment and keeping the atmosphere of work happily at work.

Fourthly, promoting the ownership of cadres, civil servants and officials and improving the responsibilities of the heads of agencies and units.

Fifthly, training and building skills to implement office culture for key grassroots cadres.

Secondly, promoting the activeness, initiative and creativity of key grassroots cadres in the South Central Coast region of Vietnam in training and improving public service ethics.

Mobilization is a self -motivation, the driving force of development, the resolution of inherent conflicts in the hearts of things and phenomena. Therefore, in order to improve the public service morality of the key grassroots cadres, it is necessary to promote their activeness, initiative and creativity, need to focus on solving some of the following basic issues:

Firstly, it is necessary to regularly pay attention to educating, fostering, building motives, learning purposes and properly training for the key grassroots cadres.

Secondly, improving the ability to self -educate, self -fostering, self -training public service ethics of key leadership cadres in the South Central Coast region, need to promote the identity and sharpness Particularly the good of the people in the Central region (overcoming the difficulties of natural circumstances, economic circumstances ...) also overcome difficulties in training morality, practicing dignity and status.

Thirdly, educational entities need to build a sense of self -education, self -fostering and self -training to improve public service ethics, making key leaders at the grassroots level of the South Central Coast Nam understands that is durable and often.

4.4. IMPROVING THE EFFECTIVENESS OF INSPECTION AND SUPERVISION FOR PUBLIC PERFORMANCE ACTIVITIES OF KEY GRASSROOTS CADRES IN THE SOUTH CENTRAL COAST OF VIETNAM

In order to improve the effectiveness of the inspection and supervision of public service performance activities of key grassroots cadres in the South Central Coast of Vietnam in the coming time, it is necessary to focus on implementing some issues. The following:

Firstly, strengthen the inspection and supervision of the people as well as the organizations and mass organizations in agencies, units and localities.

Secondly, promoting democratization activities in public authorities, creating favorable conditions for officials, public servants, officials and people to inspect and supervise public service activities. It is necessary to improve the mechanism of protecting the accusation of corruption to attract enthusiastic participation of the people to prevent and fight corruption, contributing to improving the public morality of public servants.

Thirdly, mass organizations and mass organizations in units promote periodic inspection, monitoring periodically or irregularly the process of organizing the implementation of resolutions and conclusions of the Central Government, the Ministry's leaders, the Board , Branches and localities on improving public service ethics.

Fourthly, leaders of units and localities (commune and district levels) should direct the review of the contingent of leaders and commanders under the jurisdiction and strictly handle cases of recession, violations of statistics and statistics, Violation of public service ethics, failing to meet the requirements of standards, conditions, appointment process, capacity and work efficiency, especially in the case of officials

who are the same family of the leader. closing levels when there are many social public opinion.

Fifth, promoting the role of inspection, examination, supervision and investigation, thereby promoting the initiative and creativity of key officials at key grassroots cadres the South Central Coast region, and at the same time, strengthen the inspection of orders, implement a civilized and polite lifestyle; promptly detect and strictly handle violating officials in accordance with the law and the agency.

Sixthly, research, review, amend, supplement or build new legal documents, in order to promptly and fully institute the rights and responsibilities to participate in social supervision and criticism of the society of The Vietnam Fatherland Front and socio -political organizations.

CONCLUSION

Public service ethics play a very important role and directly affect the performance of official duties in state agencies. The effect of public service ethics on the performance of official duties is approved by the impact of the values of the ethical ethics on the awareness and attitudes and behaviors of officials, civil servants and public employees. key cadres at grassroots level in public service performance. Through the research process: "The issue of public service ethics of key grassroots cadres of the South Central Vietnam", the thesis includes the following basic contents:

Firstly, public service ethics of key grassroots cadres have quite a variety of content, so in the process of building public service ethics should be unified, focusing on basic issues such as : The awareness of public service ethics of key grassroots cadres is shown in the strong political bravery, absolutely loyal to the Fatherland and the people; The moral attitude of public service of the key cadres is shown in the spirit of dedication, honesty, creativity in the performance of official duties and shown in the practice of need, thrift, integrity, righteousness, and merit Carefree in the performance of official duties; The ethical relations of public service of key cadres are expressed in respecting the people when performing official duties and expressed in collectiveism, the spirit of solidarity, cooperation and respect for the law, respecting colleagues in the performance of official duties.

Secondly, in reality, public service ethics of key grassroots cadres of the South Central Coast region of Vietnam currently suffers the impact of many factors, such as: The impact of market economy; impacts of politics, culture - people; The impact of globalization, international integration and industrial revolution; The impact from the sense of responsibility and the activeness, initiative and creativity of the key grassroots cadres. In addition to the positive impact, there is also a negative impact, adversely affecting public service ethics, to build public service ethics of key grassroots cadres of the South Central Coast region in Vietnam today. Therefore, in the process of building public service ethics for key grassroots cadres of the South Central Coast region, Vietnam now needs to promote positive impact factors, limit the negative impact factors.

Thirdly, along with the development of quantity, structure and quality, in recent years, public service ethics of key grassroots cadres in the South Central Coast of Vietnam also has positive changes. such as: political bravery, loyalty to the Fatherland and the people; The spirit of dedication, honesty and creativity in the performance of official duties; Regarding respect for respect and behavior with

people in the performance of official duties; About collectiveism, the spirit of cooperation, respect for the law, respect for colleagues in the performance of official duties; Regarding the practice of need, thrifty, integrity, righteousness, impartiality in the performance of official duties. However, besides the positive side, there are also issues raised from public service ethics of key grassroots cadres in the South Central Coast region in Vietnam today in three contents: *Firstly*, the problem raised from the public's public service moral consciousness of the key grassroots cadres in the South Central Coast region of Vietnam today. It is limited in the awareness of public service ethics of key grassroots cadres, shown to be strong political bravery, absolutely loyal to the Fatherland and the people. *Secondly*, the problem raised from the moral attitude of public service of key grassroots cadres in the South Central Coast of Vietnam today. It is limited to the moral attitude of public service of the key grassroots cadres, expressed in: the spirit of dedication, honesty, creativity in the performance of official duties and shown in the practice of need, thrifty, Integrity, righteousness, impartiality in the performance of official duties. *Thirdly*, the issue raised from public service ethics of key grassroots cadres in the South Central Coast of Vietnam today. It is limited in public service relations of key grassroots cadres, expressed in respecting the people when performing official duties and expressed in collectiveism, the spirit of solidarity, conformity impact, respect the law, respect colleagues in the performance of official duties.

Fourthly, in order to overcome the problems posed, contributing to improving public service ethics for key officials in the South Central Coast region in the coming time, it is necessary to focus on focusing on implementation solution: Firstly, strengthen the education of public service ethics for key officials in the South Central Coast of Vietnam; Secondly, perfecting the institutions and policies on public service ethics for key officials in the South Central Coast of Vietnam; Thirdly, building an office culture and promoting the activeness, initiative and creativity of key officials in the South Central Coast of Vietnam in training and improving public service ethics; Fourthly, improving the effectiveness of inspection and supervision of public service performance activities of key officials in the South Central Coast of Vietnam.

Studying the issue of public service ethics of key officials in the South Central Coast of Vietnam is a large and difficult issue. The issues raised, the conclusions in the thesis are only initially provided by the arguments and scientific bases for the proposal and implementation of policies related to improving public service ethics of key officials. Department of South Central Coast Vietnam today. The study of this issue will take a lot of time and effort of many individuals and organizations in the coming time./.

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