



SOME SOLUTIONS TO PROMOTE COMPREHENSIVE COOPERATION BETWEEN UNIVERSITIES AND BUSINESSES IN THE FIELD OF TEXTILE

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Abstract: *In recent years, the training link between "Universities and Enterprises" has been highly valued by universities. The important goal of linking is to train and provide quality human resources to meet the requirements of the business. However, for effective cooperation between universities and enterprises, it is necessary to have detailed and long-term solutions. This article presents a number of solutions to promote comprehensive cooperation between the University and enterprises in order to create a strong relationship, the two parties cooperation with beneficial benefits. The cooperation model between the Universities and enterprises has been applied in many parts of the world and has achieved high efficiency. Through the article, the author analyzes the shortcomings and proposes advanced solutions of universities around the world to develop comprehensive cooperation between Hung Yen University of Technical Education and enterprises in the field of Textile and Garment & Fashion.*

Keywords: *Business connection, textile & fashion sector, business cooperation, training links*

MỘT SỐ GIẢI PHÁP ĐỀ THỨC ĐẨY SỰ HỢP TÁC TOÀN DIỆN GIỮA CÁC TRƯỜNG ĐẠI HỌC VÀ DOANH NGHIỆP TRONG LĨNH VỰC DỆT MAY

Tóm tắt: *Những năm gần đây, liên kết đào tạo giữa "Nhà trường và Doanh nghiệp" được các trường Đại học rất coi trọng. Mục tiêu quan trọng của việc liên kết là đào tạo và cung cấp nguồn nhân lực có chất lượng đáp ứng yêu cầu của doanh nghiệp. Tuy nhiên, để hợp tác giữa trường đại học (TĐH) và doanh nghiệp (DN) một cách có hiệu quả cần có những giải pháp chi tiết và định hướng lâu dài. Bài báo này trình bày một số giải pháp thúc đẩy hợp tác toàn diện giữa TĐH và DN nhằm tạo dựng mối quan hệ bền chặt, hợp tác hai bên cùng có lợi. Mô hình hợp tác giữa TĐH và DN đã được áp dụng tại nhiều nơi trên thế giới và đã đạt được hiệu quả cao. Qua bài viết tác giả phân tích những tồn tại đồng thời đề xuất những giải pháp tiên tiến từ một số trường đại học trên thế giới nhằm phát triển trường Đại học Sư phạm Kỹ thuật Hưng Yên hợp tác toàn diện với DN trong lĩnh vực Dệt May & Thời trang.*

Từ khóa: *Kết nối doanh nghiệp, lĩnh vực Dệt may & Thời trang, hợp tác doanh nghiệp, liên kết đào tạo.*

1. Introduction

At present, the cooperation between the University and Enterprises is an indispensable activity in the development program of the school and the business.

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There have been many corporations cooperating with businesses, but depending on the different capacity, the level of cooperation is also different. The level of cooperation between the University and Enterprises depends on the scale of development and other factors.

With the status of most textile enterprises, small and medium Enterprises, so the cooperation with the University is limited. Most Vietnamese textile enterprises are facing many difficulties in technology, capital, importing...

University and Enterprises cooperation is complex and integrated between parties, so it is less based on immediate financial gain but is often long-term. To be able to cooperate effectively, it is necessary to combine thinking, attitude and readiness of the parties [1-3].

The cooperation between University and Enterprises has received the attention and direction of the Ministry of Education and training such as: Project to develop applied career-oriented higher education (Profession Oriented Higher Education - POHE) in 2005. The legal basis for this activity has been built and is increasingly perfected. To see the importance of cooperation, the Law on Higher Education has amended and supplemented the content "*Promoting cooperation between higher education institutions and businesses*".

Resolution of the 6th Conference of the 11th Party Central Committee stated that "*Universities must implement close links between businesses, employers, training facilities, the State and develop human resources.*" resources according to social needs (socio-economic development strategy for the period 2011 - 2020)" [4]. The most prominent cooperation activity between Universities and Enterprises in training is the activity of accepting students for internships (nearly 90%) [5]. Cooperative activities occupying the second position are sponsoring activities related to training and extracurricular activities including: Awarding scholarships to students, organizing job fairs and recruiting new graduates accounting for nearly 70%. The number of businesses contributing to the training program and participating in teaching is nearly 30%.

