



Received: 14-08-2023
Accepted: 24-09-2023

International Journal of Advanced Multidisciplinary Research and Studies

ISSN: 2583-049X

Comparative Analysis of Brand Strategy of Big 4 Universities in Vietnam

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Abstract

Today's universities, regardless of domestic or foreign, large or small scale, are drastically changing their educational philosophy. In the past, universities with inertia always considered themselves as "Eternal Being", and did not pay enough attention to students. By now, they have understood that with the outstanding development of information and communication technology, the explosion of digital transformation, the world is getting flatter and flatter, the competitive pressure is strong not only in the country but also in the world. from international. Changing educational philosophies of universities towards putting the focus on students. Since the introduction of the Doi Moi policy in 1986, Vietnam's higher education system has undergone groundbreaking changes, including the removal of state monopoly control over education, allowing the establishment of private universities and colleges. However, public academic institutions are still subject to centralized planning and are dependent on government funding. Understanding that change is necessary to improve the quality and role of higher education institutions in the market-oriented economy, the Vietnamese government approved HERA (known as Resolution 14/2005/ NQ-CP) in 2005. HERA allows universities to decide their own enrollment quotas, program content and manage their own operating budgets. In general, HERA has been accepted by the public and universities themselves, and is expected to completely transform the higher education system. As a result, all higher education institutions in the country have been gradually granted autonomy, and the quality of

research and teaching staff has been improved. The goal of the go-to-market approach is to increase sales of existing offerings in an existing market, which means enrolling more students in existing courses. Vietnamese universities and colleges have continuously increased their enrollment targets throughout the years. From 1999 to 2013, the number of students enrolled in universities continuously increased, spurred by government policy with the aim of providing sufficient human resources for the labor market. Even so, the link between training required skills and market demand has not been systematically addressed. Many schools have been implementing a corporate-level cooperation strategy by developing training programs in cooperation with foreign partners. This was the result of a 1987 government policy to promote international cooperation with the aim of diversifying the financial resources of the education system. The first such cooperation was implemented in 1998 and since then the number of international cooperation programs has increased, which includes undergraduate, postgraduate and doctoral degree programmes. Students enrolled in these programs pay very high tuition fees, but gain access to foreign curricula, receive degrees from foreign institutions, and have the option of attending half the program. in Vietnam and half abroad. International cooperation programs generate significant revenue for schools, helping to improve the quality of training, improve their reputation and attract more students thanks to improved teaching methods.

Keywords: Brand Strategy, Big 4, Universities, Vietnam

1. Introduction

Branding has always been an important factor for any organization. It can be said that branding greatly affects the business and marketing of an organization. It is understood as a name, a symbol, an image, a symbol or a combination of these, used to identify a product, service or organization, and to create customer perception. Goods in terms of their value and quality. For example, when mentioning Nike and Adidas, we will think of two famous brands of shoes and sportswear. Or when it comes to Starbucks, Phuc Long, we will think of stores selling drinks. It can be said that a brand is a way to help customers easily remember a business.

Brand is the face of a business, it helps customers remember information related to that business. From what services and products that business provides, how good is the quality to the popularity of that business, as well as the prestige. In addition,

when mentioning a brand, people will even remember articles, posts, good or bad events that have happened of that business. Moreover, sometimes partners may rely on brands to consider cooperation, in this case, through the opponent's brand, you can see your prestige, scale, and reputation. Therefore, large enterprises always attach importance to brand issues.

Currently, our country is still in the process of development and integration. It can be seen that currently, thousands of foreign brands with all industries have appeared in Vietnam, competing fiercely with businesses in our country. However, it is an opportunity when all industries are competing, and it is also an opportunity for young entrepreneurs in our country to learn how to form and develop a brand for their business.

As a student of management, as well as a future administrator, learning about the importance of the brand is extremely necessary. To prepare yourself in the future with a stable amount of knowledge about brand issues, it is necessary to clarify all information related to brands, from roles to effects and related things. Below, we will analyze and compare the branding issues of Big4 universities in Vietnam (VNU HCMC, VNU HANOI, TON DUC THANG University, Hanoi University of Science and Technology)

2. Theoretical Basis

The brand of an organization is formed based on the process of formation and development of that organization. Brand helps customers to recognize the products and services of a business and also the quality and price of those products and services. In addition, through the brand, people also know about the prestige and size of that organization.

