



## DETERMINANTS SATISFYING THE ENTERPRISES' NEEDS: A CASE OF VIETNAM FORESTRY UNIVERSITY IN DONG NAI PROVINCE

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### ABSTRACT

*The objective of this paper was to identify determinants satisfying the enterprises' needs at Vietnam Forestry University in Dong Nai province. This paper was conducted during the time from June, 2014 to July, 2015. The research result showed that there were 450 enterprises who interviewed and answered nearly 20 questions the researcher had analyzed KMO test, the result of KMO analysis used for multiple regression analysis. Enterprises' responses were measured through an adapted questionnaire on a 5-point Likert scale. Hard copy and online questionnaire were distributed among enterprises in Dong Nai province. In addition, the regression analysis result of enterprises' need showed that there were four factors, which included of factors following: Soft skills; Information Technology skills; English skills and trained knowledge actually satisfying enterprises' needs with 5 % significance level. The parameters of the model estimated by Least - Squares Method tested for the model assumption with 5% significance level. At the same time, the results were also a scientific evidence and important information for researchers, and policy makers who apply them for the developing of enterprises in the future. The main objectives of this study were to:*

- 1. The first objective, the researcher had to conduct a survey to find various factors satisfying the enterprises' needs at Vietnam Forestry University in Dong Nai province.*
- 2. The second objective, the researcher had recommendations to satisfy the enterprises' needs at Vietnam Forestry University in Dong Nai province.*

**Keywords:** VFU, satisfying, the enterprises' needs, determinants and Dong Nai province

### **Introduction**

Training quality and enterprises' need is the problem that social is concerned. The need to become more internationally competitive has resulted in a policy focus on the development and upgrading of the skills required for workplace performance. In Vietnam, training quality showed that enterprises are to be import-competing and export-orientated

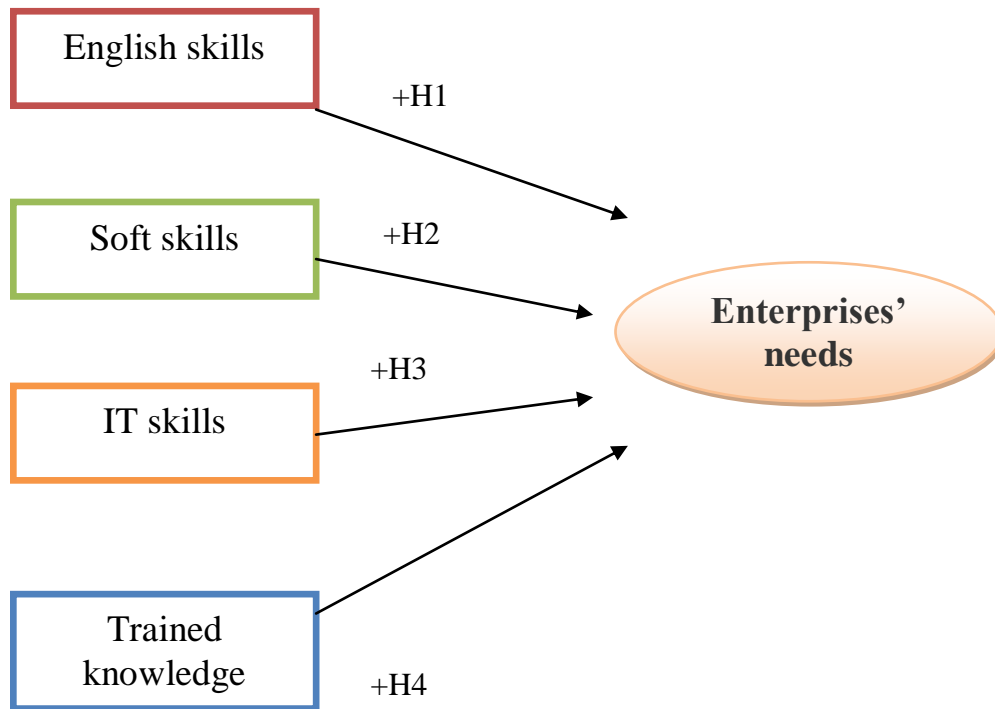
they have to respond quickly to market demand for innovative products and services. This ability is premised upon a skilled and adaptable workforce thereby placing increased value on the knowledge and skills needed by enterprises to successfully respond to market demands. Moreover, in Vietnam, policy has sought to encourage participation in skill development through emphasizing links between Vietnam Forestry University and enterprises are an objective demand resulted from both sides. The role-play of Enterprises is to provide information to help universities catch the demand of market on labor force. Universities always stand in need of coordinating with enterprises for their own benefit. On the other hand, it is ideal for enterprises if there is a training agent that can provide labor meeting their demand. Combined with the practical requirements of the teaching career, the researcher has boldly chosen the theme: "*Determinants satisfying the enterprises' needs: a case of Vietnam Forestry University in Dong Nai province*" as a paper for researching in the developing of the linkage between university and enterprises.

