

STOCK INVESTMENT ACTIVITIES OF INDIVIDUAL INVESTORS - A CASE STUDY IN HO CHI MINH CITY VIETNAM.

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- **Abstract:** There is increasing trend in movement of investment into Vietnam stock market recently, esp from individual investors channel. By using dialectical materialism method, combined with qualitative analysis on real situation in Ho Chi Minh city market, together with synthesis, inductive and explanatory methods, this study find out there are both opportunities and threats taking place on investing into stock market. For instance, individual investors can set up an investment group and open investment joint account and share investment experience. Besides, this study also presents experiences in stock investment and last but not least, we propose solutions to motivate the development of stock markets. Our research limitation is that we can analyze more on factors that influence stock investment decision of both institutional and individual investors.
- **Keywords:** Vietnam stock market, investors, dialectical materialism method