Corporate Social Responsibility (CSR) is an umbrella term for a variety of activities ranging from environmental protection, social work through employment law, business ethics, anti-discrimination to socially responsible investment policy. CSR is interested by various companies around the world and it has become increasingly important to the business strategy of SMEs. In an effort to meet the needs of their stakeholders and strengthen their business strategy, companies have been incorporating social and environmental responsibility objectives into their business strategy.

Beside, talents has steadily become one the most important sources of organization sustainability. Some recent research had shown that organizational characteristics have an impact on the popularity of the organization as a potential employer. CSR has been gaining relevance in academic and professional fields as an asset that delivers positive impressions of the organization to potential employees. There are evidences proved that job-seekers prefer to select jobs in socially responsible companies over ones lacking in this area. Thus, in order to improve workforce as well as attract talents, companies have to focus on strengthening their social responsibility efforts and invest heavily in CSR campaigns.

In developed countries, CSR is seen as a development strategy, a mode of business operation. They consider the social responsibility as a decisive factor of sustainable development and of their constant profit increasing. Consequently, all behaviors towards their business decisions as well as their business methods are subject to standards and regulations of the society both morally and legally. However, it is not easy to implement the CSR in the developing countries since their legal system is not complete and monopoly, corruption and group interests have affected the society dramatically. In Vietnam, over 90% of all registered firms are SMEs. The establishment rate of SMEs is quite rapidly in recent years. In addition, the pressure of volatile economy and global integration have forced SMEs to improve their efficiency. However, this does not mean that Vietnamese SMEs think about CSR positively. A number of researches indicated some reasons leading to the current situation and recommended solutions for SMEs to manage their talent resources.

In order to explore the relationship between CSR and talent management in Vietnamese SMEs, this paper first summarises key concepts in the field of CSR; indicates CSR actual practices in Vietnam. Then, go on to describe how talent management has developed, and its particular relevance in developing countries. Pulling these two fields together, we investigate how a company's CSR activities can improve employer branding to attract and retain key human resources. Finally, the paper give some recommendations to help Vietnamese SMEs get success in applying CSR in talent management.

*Keywords:* corporate social responsibility, CSR, talent management, Vietnamese SMEs