### **Literature review**

SERVQUAL Applications and Criticisms Although many studies have used the SERVQUAL model as a framework in measuring service quality, there has also been theoretical and operational criticisms directed towards this model exist in the literature of services marketing. These criticisms have mainly revolved around right from its dimensional structure to the interpretation and implementation of the instrument (Buttle, 1996; Babakus and Boller, 1992; Lam Wong and Yeung, 1997; Smith, 1995; Newman, 2001). A number of researchers have reported different dimensions for expectations, perceptions and gap scores. Thus, the universality of SERVQUAL's five dimensions has been questioned (Buttle, 1996; Carman, 1990; Cronin and Taylor, 1994), (Parasuraman, Zeithaml and Berry, 1988).

The linkage between university and enterprises' need: Various researchers have given their findings regarding students' concern for quality and use of students to measure the quality of service provided. As Gold (2001) says that students should be considered as primary, enterprises and education institutes should focus on student-centered education. Students should be assessed as the product of the institute (Emery et al., 2001). The relationship between enterprise and institution is two folds, university relies on students for financial needs and students depend on institutes to impart knowledge and help to forge meaningful employment.

We had the research model for determinants satisfying the enterprises' needs at Vietnam Forestry University in Dong Nai province following.



**Figure 1: Proposed determinants satisfying the enterprises' needs at Vietnam Forestry University in Dong Nai province**

Hypothesis of the determinants satisfying the enterprises' needs at Vietnam Forestry University in Dong Nai province

**Hypothesis**

- H1:** There is a positive relationship between English skills and Enterprises' needs.
- H2:** There is a positive relationship between Soft skills and Enterprises' needs.
- H3:** There is a positive relationship between IT skills and Enterprises' needs.
- H4:** There is a positive relationship between Trained knowledge and Enterprises' needs.

**Methods of research**

This study used of quantitative research methods to survey the determinants satisfying the enterprises' needs at Vietnam Forestry University in Dong Nai province. The results obtained from quantitative research processed by SPSS statistical software version 20.0.

Quantitative research methods describe and measure the level of occurrences based on numbers and calculations. Moreover, the questions of "how many?" and "how often?" asked

in quantitative studies. Quantitative research is the collection of numerical data and exhibiting the view of relationship between theory and research as deductive, a predilection for natural science approach, and as having an objectivist conception of social reality. Therefore, this specific form of research uses the quantitative data to analysis.

After preliminary investigations, formal research is done by using quantitative methods questionnaire survey of 450 enterprises related and answered nearly 20 questions. The reason tested measurement models, model and test research hypotheses. We had the results following.

## Research results

### Testing reliability of the scale for factors satisfying enterprises' needs

**Table 1: Cronbach's Alpha for factors satisfying enterprises' needs**

Variables	Code	Factors	Cronbach's Alpha
<b>Independent variables</b>	ES	English skills	0.920
	SS	Soft skills	0.918
	IS	IT skills	0.930
	TK	Trained knowledge	0,917
<b>Dependent variable</b>	EN	The enterprises' needs	0.854

(Source: The researcher's collecting data and SPSS)

Table 1 showed that the test results of scales are highly accuracy with Cronbach's alpha coefficient  $> 0.7$  and the correlation coefficients of the total variables of measurement variable factors are standardized allowed ( $> 0,3$ ), the scale are accepted. The model with 20 observed variables is satisfactory to EFA in the next step for the 4 groups as initial factors.

