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Strategy of VIN University to attract talent in the northern market of Vietnam

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Abstract

The development of society depends on many factors, these factors have complex interrelationships, but the human factor always emerges as the leading factor. One of the main channels to create high-quality human resources, serving the construction and development of the country, is universities. Most universities in Vietnam today focus on the main task of Education - Training to equip students with knowledge, without paying much attention to the brand factor. Because there is a traditional view that the university environment is an academic environment, so the business factor should not be emphasized. However, this view is gradually being shaken in the current competitive trend among universities, especially in the era when the industrial revolution 4.0 is bringing great changes. Because education is also a type of "service". Any type of service requires marketing and image promotion efforts. Besides the quality factor being placed on

top, the image marketing factor is increasingly being valued. Attracting good students, building brands and names is the vital task of universities in Vietnam today, in the context that schools are developing according to the self-enrollment route, as well as self-financing. main. Currently, in order to compete and attract excellent seeds, universities have added many training and treatment policies for talented people, typically VinUni has spent 3,000 billion just for education. talent scholarship. But the problem is how to make those compensation policies widely advertised and bring the greatest effect to talents is still a difficult problem. In this topic, on the basis of research and analysis as well as proposing some solutions for the talent attraction strategy for Vin University, besides, it is also related to a number of universities that have policies to attract talents. effective wealth.

Keywords: Talent, VinUni University, Vietnam, Training, Education

1. Introduction

1.1 Research problem overview

Vingroup Corporation, formerly Technocom Group, was established in 1993 in Ukraine. In the early 2000s, Technocom returned to Vietnam, focusing on investment in tourism and real estate with two initial strategic brands, Vinpearl and Vincom. In January 2012, Vincom Joint Stock Company and Vinpearl Joint Stock Company merged, officially operating under the Group model with the name Vingroup.

VinUniversity University (VinUni) is an elite, private, not-for-profit university founded by Vingroup with the desire to train talents for the future and contribute to the country an excellent university of the highest caliber. world level. Human resources are always an important factor in all economic activities of the country because the most valuable and important resource that determines the development and prosperity of countries and communities in the world is not the main source of human resources. available natural resources but "human resources" with high quality, vision, knowledge and skills.

Built on the highest standards of research, teaching, employment and international outlook, in the first year of study, VinUniversity is not only a place to acquire and transmit valuable valuable knowledge of Vietnam. South and the world, but also contribute to bringing knowledge to valuable talents, creating good values, contributing to making the country better and better.

1.2 Urgency of the research problem

Located in the Vinhomes Ocean Park urban complex in Gia Lam, Hanoi, with a total investment of up to 6,500 billion VND from Vingroup. In which, 3,500 billion VND is spent on infrastructure construction and 3,000 billion VND is for talent scholarships. VinUni University is the heart of Vingroup in the field of education. The birth of VinUni is to continue the Vinschool model to create a consistency throughout the training system from preschool to university according to international standards. With facilities to the teaching staff, school leaders, VinUni promises to soon become a university with top training quality in the world. With modern facilities, international standard teaching quality, the university's tuition fees are relatively

high. According to information from the school, the tuition fee for undergraduate program at VinUni is 35,000 USD, graduate program is 40,000 USD. In the Vietnamese market, this fee is considered to be high. However, compared to the quality of the school's commitment, this fee is worthy and still cheaper than the tuition fees of schools in the top 20 Ivy League. In addition, VinUni is deploying 3,000 billion to provide scholarships and financial support to talented students. Therefore, excellent students can completely conquer attractive scholarship packages to have the opportunity to study at a leading school in Vietnam today. But how can talentedly people in the North of the country know more about VinUni and enrolling is a very urgent matter. With that in mind, our group chose the problem "Strategy to attract talents of VinUni in the northern market of Vietnam" as the topic of our strategic management essay.

1.3 The significance of the study for management practice

Developed countries around the world are interested in investing and supporting the development of world-class universities to become centers of elite training, high-level research, and promoting innovation and entrepreneurship.

"International experience shows that elite, world-class universities are characterized by three core factors: attracting many talents (including lecturers, students, researchers); abundant investment resources; modern university governance model (academic freedom, culture that promotes creativity).