The American Marketing Association (1995) introduced the concept: "Brand is a name, word, sign, symbol, or design, design, etc., or a combination of the above elements intended to identify it. or to distinguish the goods and services of one seller, or group of sellers, from those of competitors".

The father of modern marketing Philip Kotler (1995) also defined: "Brand can be understood as a name, term, symbol, design, or a combination of them, used to identify the goods and services of one seller or seller and to differentiate it from competitors' products.

According to Amber & Style (1996): "Brand is a set of attributes that provide target customers with the values they demand. Brands in this view believe that the product is only one part of the brand and mainly provides a functional benefit to the consumer and it is only one component of the product. Thus, a brand is a set of attributes that provide target customers with the values they demand.

Today, the concept of a brand includes all that a product or service offers, such as how a product shapes the emotions and thoughts of consumers. Brand is a commitment to bring value to consumers. Trademark is understood as a name, term, sign, symbol or design, or a combination thereof, intended to identify the goods and services of one seller or group of sellers and to distinguish them from products and services of competitors. Brands have functional and emotional components that create relationships between customers and products and services.

Branding is often deeper and more important than it is supposed to be. Most branding strategies lean towards the end consumer in mind. In the process of building a brand beside customers, it is necessary to pay attention to the staff,

manufacturers, partners, investors, etc.; because the process also affects them. Therefore, different definitions have been given for branding. Under the older definition, a brand was described as the trade name of an organization. In newer definitions, a brand is described as a symbol for an organization's reputation. In other words, a brand is a set of notes for organizations. The brand itself will let organizations know their status in the hearts of the public and the beneficiaries of the organizations. How can they develop or manage this state? In recent years, the brand has become well known to the organizations so that it is valued as part of the intangible assets of the organization. Today, even if a brand is not as valuable as the tangible and technological assets of organizations, it is still not considered less valuable than them. Therefore, many companies to maintain and improve their position even within their organizational structure have foreseen the management of the brand.

Branding enables customers to recognize their related needs and understand effective mechanisms for achieving fulfillment through brands (Hossain, 2020). Brands play an important role in distinguishing an organization from others in the market (Keller, 1993). Many empirical studies have shown the role of brands in accelerating the process of achieving a larger loyal customer base, superior profitability, ensuring better collaboration and retention, and increasing efficiency. Marketing communication results (Olson, 2009).

Brands and other tangible assets represent a significant proportion of a company's corporate value. The traditional approach to brand management is changing and their approach has been transferred to a new paradigm in the marketing organization. Guarantee the success of a particular brand. Companies face a difficult trade-off between the increasing importance of coordinating brand activities, both inside and outside the organization. Low and Fullerton (1994) trace the evolution of brand management from the origins of the first national brands to the present. They provide an important historical perspective on many of the issues affecting brand management today. They note that brand management has proven to be quite adaptable to different companies and marketing environments compared to its existence. As the modern company increasingly incorporates horizontal coordination structures, brand managers may even become part of cross-functional teams. each brand. The difficulty of coordinating marketing programs for each brand and the need for a more rigorous approach to managing the entire product portfolio in the commercial sector has made companies like P&G close to This must focus on decision making at the category level, with other companies. Track or actively research the possibility.

According to Nguyen Hoang Tien (2020), the brand management process includes 5 specific steps as follows:

- **Branding:** The process of selecting and combining tangible and intangible attributes with the aim of differentiating a product, service or corporation in an interesting, meaningful and compelling way.
- **Brand Positioning:** Is a set of activities aimed at creating a product and a product brand that has a definite position (relative to competitors) in the mind of the customer. According to Marc Filser, brand positioning is an effort to give a product a unique image that is easy to enter into the perception of customers. Or

specifically, that's what businesses want customers to think about when facing their brand

- **Brand Protection:** is a new form of product gathered from customers' feelings, signs, relationships, experiences about a product, service or a business with the following aspects: Value, descriptive identity, personality.
- **Brand Promotion:** Is a marketing effort that helps businesses reach more target customers. Brand is also a collection of activities that help customers identify products through brands such as: showing what the product has, owning and doing.
- **Exploiting Brand Value:** Is the selective use and maximum exploitation of brand values for businesses.