### Exploratory factor analysis (EFA)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy: 0.868 ( $0.5 < KMO < 1$ ). Thus, that proves the variables entered in the analysis were significant factors and analytical models match the proposed hypothesis.

Results of EFA - Exploratory Factor Analysis showed the total variance extracted is greater than 50 % (80.414 %), this means that the deduction factors would explain 80.414 % for model and the remaining 19.586 % is explained by other factors. Extraction ratio factors (Eigenvalue) are greater than 1 should be retained.

**Table 2: Exploratory Factor Analysis for factors satisfying enterprises' needs**

	Component			
	1	2	3	4
ES3: Enterprises are completely needed about the English reading skill of Students that trained at VFU	.878			
ES4: Enterprises are completely needed about the English listening skill of Students that trained at VFU	.844			
ES5: Enterprises are completely needed about the English speaking skill of Students that trained at VFU	.819			
ES2: Enterprises are completely needed about the English writing skill of Students that trained at VFU	.792			
ES1: Enterprises are completely needed about the English presentation and translation skills of Students that trained at VFU	.743			
IT2: Enterprises are completely needed about the information process skills of Students that trained at VFU		.916		
IT3: Enterprises are completely needed about the PowerPoint presentation skills of Students that trained at VFU		.912		
IT4: Enterprises are completely needed about the Word, Excel skills of Students that trained at VFU		.891		
IT1: Enterprises are completely needed about the Internet skills of Students that trained at VFU		.871		
SS2: Enterprises are completely needed about the Major software use skill of Students that trained at VFU			.859	
SS3: Enterprises are completely needed about the strategic plan making skill of Students that trained at VFU			.812	
SS4: Enterprises are completely needed about the problem solving skills of Students that trained at VFU			.797	
SS1: Enterprises are completely needed about the group - working skills of Students that trained at VFU			.787	
TK3: Enterprises are completely needed about the Practicum knowledge of Students that trained at VFU				.814
TK4: Enterprises are completely needed about the trained major knowledge of Students that trained at VFU				.807
TK2: Enterprises are completely needed about the economic knowledge of Students that trained at VFU				.805
TK1: Enterprises are completely needed about the social knowledge of Students that trained at VFU				.684

(Source: The researcher's collecting data and SPSS)

Table 2 showed that the model of EFA - Exploratory Factor Analysis is consistent with the data, calculated into 4 groups of factors and these results may be used for a multiple regression analysis.

## Regression Analysis results for factors satisfying enterprises' needs

**Table 3: Testing for factors satisfying enterprises' needs**

### Model Summary<sup>b</sup>

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
.906 <sup>a</sup>	.822	.820	.42450582	2.165

a. Predictors: (Constant), X4, X3, X2, X1

b. Dependent Variable: Y

### ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	340.116	4	85.029	471.845	.000 <sup>b</sup>
Residual	73.884	410	.180		
Total	414.000	414			

a. Dependent Variable: Y

b. Predictors: (Constant), X4, X3, X2, X1

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-1.621E-016	.021		.000	1.000		
1 X1	.851	.021	.851	40.801	.000	1.000	1.000
X2	.104	.021	.104	4.975	.000	1.000	1.000
X3	.229	.021	.229	10.971	.000	1.000	1.000
X4	.184	.021	.184	8.806	.000	1.000	1.000

a. Dependent Variable: Y: Enterprises' needs

(Source: The researcher's collecting data and SPSS)

**Component 1** is from ES1 to ES5: English skills for enterprises' need (X1).

**Component 2** is from SS1 to SS4: Soft skills for enterprises' need (X2).

**Component 3** from IT1 to IT4: Information Technology skills for enterprises' need (X3).

**Component 4** is from TK1 to TK4: Trained knowledge for enterprises' need (X4).

Table 3 showed that total Variance Explained for Enterprises' need showed that Cumulative % was statistically significant and high data reliability, Adjusted R Square = 82.00 %. This was very significant for regression analysis.

Besides, table 3 showed that all  $t > 2$  ( $\text{Sig} < 0$ ) was statistically significant and high data reliability. In addition, the regression coefficients were positive. This means that the effects of independent variables in the same direction with the level of Enterprises' need at VFU in Dong Nai province. VIF value was 1 ( $\text{VIF} < 5$ ).