Accordingly, there are three most important goals that world-class universities should aim for: the most "welcome" graduates, the development of cutting-edge research, and the transfer of students. most powerful technology". And for Vietnamese universities to take off, the issue of attracting talented people to study needs to be paid special attention.

The importance of talent in the process of building and developing the country has been affirmed by our forefathers since ancient times and summarized through the famous saying of a virtuous and talented mandarin of the Le Dynasty, that is Than Nhan. Central. This saying is still engraved on the first doctor's stele at the Temple of Literature - Quoc Tu Giam: "The sage is the nation's vital energy, the prosperous principle makes the country strong, but the country flourishes; the weak principle makes the country weak. but lowly. Therefore, there is no way that the holy kings cannot fail to consider the education of talents, the selection of scholars, and the cultivation of national principles as necessary work."

VinUni wants to recruit and train many talents, devoting their brains and talents to the country, but how to attract when the school's promotion problem is still confused and passive. Having a methodical strategic management plan helps organizations and businesses clearly define their goals and directions, map out reasonable paths, and allocate resources optimally to ensure they reach their goals. target within the allotted time. Understanding the importance of strategic management in the company, the purpose of the essay is to practice the learned knowledge and apply it in a real environment. The research results of the essay can be used as a reference in the work of strategic management.

1.4 Objectives of the study

General objective: Using scientific analysis tools to develop a talent attraction strategy for Vin University in the northern

market of Vietnam in the near future. At the same time, propose practical and feasible solutions to implement the planned strategic groups.

2. Theoretical basis

2.1 The concept and tasks of strategic management in the company

Definition: Strategic management is a scientific and artistic activity of formulating, implementing and evaluating decisions related to management functions that enable an organization to achieve its objectives.

Mission:

- Create a vision
- Set goals
- Strategy development
- Execution and execution of strategies
- Rate and adjust

2.2 Levels of strategic management and strategic leadership

In the company, strategy is divided into 3 levels:

- Corporate-level strategy: Corporate-level strategy involves choosing business activities in which business units must compete, and the development and coordination of units with each other.
- Business Unit Level Strategy: A strategic business unit can be a division of an enterprise, a product line or a market area, which can be planned independently.
- Functional Level Strategy: The functional level of the organization refers to the operational divisions. Strategy at this level involves to the business processes of business activities and parts of the value chain. Strategy across the marketing, finance, human resources, or research and development functions aims to develop and coordinate the resources through which business unit-level strategies are effectively implemented. fruit.

2.3 Stakeholders in strategic management

Stakeholders: Individuals or groups that influence, and are affected by, strategic outcomes, they have a claim to the performance of the business. Include:

External interested parties:

- Customers: potential students, students' parents
- Government
- Local community
- General public

Internal stakeholders:

- Shareholder
- Staff
- Administrators
- Board member

Stakeholders establish an exchange relationship: Provide the entity with significant resources (contributions). Through exchange they expect to satisfy their interests.

2.4 Talent attraction and talent attraction policies

Talent attraction is the use of methods and methods to treat and recruit talents, in order to find and "retain" talented people, encourage them to cultivate and learn, and then bring their own capabilities and talents. dedication to society and the country.

Scholarship policies to attract talents funded by Vin University are not for profit, founded by Vingroup

Corporation with the desire to train talents for the future and contribute to the country an excellent university of class. at the same time creating a breakthrough in the quality of higher education in Vietnam.

3. Research method

3.1 Data sources and methods of collection

The main collection methods used in this thesis include:

- The qualitative method finds out the basic ideological contents of the document, finds out the problems related to the research topic and identifies the problem to be solved. Documents, articles, interviews or scientific journals related to the issue of "university's talent attraction strategy".
- Quantitative method: "find a way to group signs and find cause and effect in groups of objects", based on documents and research sources of qualitative method.
- Secondary data collection method, this method is based on available sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research objectives, accurate. of data and current.

3.2 Research Methods

- The topic uses the method of document analysis mainly, research and collect information from scientific publications, articles, newsletters of media channels, scientific - political journals related to the issue: how to make universities attract talent in Vietnam and around the world.
- The method of comparison and contrast to find the most accurate documents on the research problem as well as reliable sources of information from the internet. Thereby synthesizing a number of methods and policies to attract talents.