Branding helps to differentiate products to enhance competitive advantage as well as corporate value. Brands help connect with customers' emotions. When creating trust for customers, the expression of affection towards the use of products is increasingly enhanced. Make it easy for customers to choose products, because they know exactly what they will experience when using that brand's product. Attract talent to your business and build trust with stakeholders. Branding strategy not only contributes to increasing the number of customers or attracting talents for the business, but also helps the business increase its reputation, thereby attracting many stakeholders such as investors, business partners, investors. Supply, government. Unify and synchronize the strategy of the enterprise. To successfully build a brand, the whole organization must be on the same boat. Everyone from the CEO to the employees must share a vision and goal. It is the driving force behind business success. If every employee really understands and believes in what they are doing, that will inspire your customers. Facilitating market expansion. A strong brand has great appeal to new markets, enabling businesses to expand their markets and attract potential customers, even competitors' customers.

Branding helps businesses solve difficult problems in penetrating, dominating and expanding markets. Brands create images of businesses and products in the minds of consumers. Through brand positioning, each customer group is formed, consumption value is affirmed. Famous brands not only help businesses in the process of selling and providing services, but also a guaranteed condition to attract investment and increase relationships with customers. Once a well-known brand is established, investors are no longer afraid to invest in shares of the business, which will be of interest to more investors. Business partners will be willing to do business with the business. Brand management plays a role in building image and trust with customers. The brand is favored by consumers partly because their managers know how to create good, safe products and more importantly, they apply a long-term warranty to customers, so they have created a absolute peace of mind for customers when buying their products.

Along with the development of the product, the brand personality is increasingly shaped. And the obvious improvement through which the product strategies that the manager sets out will have to be suitable for each type of goods and accompanied by an increase in use value. Economic benefits and attracting investment through good brand management have created easier and broader access to commodity markets. Even if it is a new category of goods,

there are opportunities to penetrate the market. Always open when there is good and reasonable management. Good brand management will create a famous brand and create advantages for businesses in the process of selling and providing services. It also facilitates investment guarantees and strengthens trading relations. Once a well-known brand is established, investors are no longer afraid to put capital into the business. Shares of businesses will be more interested by investors. Business customers are also willing to do business. It will create a favorable environment for businesses to reduce costs, improve product quality, and enhance competition.

3. Research Methods

To conduct the study, the author used the following research methods

The main methods used in the thesis include: document analysis method such as: qualitative method to find the basic ideological content of the document, find out the problems related to the topic. Research and identify problems to be solved. Documents, articles, interviews or scientific journals related to the "brand" of Big4 universities in Vietnam (VNU Ho Chi Minh City, Vietnam National University, Hanoi, TON DUC THANG University, Hanoi University of Science and Technology). Is a secondary data, so a lot of documents are involved, so we need to filter to get the most accurate document for the problem. And the quantitative method "finds a way to group signs and find out the cause and effect in groups of objects", based on the literature and research sources of the qualitative method so that we can highlight the important roles importance of the brand, and answer the question of why the Big 4 made their brand. 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. And 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.

In addition, there are methods such as comparing and contrasting research results, comparing the terms "strategy", comparing

Compare universities in Vietnam to see more clearly the role of the strategy to provide solutions to boost the economy in Vietnam.

And incorporating methods using primary data, such as using the BIG 4 survey, can share their experiences in the field of creating brands in the country. Or now, when the internet is very developed, we can use the online survey method, to collect as much information as quickly as possible and save money on research on factors affecting career intentions when choosing a career. Working at BIG 4. Multiple regression method combined with factor analysis techniques was used to process data collected from 227 questionnaires. The results show that four factors: Attitude, Subjective Standard, Perception and Major have an important influence on students' choice to work at Big 4 while Gender is not an influencing factor. The results of this research will help the Big 4 come up with effective recruitment strategies to attract high-quality personnel and help training institutions provide the best advice to help students access job opportunities. Fit.

4. Results and Discussion

a. Comparative Analysis of the Advantages and Limitations of the Brand Strategy of Big 4 of Tour Operators in Vietnam

The brand management strategy of Vietnam National University, Hanoi (VNU) has the following advantages and limitations:

Advantage:

High status and prestige: VNU is one of the leading universities in Vietnam, with a high reputation in the academic community and society. Therefore, VNU's brand management is done from a solid foundation and has high reliability.

