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Research Overview on the Level of Recruiters' Satisfaction with Computer Competition Competence of Accounting Students at Hanoi Open University

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Abstract

Information technology capacity of accountants will be an important measure to evaluate the quality of personnel provided from training facilities in the context of digitalization of the economy to provide timely, fast and accurate information, multi-dimensional, continuous according to the requirements of business managers. In addition, the request of the authorities related to accounting work such as the Tax Department, the Statistics Department, the Department of Planning and Investment... is to carry out all public services in the online form. Online, pay taxes, fees, and charges electronically. Therefore, accountants'

information technology capacity is a very important content when participating in practical work. The Accounting major of Hanoi Open University has been established and developed for 30 years, providing the labor market with thousands of accounting personnel, with strengths in training capable accounting personnel well, IT capacity meets requirements. In this article, the authors present an overview of research on the level of satisfaction of employers with the computer skills of accounting students at Hanoi Open University.

Keywords: Satisfaction Level, Information Technology Capacity, Accounting Student, Hanoi Open University

1. Domestic research projects

Research projects on satisfaction of employers, customers...

Trinh Van Son *et al* (2013), Assessing the quality of university training from employers - the case of University of Economics - Hue University. Summary of assessments on the quality of university training from employers. The authors have given advantages and limitations. On that basis, solutions are proposed to improve the quality of university training in general ^[28].

Nguyen Hoang Lan and Nguyen Minh Hien (2015), Employers' assessment of the quality of university training: A study on the engineering - technology industry group. The authors provide assessments from employers about the quality of university training for the engineering and technology industry. The research team also used assessments from employers, but the scope focused on the engineering and technology industry ^[15].

Vu Van Du, Nguyen Ba Thiet (2017), Analysis of satisfaction levels of medical examiners. Research shows that components such as helpful attitude, communication skills of medical staff, infrastructure, and hospital equipment have an impact on patient satisfaction compared to service. Hospital medical service. Thus, the scope of the study focuses on the level of satisfaction of health service users in the field of medical examination and treatment ^[10]. Nguyen Thi Hang (2018), Evaluating the satisfaction of Accounting students about the quality of training services at Ba Ria - Vung Tau College of Technology. Research to evaluate satisfaction with training quality from the perspective of students majoring in Accounting, college system. Satisfaction was assessed from the learner's perspective ^[13]. Nguyen Thi Lan Anh (2019), Research on factors affecting the level of student satisfaction with the quality of training in accounting and auditing at Hanoi University of Industry. Satisfaction was assessed from the learner's perspective. ^[1].

Huynh Thi Trang (2019), Factors affecting the level of employer satisfaction with information science graduates at Can Tho University ^[33]. This research presents the level of satisfaction and factors affecting the level of employer satisfaction for information science graduates from Can Tho University. Based on the concepts and legal documents of the State on training quality and the set of standards for assessing training quality and the set of standards for assessing the quality of training programs of the network of universities. Leading university in Southeast Asia (AUN-QA), the research was conducted using

a mixed research method (combining a survey of 53 employers and interviews with 20 leaders of units that recruit students to work professionally. branch). The study identified three factors that affect employer satisfaction. These are professional skills, attitudes and knowledge. The study has made recommendations to improve the level of satisfaction and quality of training in Information Studies at Can Tho University.

Dr. Le Tan Phuoc (2021), assessing the level of satisfaction of individual customers with the quality of loan services at Vietnam International Commercial Joint Stock Bank - Binh Duong Branch ^[23]. The article evaluates the level of satisfaction of individual customers with the quality of loan services at Vietnam International Commercial Joint Stock Bank - Binh Duong Branch (VIB Binh Duong). From there, provide solutions to increase individual customer satisfaction with loan service quality at VIB Binh Duong. The author's research focuses on evaluating the level of satisfaction of individual customers with VIB Binh Duong's services and related to service quality issues.

An Nam Consulting Company (2023), Necessary skills to satisfy employers, the company's research article specializing in the field of psychological consulting and recruitment consulting mentions skills such as Working attitude, working spirit, time management skills, persuasive communication skills, teamwork skills. The experiences of recruitment consultants are the basis for appropriate solutions to improve employer satisfaction ^[20].

Research projects on information technology and informatics capacity

Nguyen Dang Dau & Nguyen Xuan Tai (2007), Technology Management Textbook, provides a definition of technological capacity and criteria for evaluating technological capacity. The criteria for assessing technological capacity will be the foundation for implementing a set of assessment criteria for appropriate information technology capacity ^[9].

Ha To Tam (2015), Information capacity and the necessity of information literacy training, in the study the author made the following statement: The ability to use information technology regularly to collect information. Collect data, to calculate, clarify and present information in university education. Through research, the author group of the project gathered certain basic knowledge about information capacity ^[30].

Tran Thanh Vu (2021), Current status and solutions for applying information technology in training and fostering officials and civil servants in the Industry and Trade sector of the Central School for Training and Fostering Industry and Trade Officials, said Technology Information (IT) has been creating breakthrough changes in socio-economic life, making an important contribution to creating new factors for the process of forming a knowledge economy and society. Information association. IT also opens up prospects for innovating teaching methods and forms. The article focuses on researching the current status of IT application at the Central School of Industry and Trade Officer Training, thereby identifying difficulties, advantages and proposing solutions to apply IT in training work. Training officials and civil servants in the Industry and Trade sector. The author's research supports the topic in orienting solutions to improve employers' satisfaction with information technology capabilities ^[36].