3.3 Research process

Find data sources on the internet, newspapers, and documents related to the topic "attracting university's talents", then synthesize and use the methods of collection that have been learned theoretically in class afterwards. study the documents that have been compiled and carefully screened so that we can highlight the important roles of attracting talent and answer the question of how VinUni can attract more employees. more talented, and at the same time find ways to make scholarship policies easier to reach the ears of these potential bright faces.

4. Research results and discussion

For major universities in the world, the strength of the brand has become a matter of survival and development. In the world, from big university names like Harvard, Oxford, Cambridge to small universities, each school has its own communication department. In India, the association of universities in this country also established a separate Communications and Public Relations Council to help and train media officers at universities. If in the past, the university door was considered a narrow door for many students, but now, with an increasing number of private schools, international schools, international cooperation departments of universities, students have more choices, especially potential students.

Educational marketing is understood as the process of analyzing, orienting and planning to help schools reach target customers (here are learners, people related to

learners, parents or employers) through marketing tools to be able to recognize the needs and desires of customers before the training period and meet those desired needs. Simultaneously, monitor, review, hone and learn from experience to have more specific solutions, engage and communicate to potential students in the future to achieve successful results for the whole school. and enrolled students. The process of understanding the needs and desires of students because that is the main object of service to improve the value of "growing people" as well as the quality of future training for the school. Therefore, it is necessary to find out the needs of students through the following questions:

- Through what tools do students know about the school (Internet, introduced by friends and acquaintances, the book "Things to know about admissions" published every year, newspapers).
- The reason students want to study at the school (qualification of lecturers, reputation of the school, future assurance, tuition fees, learning environment, etc.)
- What needs to be further developed by the school (sports activities, library, scholarships, financial aid...)

In addition, the school pays attention to recognize what are the strengths and weaknesses in its training, so that it can offer more appropriate and effective remedial solutions in training. This is also the factor that solves the desire of any recruiting unit. Based on those expectations, it is possible to build a set of assessment tools based on the following criteria: professional qualifications, practical skills, thinking-creativity, ability to work in groups, ability to communicate information, moral qualities, bravery - under pressure. From these criteria can be taken as raw materials to create a marketing strategy including traditional marketing tools and online marketing.

Traditional marketing strategy tools - in education and training

- Advertising on publications (print ads): are activities to introduce information and images of the University in newspapers, magazines, specialized books...
- Events: are activities through events, helping students' parents and the media to know and remember about training programs, courses and also an opportunity for schools to meet remove and exchange.
- Phone marketing: is the use of mobile phones to communicate information directly to parents.
- Direct mail: is the use of letters through the post office, express delivery sent directly to the home or work address of the customer.
- Other media such as leaflets or TVC marketing, some schools organize a trial program "experience a day as a student at X school".

Online marketing strategy tools - in education and training

- Keyword advertising (google adwords): Are marketing activities through the google search engine, charged when someone clicks on that ad.
- E-mail marketing: universities can use email to send recommendation letters about training programs and courses to potential students.
- Website optimization (Search Engine Optimization): make the school website in the top 10 when searching

for Google. That will be the plus point of the school's reputation in the eyes of candidates. This tool needs a long-term strategy but the results are very sustainable.

- Using Social Network (Facebook is mainly): the strength is that school images and posts can spread information to many people in a short period of time.

Currently, public schools in Vietnam are also gradually moving to develop communication strategies to attract students (also due to the impact of schools starting to implement financial autonomy). Communication activities of the schools took place more such as increasing the number of scholarships for new students, organizing OPEN DAY festivals (for high school students to visit and learn about the university environment), opening more specialists for international cooperation.

VinUni University is the heart of Vingroup in the field of education. The birth of VinUni is to continue the Vinschool model to create a consistency throughout the training system from preschool to university according to international standards. VinUniversity possesses outstanding advantages in creating a top-quality educational environment in Vietnam. With the enthusiasm of investment from the school's leadership in infrastructure, facilities, subject system, a team of experts - teachers all meet international standards. There is no doubt that this is a desirable university of many students in Vietnam, but with an international standard teaching quality, a carefully invested and cared for environment like this This means that the tuition fee is not cheap at all, but with a budget of 3,000 billion only for awarding scholarships, VinUni University operates under a non-profit model with the ambition to soon become a university with quality training. world leading maker. With this operating model, VinUni will focus on recruiting and training talents in the fields of hotel business administration, real estate, science and technology, computers, information technology, and health. These are industries to train talents who can operate in the Vin ecosystem or reach out to the world. But in order for this level of preferential policies to be more widely promoted, we still need some measures to promote and track talents.