Specific examples of VNU's "high status and prestige" advantage:

VNU is ranked as the top university in Vietnam and is highly appreciated by students and parents for the quality of teaching and scientific research.

Employers also appreciate the competence and knowledge of VNU graduates, and tend to recruit these students to senior positions.

In addition, VNU also has strong cooperation relationships with many domestic and foreign partners, especially leading universities in the world, giving its students many opportunities to improve their knowledge and experience. international experience.

Diversity strategy: VNU has launched a number of diverse brand management strategies, from building the university's image, creating products that meet the needs of different audiences, strengthening links with domestic and foreign partners, building relationships with the community and organizations at home and abroad.

For example, specifically about strengthening this link is the fact that VNU has signed a cooperation agreement with T&T Group, one of the large and prestigious corporations in Vietnam. This agreement is aimed at creating favorable conditions for VNU students to practice and work at T&T Group, and at the same time provide T&T Group with the opportunity to recruit talents from VNU.

Creativity: VNU is highly creative in its brand management. For example, the creation of activities associated with the community, the creation of new training and research programs to meet the needs of society, strengthening links with domestic and foreign partners to create new values.

Limit

Changing too slowly: VNU tends to change its brand management strategy slowly, not fully meeting the needs of the market and customers. The brand management of the school needs to be promoted, in line with the development trend of the market and to meet the needs of customers.

A specific example of this limitation could be the fact that VNU has not yet introduced new policies to support students and researchers in the new context of the market and society, has not yet created products or services. are new to the needs of customers, or have not invested enough in communication and advertising to increase brand awareness.

Lack of linkage between units: VNU's brand management needs to be done in a synchronous manner and linked between units in the university. This will help increase the consistency and effectiveness of the brand management strategy, helping the school strengthen its position in the market.

For example, some university departments in the university have specific training programs, but they are not widely advertised and have not created good awareness in the community.

Lack of management capacity: Some units in the university still lack capacity and experience in brand management. This can lead to ineffective strategy implementation, damaging the school's image and reputation.

For example, a faculty or department within VNU offers products or services that do not meet the needs of students or employers, or do not match the values and image of VNU. The incorrect implementation of the strategy and the lack of brand management capacity may lead to the product or service being not well received by customers or causing objection, affecting the reputation of the university.

In addition, the lack of governance capacity can also lead to the inability to measure and analyze the results properly after implementing the brand strategy. Therefore, VNU needs to focus on training and improving brand management capacity for units in the university to ensure that brand strategies are implemented effectively and achieve the expected results.

Not making the most of communication channels: VNU has not made the most of communication channels to promote and introduce its brand. Leveraging communication channels will help the school increase customer understanding and awareness of the brand, and create interaction and cohesion between the school and customers.

For example, VNU has not made full use of communication channels to promote and introduce its brand. Although the school has had brand promotion activities, it is not enough to meet the needs of customers and create the necessary awareness and interaction.

A specific example is that the school has not made the most of social media channels such as Facebook, Instagram, and LinkedIn to interact with customers and introduce their products and services. Taking advantage of these communication channels will help the school achieve its brand promotion goals more effectively. To analyze and compare the advantages and limitations of the brand management strategy of the Vietnam National University, Ho Chi Minh City (VNU-HCM), we can make the following comments:

Advantage

Position and prestige: VNU-HCM has a great position and reputation in the educational community and in society, especially in the field of higher education. This helps the school have an advantage in brand management, and at the same time creates trust and confidence of customers in the school's brand.

Example: Position and Reputation: VNU-HCM is ranked in the 801-1000 group in the world according to the Times Higher Education rankings in 2021. This is one of the most prestigious rankings in the education industry and helps to The school can attract many top students and scholars.

Diversity strategy: VNU-HCM has implemented a diversified brand management strategy, suitable for each customer and each communication channel. This helps the school reach a wide range of customers, increasing visibility and understanding of the school's brand.

Example: Diversity strategy: To attract different types of customers, VNU-HCM has implemented many different advertising and communication strategies. For example, on

the school's website, there is full information about training programs, tuition fees, enrollment information... At the same time, the school also regularly publishes articles on social networks and other websites. other media to introduce the school.

Utilizing communication channels: VNU-HCM has made full use of communication channels such as website, fanpage on social networks, advertising on traditional media. To introduce and promote the brand of the university. school. This helps the school to effectively identify and interact with customers.