Research on accounting changes in digital technology and accounting capacity requirements in new conditions

Tran Thi Ngoc Anh (2019), the impact of the 4.0 Industrial Revolution on the accounting field, the author makes comments on changes in the accounting field under the impact of digital transformation and legal requirements. Information technology capacity for accounting work. Research helps clarify the requirements for computer skills for accountants ^[2].

Nguyen Van Bao (2020), Opportunities and challenges for Vietnamese accounting and auditing in the new context, the author mentions challenges for accounting and auditing when facing digital transformation and the role of accounting human resources when facing opportunities and challenges. Challenges facing accounting and auditing in digital transformation will help provide directions to improve accounting capacity in accordance with new requirements ^[3].

Tran Thi Quyen (2022), Digital transformation solutions in the field of Accounting - Auditing in Vietnam, the author commented: The explosion of digital technology has a strong impact on the accounting field. The role of accounting as well as the way accounting works is also gradually changing. With the exploding practice of digital technology in general and the application of achievements of the 4.0 Industrial Revolution in particular in the field of accounting recently in developed countries in the region and globally, the accounting field requires Vietnam needs to be aware of the impacts so that it can take full advantage of opportunities for development. The article discusses some of the impacts of digital technology on the accounting field today, and recommends some solutions to help this field take advantage of opportunities and overcome challenges in the coming time. The solutions proposed in the study help form appropriate solutions for the topic based on the survey situation ^[25].

Domestic research has only mentioned each individual aspect of the issue raised by the topic, which is the aspect of satisfaction level of users of products and services; accounting information technology capacity in digital transformation. There is currently no domestic research that has fully conducted on the level of satisfaction of employers with the computer skills of accounting students.

2. Foreign projects

Around the world, there have been many theoretical and empirical studies on customer satisfaction through assessing the influence of factors on satisfaction.

Parasuraman, Zeithaml & Berry (1998), SERVQUAL: A multiple - item scale for measuring consumer perception of service quality ^[48]. Researcher Parasuman is one of the pioneers in model research on customer satisfaction with service quality through the SERVQUAL model. The researcher established a model to evaluate customer satisfaction with service quality, serving as a foundation for satisfaction studies.

Zeithaml and Bitner (2000) stated that "customer satisfaction is the analysis of customers through a product or service that addresses their wants and requirements". This concept is concretizing about "customer satisfaction" which is a measured evaluation based on goods or services. Thus, satisfied customers mean they have certain satisfactions about the quality of goods and services ^[55]. According to Philip Kotler (2001), customer satisfaction is the level of a

person's feeling state that results from comparing the results obtained from consuming a product/service. Service with his expectations. Expectation here is considered a human wish or expectation, it originates from personal needs, previous experiences, and external information such as advertising, word of mouth information from family and friends ^[51]. According to Andrews F. Hayes (2013), Model Analysis Guide, provides satisfaction measurement scales. Satisfaction measurement scales are the basis for reference in developing research satisfaction measurement criteria ^[37]. Pan, J., Nguyen, H. (2015), Achieving customer satisfaction through product–service systems ^[49]; collected information from 24 manufacturing enterprises in Vietnam, Thailand and Taiwan. After statistics, evaluation and analysis, the authors concluded that, to increase customer satisfaction and loyalty, manufacturing companies should focus more on developing and innovating new services. Services that come with goods, strengthen communication and maintain long-term relationships with customers. In today's competitive segment, the quality of accompanying services plays a decisive role in affirming the position of the products produced by the company compared to similar products of competitors.

Muralia, S., Pugazhendhib, S., Muralidharanb, C. (2016), Modeling and Investigating the relationship of after sales service quality with customer satisfaction, retention and loyalty – A case study of home appliances business; The authors used the SERVQUAL model to evaluate the relationship between after-sales service quality (after-sales service) and customer satisfaction. Research results show that manufacturing enterprises with after-sales services that are highly researched by customers often have customer satisfaction and loyalty ^[46].

Meesalaa, A. And Paulb, J. (2018), “Service quality, consumer satisfaction and loyalty in hospitals: Thinking for the future”. Research on customer satisfaction in relation to service quality in hospitals ^[44]. Wu, G., Liang, L., and Gursoy, D. (2021), Effects of the new COVID-19 normal on customer satisfaction: can facemasks level off the playing field between average-looking and attractive-looking employees? In the world after the COVID-19 pandemic, customer satisfaction measurement indicators have also changed significantly, so satisfaction assessments also need to change accordingly. This study shows that environment and situational conditions also have an impact on customer satisfaction ^[54]. Foreign studies often focus on the issue of satisfaction but provide models for qualitative and quantitative research that can be used for reference. The project also collected models to serve as a basis for building the model of the research topic. As far as the authors know, there are no foreign studies that fully address the level of satisfaction of employers with the computer skills of accounting students.

3. Conclusion

Domestic and foreign research often focuses on one aspect such as digital transformation in the field of accounting and the requirements placed on accounting personnel, the level of satisfaction with training quality, and the level of customer satisfaction. information technology capacity, computer capacity... so it is necessary to have a complete study to meet the new requirements in digital transformation of accounting in order to improve the quality of training and increase opportunities to find Find jobs for students.

Currently, there has not been any domestic or foreign research that has fully conducted on the level of satisfaction of employers with the computer skills of accounting students. Therefore, this is a gap that needs research to find out the level of satisfaction of employers with the information technology capabilities of accounting students at Hanoi Open University.

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