## **Conclusions and recommendations**

### **Conclusions:**

The research result showed that there were 450 enterprises interviewed but 415 processed and answered 20 questions. The researcher had analyzed KMO test, the result of KMO analysis used for multiple regression analysis. In addition, the regression analysis result of enterprises' need showed that there were four factors, which included of factors following: Soft skills; IT skills; English skills and trained knowledge actually satisfying enterprises' needs with 5 % significance level.

The research results were processed from SPSS 20.0 software. The parameters of the model estimated by Least - Squares Method tested for the model assumption with 5% significance level. At the same time, the result was also a scientific evidence and important for researchers, and policy makers. The enterprise need survey is an ongoing effort to obtain feedback from enterprises in order to understand enterprises' need that is important in our efforts to enrich the training quality and to help VFU make policy more development in the future.

### **Recommendations for components**

The goal of creating survey of the enterprises' need is to assess many of the key areas of the VFU from the perspective of current enterprises, focusing on areas of human resources that impact them on a day-to-day basis. This helps VFU improve the training program of bachelor degree for students better in the future. Thus, to continue to improve the training quality and the development relationship between enterprises' need and VFU in the coming years, with some of priority recommendations implemented, namely:

### **English skills for enterprises' need:**

English may not be the most spoken language in the world, but it is the official language in a large number of countries. It is estimated that the number of people in the world that use in English to communicate on a regular basis is 2 billion. Besides, English is the dominant business language and it has become almost a necessity for people to speak English if they are to enter a global workforce, research from all over results shows that cross-border business communication is most often conducted in English. Its importance in the global

market place therefore cannot be understated, learning English really can change your life. Therefore, VFU should continue to improve English skills training for students in order to help them secure good jobs more easily. Besides, students should study English more and more.

#### **Computer skills for enterprises' need:**

The pace of change brought about by new technologies has had a significant effect on the way people live, work, and play worldwide. New and emerging technologies challenge the traditional process of teaching and learning, and the way education is managed. Information technology, while an important area of study in its own right, is having a major impact across all curriculum areas. Easy worldwide communication provides instant access to a vast array of data, challenging assimilation and assessment skills. There are rapid communication, plus increased access to IT in the home, at work. Therefore, VFU should continue to train students in relevant computer skills in order to help students secure good jobs more easily. Besides, VFU should continue to invest information technology in order to help students practice computer easier.

#### **Soft skills for enterprises' need:**

One main problem is that the significance of these soft skills is usually undervalued, and there is very less training being provided for these. This is because; all companies tend to expect their employees to know how to behave on the job. They often presume that every individual has a reasonable understanding of how important it is to be on time, working as a team, taking initiatives and bring out excellent quality work.

The importance of soft skills can be understood through the ways in which you work in key areas of your profession. Therefore, VFU should continue to train Soft skills for students in order to help students secure good jobs more easily. Besides, VFU should organize the conference that helps students have a good opportunity to relate with enterprises. This is a good chance for students to understand enterprises' operation.

#### **Trained knowledge for enterprises' need:**

All businesses have access to an extensive pool of knowledge - whether this is their understanding of customers' needs and the business environment or the skills and experience of staff. Besides, the way a business gathers shares and exploits this knowledge can be central to its ability to develop successfully. This doesn't just apply to huge multinational companies. Knowledge management can benefit everyone from a local newsstand to a manufacturing firm.



This guide explains the basic sources of knowledge available to your business, how you can best harness and exploit this information and how to create a knowledge strategy for your business. Therefore, VFU should continue to improve the training quality for meeting all enterprises' need in Dong Nai and other provinces. VFU continue to improve lectures' quality through send lectures go to abroad to study master and doctor.

### **Recommendations for the future research**

The above-mentioned things, the next research should survey more than 450 enterprises not only in Dong Nai province but also other provinces of Vietnam. This helps the data that is more significant. Because the study topic is very wide as enterprises in Dong Nai is a big area. In scope and delimitation, we do not see a specific industry or geographical location or size of enterprises that under study. Thus, the result of the study cannot be generalized as the sample size of 450 is not sufficient.

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