Example: Making use of communication channels: The school has made the most of communication channels such as fanpage on Facebook, Instagram, LinkedIn, YouTube to introduce and promote the school's brand. In particular, on the school's fanpage, there are many articles about the activities of students, lecturers and staff, helping to create closeness and friendliness with customers.

Limit

Lack of synchronicity: Some units in the university have not had synchronization in implementing brand management strategies. This affects the consistency and effectiveness of the strategy, reducing the possibility of the market strengthening its position in the market.

For example, on some fanpages of units in the school, there is content that is duplicate or unrelated to the school's brand.

Not taking advantage of the market potential: The university has not made full use of the market potential, has not fully implemented activities to promote and introduce its brand to potential customers. This can cause the school to lose the opportunity to reach new customers and develop its brand.

For example, the school has not exploited the full potential of advertising on social networks, the school's website has not been updated and optimized well to attract potential customers, or the school has not had a strategy to advertise and introduce the brand. brand on new media channels like TikTok or Instagram.

Fierce competition: The university is facing fierce competition from competitors in the same education industry, especially in the field of higher education. This requires the school to improve its competitiveness and develop its brand to make a difference and attract more customers.

Example: In recent years, the number of private universities has increased significantly, and many of them are having strong branding strategies to compete with public universities such as VNU-HCM.

Private universities often have flexible training policies, tailored to the needs and desires of students, and have the ability to quickly update training programs to meet the needs of the market. In addition, private universities can also invest heavily in facilities, techniques and training technology to make a difference and attract more students.

Meanwhile, VNU-HCM is also making efforts to strengthen its competitiveness and develop its brand name so as not to be "far behind" in the university market. However, the university is still facing many challenges such as financial constraints, lack of synchronization in implementing brand management strategies and not taking advantage of the market potential.

Analyze and compare the advantages and limitations of the brand management strategy of Ton Duc Thang University.

Advantage

Building a unique brand: Ton Duc Thang University has built a unique brand, associated with the school's values of dynamism, creativity and sustainable development. This helps the school attract the attention and trust of customers.

For example, the "Student Innovation" program is organized annually by the university, attracting the attention and participation of thousands of students across the country. This program has helped the school show its values of dynamism, creativity and sustainable development.

Investment in research and development: Ton Duc Thang University invests heavily in research and development to improve the quality of training. This creates trust and confidence of customers in the quality of training of the school.

For example, the university has established the Center for Research and Application of Electronics Technology (TET Center), which is responsible for carrying out research and training activities related to Information and Communication Technology. This has created trust and confidence of customers in the training quality of the school.

Diversification of products and services: Ton Duc Thang University has diversified its products and services, from undergraduate and master's training to short courses. This helps the school reach a wide range of customers and expand its market.

For example, the school has a scholarship program for needy students, extracurricular courses and online courses. This helps the school expand its market and attract more customers.

Limit

Lack of synchronization and coordination: Some units in the university have not had the synchronization in implementing the brand management strategy, as well as the lack of close coordination between departments and units. This affects the consistency and effectiveness of the strategy, reducing the possibility of the market strengthening its position in the market.

A specific example of this restriction is the posting of inaccurate course information by an institution on its website, causing the information on the website and information on the institution's promotional materials to be inaccurate. These do not match. This causes confusion for customers and reduces the credibility of the school. The lack of close coordination between the units also causes the loss of cooperation opportunities and creates inconsistencies in the brand management strategy of the university.

Strong competitors: The university is facing strong competition from other universities, especially in the field of engineering and technology training. This requires the school to have innovative competitive strategies, make a difference and attract more customers.

A specific example of this limitation is the emergence of new technical and technological universities in the region, such as Ho Chi Minh City University of Technology or Ho Chi Minh City University of Technology. These schools are attracting the attention of many potential customers, especially students who have a desire to study and research in this field. Without a creative competitive strategy and not making a significant difference, Ton Duc Thang University can lose many potential customers.

Not making full use of market potential: The university has

not made full use of the market potential, has not fully implemented promotional activities and introduced its brand to potential customers. This can cause the school to lose the opportunity to reach new customers and develop its brand. In addition, the lack of attention and focus on the needs and desires of customers is also a limitation of the school's brand management strategy.

