

THE COLLABORATION BETWEEN UNIVERSITIES AND ENTERPRISES IN TRAINING HIGH QUALITY HUMAN RESOURCES

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ABSTRACT: In the modern society, human resources is the most important thing for the development of any economies, especially in the current context of the 4th Industrial Revolution when the professional capacity to use technology at work is a must. Specifically, employees need to know how to use new and effective technological resources to work efficiently, and have to get ready to work in a labour market that has completely changed. From the perspective of human resources quality control, this article is going to analyze the essential collaboration between the universities (where human resources are trained) and enterprises (where human resources are used) to benefit all the parties, and also propose some suggestions about effective cooperation for sustainable development of human resources in the modern economies.

Keywords: University, Enterprises, Collaboration.

I. INTRODUCTION

Why is it necessary to enhance the collaboration between universities and businesses in human resources development in Vietnam? Our economy is in the process of restructuring and transforming to grow in depth, which means, essentially, changing the dynamics of economic growth, increasing labor productivity, and increasing the efficiency of using resources. The process of restructuring and transformation of the growth model requires high quality human resources to be well trained and skilled. However, according to International Labour Organization (ILO), less than 20 % of Vietnamese workforce is professionally trained and the equipped skills are often unsuitable for the market. In addition, in the current trend of international integration at present, the competitiveness is fiercer and fiercer, so the shift of labor resources among countries is a great challenge for businesses and Vietnamese economy in general. In order to improve their competitiveness, enterprises always desire to build a strong workforce. At the same time, universities have the mission of training and providing high quality human resources to meet the labor demand of businesses and the society. Thus, theoretically, businesses and universities need to "meet" in the training and using of human resources, thereby taking advantage of each other's strengths.

According to the experience of developed countries, the cooperation between universities and enterprises is the core element in building the higher education system in order to meet practical requirements; therefore, the needs of the society can be better satisfied. Recent studies have shown that the relationship between universities and businesses has direct benefits for both parties and for the society. However, in Vietnam, the cooperation between universities and businesses is still limited. Most businesses are playing the role of "hunting" rather than "cultivating" human resources in the future. Common forms of cooperation are: direct recruitment from universities, and some enterprises facilitating students to work part-time or take internship. The biggest barrier of cooperation between universities and businesses in Vietnam is the lack of information from both sides. Furthermore, the majority of co-operation activities are derived from personal relationships between staff and faculty members at the university with business representatives, reducing the sustainability and professionalism in management and organization. As a result, the linkage between universities and enterprises in human resources development implies developing strategic human resources for businesses today in particular and solving problems related to the gap between training and employing in general nowadays.

II. EXPERIENCE IN THE COLLABORATION BETWEEN UNIVERSITIES AND ENTERPRISES FROM OTHER COUNTRIES

The link between universities and businesses is a popular trend in the world and is considered an effective solution to improve the quality of training, scientific research and technology transfer. Based on the study of some models and effective collaboration of some countries, some lessons to improve the cooperation between universities and enterprises in Vietnam are drawn.

With the developed education system, Germany is one of the leading countries in the association model between universities and enterprises to improve the quality of training, scientific research and technology transfer. Typically is a linkage model from the University of Applied Sciences FH Mainz (Germany) with members of the SAP University Partnership Program. FH Mainz has the partnership with over 500 large, medium and small enterprises in human resources training in many countries around the world. Thanks to the cooperation with enterprises in training, the university has created a great prestige for the employers. One of the great successes of the university is marked by its participation in the SAP University Partnership Program. The SAP University Partnership Program is a global initiative that is shared and funded primarily by SAP - a leading provider of enterprise management software and solutions. The

program has grown expansively and globally, attracting more than 800 universities in 36 countries, more than 2,200 faculties and 150,000 students, including Germany, India, Japan, South Korea, Singapore and Thailand. This model has connected the community of universities and companies, achieved much success in the development of training programs; developed the capacity of lecturers and students; provided various resources for teaching and learning for students in technology and so on. In this model, universities are provided with SAP software, many tools and materials for training free. In return, businesses also benefit from the high quality human resources that the university provides; access to the intellects of the professors and doctors at the university for their development. Currently, SAP is approaching, exchanging and expanding cooperation with some universities in the field of technology in Vietnam. This opens up opportunities for Vietnamese universities to connect with hundreds of training institutions and businesses that are partners in this program throughout the world.