5. Conclusions and recommendations

5.1 Conclusions

During the 12th Party Congress, our Party affirmed: Detecting, training, fostering and employing virtuous and talented people; create a fundamental change in the detection, training, fostering and use of talents; develop a national strategy on talent; consider it an important solution in implementing the cadre strategy, selecting people who are truly virtuous and talented to hold leadership positions, especially the head, with mechanisms and policies to detect and collect attract and use talents. Attracting talent is always the top priority of any country. It is estimated that 9 out of 10 students use the Internet to find their future university/college according to digital marketing studies, so attracting by promoting the brand is unquestionable. is the fastest way.

To attract talent for a university, the fastest and easiest way is to use an effective and appropriate promotion strategy to be known by many people. at the same time, coordinate to search for talents, actively offer incentives and scholarships to potential students so that they can know that the not-for-profit private university Vin University is opening its arms, willing to train in the best environment and not let its

students suffer any disadvantage. The first step is to research customers, learn more about your target audience through demographic group data and learner intent. Then build a quality content marketing team, make a clear marketing plan for the university.

5.2 Recommendations and suggestions

With the task of developing the brand, promoting effective marketing activities, Vin University can refer to the following communication development strategies:

Making media by improving the quality of education

The leading factor creating a successful communication strategy still lies in the quality of education of the organization itself. Parents and students will be interested in information about the quality of teaching, the school's excellent professor/doctorate/lecturer ratio, educational cooperation opportunities, student output quality, and statistics. about the number of students who have jobs right after graduation, how the school's degrees are recognized. Before doing media, the school itself must have a really impressive "introduction".

Building a specialized communication department

Currently, many universities in Vietnam have started to build separate communication departments. This makes it easy for the school to map out attractive, invested image marketing strategies and increase interaction with potential customers.

Use digital marketing tools

The 4.0 era requires each school to promote its image marketing on social networks, as well as use digital marketing tools. Sending out emails about the school and its admissions activities, using advertising, search optimization... are the ways that universities are now using.

Spread good reviews

There is nothing better than letting others speak well for you. Other people here are current students, students from other schools, parents who attend admissions introductions, etc. This requires schools to promote internal activities, as well as actively interact. with interested people.

Promote PR activities

For the particularity of the education industry, prestige is a top priority. And PR is the best way to help businesses prepare and create credibility. Not even advertising has this ability, SO PR helps business and industry creates good publicity through media support and commercial analysts.

Moreover, the cost of PR activities is lower than other types of promotion. When comparing the cost of a direct marketing campaign or posting an advertisement with the cost of a press release, of course the press release template will have a wider audience.

Thus, in the current trend, PR activities can be said to be the golden solution for education businesses because it creates a good, tangible, low-cost impact, resonates when conveying business images. industry to the public.

- Pay attention and cooperate with knowledge contests on television for high school students such as Road to Olympia, awarding scholarships directly to high school students who have the ability to win laurels or enter the final round; Vietnamese Super Intelligence; IMO

International Mathematical Olympiad; English Olympic Competition (IOE); UPU International Letter Writing Competition; and especially programs for poor students to overcome difficulties to study well from remote areas with difficult circumstances through which to select good seeds for incubation.

5.3 Limitations and directions for further research

VinUni is a private university, it will be very difficult to compete with veteran universities such as University of Science and Technology, and typically VNU in Hanoi. Parents of children who are heavily invested in their studies will probably prefer their children to attend such prestigious schools rather than attending a school that was just established not long ago and also not everyone. having the ability to maintain a scholarship for 4 years at university, so this is also an extremely difficult problem. Talented students often come from public universities such as Bach Khoa, University of Economics, University of Social Sciences and Humanities, but rarely attend private schools.

The next research direction may be to expand the talent attraction market in the South, although it sounds a bit unsatisfactory and difficult, but even if it can be expanded to attract young talents in the South and Central, even Even foreign countries will be a new problem that will arise if VinUni maintains its intention to become a top university in the world.

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