A specific example of this limitation is that the school has not taken full advantage of effective online advertising channels, such as Google Ads or social networking sites to promote its brand to potential customers. In addition, the school has not fully developed its brand promotion activities, such as participating in exhibitions, fairs or industry events to promote the brand and attract new customers. Not taking advantage of the market's full potential and not focusing enough on the needs of customers can cause the school to lose many opportunities to reach new customers and grow its brand.

Analyze and compare the advantages and limitations of the brand management strategy of Hanoi University of Science and Technology

Advantage

Strong position in the market: Hanoi University of Science and Technology has a strong position and is highly appreciated in the Vietnamese education market. This has helped the school easily reach the best students, build trust and credibility from customers.

For example, Hanoi University of Science and Technology is ranked 1st among the top 10 universities in Vietnam in the ranking of the educational organization Quacquarelli Symonds (QS) in 2022.

Product diversification strategy: The university invests in high-quality training programs, diversifying educational products to meet the needs of diverse students. This helps the school attract more students and parents, increasing its market share. : For example, the school has invested in high-quality training programs such as Electronics and Telecommunications, Information Technology, Computer Science, Aerospace Engineering... and diversified forms of training. Create as a regular university, work while studying, graduate.

Building a good brand image: Hanoi University of Science and Technology has built a good brand image, which is highly appreciated by customers for the quality of education and professionalism of the lecturers and staff.

For example, the school has been certified with ISO 9001:2015 for its educational quality management system and is highly appreciated for its quality of teaching and scientific research by prestigious domestic and foreign organizations.

II. Limit

Lack of breakthrough and creativity in brand management: Although Hanoi University of Science and Technology has a strong position and creates trust from customers, it has not made any breakthroughs and innovations in brand management to differentiate it from other competitors.

For example, instead of just focusing on providing specialist knowledge, the school could develop training programs in conjunction with businesses to help students gain real-world experience.

Not taking full advantage of the market potential: The university has not taken full advantage of the market

potential to develop its brand. There has not been adequate attention to the needs and desires of customers, as well as a lack of effective promotional and brand introduction activities.

For example, organize surveys and polls to get accurate information about the needs of your target audience, thereby offering suitable products and services.

The school has not launched attractive incentive programs to attract customers. For example, applying a tuition reduction program for students with excellent academic achievements or giving scholarships to students with difficult circumstances.

Not focusing enough on customer evaluation results: The school has not paid enough attention to customer evaluation results, has not taken specific measures to improve the quality of its services and products. This can lead to loss of customers and a decrease in market share.

The school has not developed mechanisms to collect and evaluate customers' opinions on the quality of services and products. For example, open communication channels such as hotline or email so that customers can give feedback and suggestions.

The school has not yet given specific measures to improve the quality of its services and products based on the results of customer evaluations. For example, organize training courses for employees on communication skills and customer consultation or improvement

b. Comparative Analysis of Other Related Subjective Factors (Position, Size, Resources, Technology,,)

National University of Ho Chi Minh City. HO CHI MINH

To analyze and compare the subjective factors of the National University of Ho Chi Minh City. In HCM, we can consider the following subjective factors:

1. Position and Reputation:
 - City National University. Ho Chi Minh City is considered one of the leading universities in Vietnam, with a high position and reputation in the country as well as in Southeast Asia.
 - This university is highly appreciated for the quality of training, scientific research and the applicability of research achievements.
 - City National University. Ho Chi Minh City is ranked first in Vietnam on international rankings, including Times Higher Education World University Rankings, QS World University Rankings and Academic Ranking of World Universities.
2. Scale:
 - City National University. Ho Chi Minh City is the largest university in Vietnam, with a large number of students and faculty. This is a university with a diverse range of disciplines, training programs and research centers.
 - This allows our students to study and research in a diverse environment and have access to the best training programs and many opportunities to interact with faculty and students of the disciplines. different.
3. Power:
 - City National University. Ho Chi Minh City possesses good resources in terms of both financial and human resources. This is one of the universities with the best research institutes, laboratories and infrastructure in Vietnam.
 - This university has international cooperation programs

with many of the world's leading universities, allowing both students and faculty the opportunity to access and learn from the world's leading experts and researchers. gender.

