

Nomination: 20919

Comprehensive Corporate Governance at ROX

Page: General Information
Name of Organization / Company ROX Group
Logo Download File (https://asiastevieawards.secure-platform.com/file/33273/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjozMzI3MywiYWxsY3dOb3RtaWduZWVRVcmwiOiJGYWxzZSIsImlnbmXIOYBbqXAFGB6vLIg0MF2f4KzcchAIV79WVIWW1g?ROX%20Logo_1.jpg)
Web Site Address rox.vn (http://rox.vn)
Page: Entry Information
Entry Title Comprehensive Corporate Governance at ROX
Category A01 - A09 - Award for Innovation in Management > A02C. Award for Innovative Management in Consumer Product & Service Industries - 100 or More Employees
Submission Format An Essay of up to 625 Words

Essay

As a multi-industry conglomerate, ROX Group operates across Real Estate, Finance, Hospitality, Commerce & Services, and Technology. While its diversified portfolio is a strength, managing over 12 P&L entities presents governance challenges. To address this, ROX initiated a corporate restructuring in 2023, implementing a comprehensive governance strategy focused on business development, operational performance, and corporate culture.

1. Corporate Restructuring & Rebranding

ROX's restructuring aimed to:

Preserve and enhance TNG's 28-year legacy.

Establish a globally aligned brand positioning.

This transformation introduced a multi-layered brand architecture across subsidiaries, ensuring consistency while maintaining each brand's uniqueness. The restructuring energized employees with a renewed corporate vision and reinforced ROX's long-term growth strategy.

2. Market-Aligned Business Strategy

Following the COVID-19 crisis, Vietnam's real estate and financial sectors faced disruptions. ROX leveraged its market leadership to introduce innovative investment strategies.

It dominates the mid-range real estate segment in 52 out of 65 provinces.

In 2023, it expanded internationally, launching projects in Europe, including Gibraltar and Kyrgyzstan.

3. Corporate Culture as a Governance Pillar

Corporate culture, alongside organizational structure, is fundamental to ROX's governance approach. The company ensures alignment across all levels by defining annual themes and key focus areas, fostering a shared corporate identity.

4. Digital Transformation & Innovation

ROX prioritizes digital transformation through key initiatives such as:

ERP, SAP, EDW (Enterprise Data Warehouse), and CDP (Customer Data Platform) to enhance business intelligence and customer insights.

Annual system assessments using Gartner's framework, ensuring continuous upgrades.

Significant investments in R&D and digitalization, positioning technology at the core of operations.

5. Risk Management & Process Optimization

ROX employs a Risk Management 1.5 System to monitor risks across People, Processes, Systems, and External Impacts. This ensures early detection and rapid resolution of incidents.

Additionally, the company has optimized Service Level Agreements (SLAs) to improve workflow efficiency and operational excellence.

6. Performance Measurement & Agile Management

To maintain a data-driven performance framework, ROX implements:

OKRs (Objectives & Key Results) and KPI systems from leadership to employees.

3-to-5-year strategic plans with specific action plans for each business unit.

Agile methodology for flexible, rapid execution.

ROX has also established cross-functional committees to tackle key challenges efficiently. For instance, in the EDW productivity measurement project, the Technology Division provides technical resources, while the Human Resources Division defines workforce productivity solutions.

Key Governance Highlights

Corporate restructuring enhances efficiency and market adaptability.

Risk management and process optimization ensure long-term stability.

Technology adoption follows a structured roadmap with substantial investment.

Corporate culture and employee engagement boost productivity and retention while optimizing internal communication costs.

Innovation as a Core Value

ROX fosters a culture of digital transformation and innovation, leading to proprietary digital tools that optimize operations. By integrating expertise across departments, the company not only solves existing challenges but also identifies future growth opportunities.

Notably, ROX is among the first Vietnamese companies to independently develop EDW, CDP, and risk management systems, reinforcing its leadership in corporate governance and digital transformation.

2024 Results

Risk Management: Financial losses decreased by 14.2%, saving 7.268 billion VND compared to 2023.

Organizational Health Index (OHI): Improved across all criteria, with Work Environment (86) and Capability (87) as top scores.

SLA & Contract Execution: Achieved 99.3% SLA completion and 97.8% contract execution.

Corporate Culture Maturity: Increased to 71.1 points, a 13.1-point rise from 2023.

Brand Health Index (NSR): Reached 99.6%, reflecting a 4.9% increase from 2023.

ROX continues to drive sustainable growth through strategic governance, digital transformation, and innovation. Its forward-thinking approach positions the company as a leader in Vietnam's evolving business landscape.

For this category please provide

An essay of up to 625 words describing the nominated executive's or management team's innovative achievements since July 1 2022, **OR** a video of up to five (5) minutes in length illustrating the same. Describe the innovative achievements in at least three (3) of the following areas: organizational management, board leadership, brand leadership, business recovery, financial management, growth management, hiring & employee development, investor relations, leadership development, and the promotion of innovative practices.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

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