III. CURRENT STATUS OF SOME COLLABORATION BETWEEN UNIVERSITIES AND ENTERPRISES IN VIETNAM

In recent years, Vietnamese higher education has developed rapidly in terms of scale and diversely in terms of education and training. After students are trained to meet the requirements of organizations and businesses, the State has policies to encourage universities to associate with enterprises from the stage of training and scientific research. There are several collaboration models such as: (i) Model of Vietnam National University (VNU): This university has effectively implemented three models of linkage: university linkage in the VNU system; cooperation between universities belonging to VNU and research institutes and enterprises outside VNU; cooperative unit model in the association between VNU and external research institutes. In the model associated with the businesses, they must include the typical partners, such as Vietnam National Oil and Gas Corporation, Center for Nursing High Technology Enterprises and so on. Currently, VNU and affiliated companies are developing dozens of projects that originate from cooperation with enterprises, ministries, sectors and localities. (ii) Model of Hanoi University of Science and Technology: One of the outstanding achievements of this university is the cooperation with Rang Dong Light Source and Vacuum Flask ISC (RALACO) in scientific research and technology transfer. This cooperation has brought many topics and projects and strengthened the research capacity of the university, while at the same time contributing to the growth of Rang Dong Corporation. Currently, the two parties have many mutual projects, including the project to build two general laboratories (one located in Rang Dong and one at Hanoi University of Technology), which brings many practical benefits to both parties. (iii) Hue University of Agriculture and Forestry (HUAF) model: It is one of the first universities selected to pilot the Practical Career Oriented Learning (POHE) model. The university has made a lot of efforts to renovate the training program, help students to improve professional skills to meet the increasing demand of the market. Students who are trained under the POHE Project have many opportunities to directly participate in management, production and business activities of domestic and foreign agencies, such as Laos, Cambodia, and Thailand. Up to now, the university has cooperated with nearly 500 enterprises, bringing great opportunities for learners. This helps students to be confident, motivated and able to find the right jobs after graduation. According to the survey in 2013 delivered by the university, 1.00 % of the students were trained under the POHE Project when they found the right job, which is highly appreciated by employers regarding professional capacity. However, in general, the cooperation between universities and enterprises in Vietnam is limited in terms of quantity, quality of training, scientific research, and technology transfer that is still inadequate, and not up-to-date with the changing economy. Meanwhile, lack of information from both sides and lack of communication contacts in the cooperation is not a little barrier of this association. According to the data from the Higher Education Department (Ministry of Education and Training), the results of the study at 08 universities participating in the applied vocational education project by the Ministry of Education and Training show that the cooperation between universities and enterprises is not much. Most of the universities mainly set up about 10 strategic partners. Only Agriculture Forestry University in Ho Chi Minh City has established long-term and strategic partnership with 20 enterprises. There is a noticeable difference in the number of short-term and irregular cooperation with enterprises between the groups of universities: The first group includes universities such as Agriculture Forestry University in Ho Chi Minh City and Vietnam Agricultural Academy, which has more than 100 partners; the average group consists of universities such as: Agriculture Forestry University (Hue University) and Hung Yen University of Education and Training, which has from 20 to 40 partners; and the last group comprises universities like Vinh University with only 04 partners. Notably, cooperation between universities and enterprises plays an important role in the employment of students after graduation. A survey of almost 1,400 alumni who participated in the POHE study showed that 72.8 % of the survey participants said they could meet the needs of employers; 75.5 % of the respondents said that "the practice is really good for the job"; and 71.9 % of the surveyed rated "the practice is related to the actual work being done".

IV. IMPLICATIONS FOR VIETNAM

The first consideration is to perfect the policy system and adjust the collaboration between universities and enterprises. Over the past time, the government has advocated the socialization of a number of sectors and areas, which encourages the private sector to invest in education; increasing autonomy and self-responsibility of universities; encouraging enterprises and business associations to link with universities in training and research cooperation. However, in order

for this association to be effective, the state must have a specific guiding policy and a legal corridor which facilitates and specifies the rights, responsibilities, methods of cooperation between universities and companies, avoid conflicts of interest, or the conflict between the development goals of the two sides.

Secondly, universities and colleges should maintain regular contact and communication channels through the specialized department in charge of cooperation or through conferences, seminars and scientific forums, and general projects for the parties to understand and trust each other through practical activities.

Thirdly, in terms of the practice of teaching staff in universities and knowledge of workers in enterprises: Enterprises need mechanisms and policies to encourage professors, doctors and lecturers of high quality at the universities to participate in the project or share, advise enterprises through internal training programs. At the same time, universities also need to actively invite good managers and human resources from enterprises to participate in the training activities of the university on practical skills to practice on the machines and equipment in order to research and lecture. Moreover, lectures have to be close to reality.

Fourthly, attention should be paid to the protection and exploitation of intellectual property rights: Universities must pay attention to the protection and exploitation of intellectual property rights through the registration of rights and the transfer of intellectual property rights to enterprises to earn a certain amount of money, generate income and reinvest in research. Besides, enterprises need to attach importance to investment in universities through cooperation in research. In the course of cooperation, the parties should set specific rules for the protection and exploitation of intellectual property rights, avoiding conflicts and risks arising in the course of the process.

Fifthly, regarding harmonizing the benefits: In order for the cooperation between universities and enterprises to be practical, effective and sustainable, the parties should be aware of the benefits and balance the benefits. In particular, universities need to prioritize technology transfer, provide high quality human resources and support businesses in consulting and solving problems of enterprises. Meanwhile, businesses need to create conditions for students to practice, visit, survey, and recruit graduates of the universities; acting as a provider of information and feedback to training institutions to understand the needs of the labor market; regularly exchanging opinions on training programs, models and training methods of schools; supporting the schools facilities, information and resources in the capacity of the business. Then, the cooperation between university and businesses would be meaningful, effective and sustainable. It is undeniable that Industrial Revolution 4.0 will provide fresh opportunities. The first change will be human resources across all sectors, including in the training sector, to meet the new requirements of the industrial sector. Of course, human resources requirements in the Fourth Industrial Revolution will be much tougher. In other words, they must be competent in IT problem-solving and design work, among and others. Only by cooperating tightly with enterprises would universities and enterprises best prepare students with the essential professional capabilities to work for the rapid development of the economy. /.

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