4. Technology Capabilities:

- City National University. Ho Chi Minh City has outstanding technological capabilities in many multidisciplinary fields, including: information technology, electronics, mechanics, physics, chemistry, biology and medicine.
- This university has excelled in providing universal study programs in technology, multidisciplinary engineering to students, as well as creating new solutions and products in technology research and development.

Summary:

City National University. Ho Chi Minh City is one of the leading universities in Vietnam and Southeast Asia, with a high position and reputation, large scale, good resources and outstanding technological capabilities. This is one of the universities that is highly appreciated for the quality of training and scientific research, and is a top choice for students and researchers in Vietnam.

National University Hanoi

To analyze and compare the subjective factors of Hanoi National University, we can consider the following subjective factors:

1. Position and Reputation:

- Hanoi National University is considered one of the leading universities in Vietnam, with a high position and reputation in the country as well as in Southeast Asia.
- The university has consistently achieved top positions in global scientific research rankings, including Times Higher Education World University Rankings, QS World University Rankings and Academic Ranking of World Universities.

2. Scale:

- Hanoi National University is one of the major universities in Vietnam, with a large number of students and lecturers. The university's sciences are wide and diverse, allowing students to choose disciplines and training programs that match their interests.
- This is also one of the universities with good infrastructure and equipped with modern equipment.

3. Power:

- Vietnam National University, Hanoi possesses diverse financial and human resources, helping the university to develop high-quality training and scientific research programs.
- This university has many international cooperation programs with leading universities worldwide, allowing both students and faculty the opportunity to access and learn from the world's leading experts and researchers. gender.

4. Technology Capabilities:

- Hanoi National University has outstanding technological capabilities in multidisciplinary fields, including: information technology, electronics, physics, chemistry, biology and medicine.
- The University has had successes in creating new solutions and products in research and technology

application, especially in the fields of scientific research and application.

Summary:

Hanoi National University is highly appreciated for its position and reputation, large scale, good resources and outstanding technological capacity. This is one of the leading universities in Vietnam, with many opportunities and high quality training and scientific research programs.

Ton Duc Thang University

To analyze and compare the subjective factors of Ton Duc Thang University, we can consider the following subjective factors:

1. Position and reputation:

- Ton Duc Thang University is one of the leading universities in Vietnam, but its position and reputation have not been appreciated compared to other leading universities.
- However, this university has made many remarkable achievements in the fields of scientific research and practical application of technology.

2. Scale:

- Ton Duc Thang University has a significant regulation of students and faculty, and offers a wide variety of training programs for students.
- This university cannot be as large as the National University of Ho Chi Minh City. Ho Chi Minh City or Hanoi National University, but it is still enough to meet the needs of students with high quality education with high applicability.

3. Power:

- Ton Duc Thang University has limited competitive human and financial resources, but the university is making efforts to increase resources to improve training and scientific research.
- Meanwhile, the university also has partnership programs with organizations, partners, research and companies, giving the school access to external resources.

4. Technology Capabilities:

- Ton Duc Thang University has significant technological capabilities in the fields of engineering and information technology.
- The school has produced many new technology products and solutions to meet market requirements.

Summary:

Ton Duc Thang University has an underappreciated position and reputation compared to other leading universities in Vietnam, however, it has made remarkable achievements in scientific research and application of technology. The university has a significant size of students and faculty and is working to increase resources to improve training and scientific research.

Hanoi Polytechnic University

To analyze and compare the subjective factors of Hanoi University of Science and Technology, we can consider the following subjective factors:

1. Location:

- Hanoi University of Science and Technology is located in the center of Hanoi city, which is a convenient location for students and lecturers to have access to the

- city's infrastructure, services and commercial activities. Noodle soup.
- With this location, the school can attract many students and faculty, as well as partners in the region.
2. Scale:
 - Hanoi University of Science and Technology is one of the major universities in Vietnam, with a large number of students and lecturers.
 - The university has a wide range of disciplines, providing students with a wide choice of training and research programs.
 3. Power:
 - Hanoi University of Science and Technology has significant financial, human and international cooperation capabilities. With these conditions, the university is able to offer a wide range of high-quality training and research programs to its students.
 - The university has many international cooperation programs, allowing its students and faculty to access external resources, thereby becoming richer and more diverse.
 4. Technology Capabilities:
 - Hanoi University of Science and Technology has strong and diverse technological capabilities in many fields, including: engineering, information technology, construction, electronics, mechanics and many others.
 - The university is advanced in research and technology application, creating many innovative products to meet the needs of the market.

Summary:

Hanoi University of Science and Technology is one of the leading universities in Vietnam, with a prime location in the city center of Hanoi, a large number of students and faculty, considerable financial and human resources. and diverse, and strong and diverse technological capabilities. The school also has a wide range of international partnerships, allowing students and faculty access to a diverse range of external resources.

Conclusion

1. Position:
 - National University City. Ho Chi Minh City: As one of the first two universities in Vietnam, with international stature with many training disciplines, highly appreciated in Asia.
 - Hanoi National University: A prestigious university of international stature, having won many international titles, training many scientific and technical disciplines.
 - Ton Duc Thang University is the first public university in Ho Chi Minh City. Ho Chi Minh City, prestigious and breakthrough in the field of science and technology.
 - Hanoi University of Science and Technology: A university that is highly appreciated in terms of science and technology, training many disciplines of international stature.
 - City National University. Ho Chi Minh City (VNU-HCM) and Hanoi National University (VNU) are considered as two leading universities in Vietnam, with great reputation in the country and in the region. Both of these schools are in the list of top universities in Southeast Asia, in which VNU is ranked higher in international rankings.

2. Scale:
 - National University City. HCM: There are more than 60,000 students, 7 member schools.
 - Hanoi National University: There are more than 50,000 students, 10 member schools.
 - Ton Duc Thang University: There are more than 20,000 students.
 - Hanoi University of Science and Technology: There are more than 20,000 students.
3. Power:
 - National University City. Ho Chi Minh City: Strongly invested in modern materials, equipment and techniques, with a foundation of advanced scientific and technical research and development.
 - Vietnam National University, Hanoi: Strongly invested by the government, with many facilities to meet the needs of training and scientific and technical research.
 - Ton Duc Thang University: Has modern laboratories, fully invested in facilities.
 - Hanoi University of Science and Technology: Has many modern equipment and laboratories, heavily invested in scientific and technical research.
4. Technology:
 - National University City. Ho Chi Minh City: There is a national high-tech institute, typically a component of the High-Tech Park of Ho Chi Minh City. Ho Chi Minh City, training many disciplines related to high technology.
 - Vietnam National University, Hanoi: There are many research and training centers specialized in technology, which is a training address for majors and regular research in science and technology.
 - Ton Duc Thang University: Strongly invested in training in a number of new technology fields such as information technology, materials engineering and electronic and computer equipment.
 - Hanoi University of Science and Technology: Has many laboratories and is constantly researching and developing the latest technology in specialized fields.

In short, the National Universities of Ho Chi Minh City. Ho Chi Minh City, Hanoi National University, Ton Duc Thang University and Hanoi University of Science and Technology are all reputable in the field of training, scientific and technical research. However, the National University of Ho Chi Minh City Ho Chi Minh City and Hanoi National University are larger in both the number of students and more mature in training and research. In addition, the National University of Ho Chi Minh City. Ho Chi Minh City has a high position, a more advanced scientific and technical research and development foundation. Meanwhile, Ton Duc Thang University and Hanoi University of Science and Technology are investing heavily in education and research into the latest technology.

5. Conclusions and Recommendations

Conclude

The topic has mentioned issues related to brand and brand building process such as: brand design, brand promotion, brand definition, some boundless laws in brand building, and the core requirements to build strong brand design and content. The report of the survey results above has shown us an overview of the Big4 brand image in the hearts of students, so that we can initially answer the question that is

the top concern of leaders and managers of universities. level of VNU-HCM, VNU-Hanoi, Ton Duc Thang University, Hanoi Polytechnic Institute built and developed, from being a new "entity", unlike any other in the education system of Vietnam, has become a clear brand in the hearts of students. The collected information, both satisfied and dissatisfied students, will be very useful for planning brand development strategies to continue striving to fulfill its commitments to all customers. students, government, potential employers.

Request

Some recommendations to remove difficulties in talent training, high quality such as: increasing investment funds for high quality talent training; have a policy on fostering young lecturers; building alumni database and organizing activities to connect alumni and students; regularly get feedback from stakeholders and use the results to improve quality effectively; develop strategies and plans to ensure the quality of talent training, high quality.

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