In the world, cooperation in University and Enterprises is shown in many forms and levels. The basic level is: Receiving students to practice, practical sightseeing, cost support and equipment for teaching and learning. The higher level is: Expert exchange, knowledge sharing, technology; invest in research and implementation to own and transfer technology; to invest in business development to commercialize scientific research results and provide products and services to society.

The areas of cooperation of some countries in the world such as England, Germany, Japan, Italy, China ... [6,7,8].

Table 1. The contents of the link between the Universities and Businesses of some countries in the world

No	Content
1	Students practice at the business
2	Businesses providing technology equipment, funding support for teaching, scientific research and learning for universities
3	Businesses recruit scientists from university to work at the business within the deadline
4	Businesses join the professional advisory council in the university
5	Exploiting commercial value from studies under technology transfer contracts
6	Building a scientific and technological park to establish companies (partially or whole) to invest in research, experiments and testing production
7	Business Incubator Center

This article studies the cooperative models of the University in Vietnam, the meaning of cooperation, evaluating some limitations in cooperation between the University and Enterprises, from the practical cooperation model at the Hung Yen University of Technology and Education, the article proposes solutions to enhance the efficiency of connecting with businesses with enterprises in the field of textile and fashion.

2. Research Methods

The research subjects are universities with domestic and international textile and garment industries. Scope of research on the field of cooperation between universities and businesses. The article uses the method of collecting information combining analysis, synthesized from domestic and world - class cooperation models, and at the same time assessing the status of business cooperation at the Hung Yen University of Technology and Education to offer solutions to link businesses more suitable in the field of textile and fashion.

3. Research content

3.1. Meaning of cooperation in University and Enterprises

The idea of linking and cooperating between the University and Enterprises was proposed by the German philosopher Wilhelm Humboldt. According to him, the University in addition to the training function must have the function of researching and cooperating with industries. According to Carayon [2] and Gibb & Hannon [3]. The cooperation relationship between the University and enterprises for the benefit of both sides. Cooperation helps University to solve financial difficulties and help businesses achieve or maintain competitive advantage in the market, and contribute to economic growth and labor market.

Cooperation between University and Enterprises in order to support each other in the fields of training, research and development, helping managers, lecturers, learners and experts working at businesses to improve ants and ants. Specialization; commercialize research results; construction training program; Organize throughout learning; Supporting career and organizational management [2], [3].

Rohrberck and Arnold (2006) when studying University and Enterprises cooperation pointed out the basic and motivational benefits between the parties (Table 2).

Table 2. Meaning of University and Enterprises [9]

University	Enterprises
Promote teaching activities	Search for modern technology sources
Increase financial resources/sponsorship	Use the laboratory
Source of knowledge and verifiable data	Human resources/cost savings
Political pressure	Risk sharing in basic research
Enhance reputation	Stabilize long-term research projects
Job opportunities for graduates	Recruitment channel

3.2. Textile enterprise cooperation training models

Currently, there are many corporations collaborating with businesses in the textile and garment sector.

Model of Hanoi University of Science and Technology: Cooperation with businesses on recruitment and research. In particular, technology-based training courses of enterprises are included in school modules and specific in-depth training courses aimed at the working environment for students [10]. At the same time, create conditions for students to access and learn about the working culture of each enterprise to help students become familiar with the culture of other countries to work better at enterprises.

Hanoi University of Industry has established the Center for Cooperation with Businesses since 2014. The University has implemented measures to link with businesses such as: Organizing visits; internship at the enterprise; send lecturers to enterprises to provide training at enterprises; Business officials come to teach at the school; Enterprise officials participate in teaching at the School.

Model of University of Agriculture and Forestry - Hue University: One of the first universities chosen to pilot the applied career-oriented training model (POHE) since 2005. The University has made efforts to cooperate with businesses to change new training program, helping students gain more access to reality, improve professional skills, and meet the increasing demands of the market. The school has cooperated with over 500 domestic and foreign

businesses. Students trained under the POHE model have many opportunities to directly participate in management, production and business activities of domestic and foreign agencies and businesses, such as Laos, Cambodia, Thailand...

The percentage of graduates working in the right profession and highly appreciated by employers for their professional capacity is 100%.

University of Technology - Hanoi National University always promotes training to have quality human resources to meet the Vietnamese labor market and FDI enterprises [10]

Hanoi University of Textile and Garment Industry links businesses by organizing for students to visit and learn about businesses. Train short-term courses at businesses, organize cooperation signing ceremonies and receive scholarship funds from companies. Recently, the school and Sukanuma Group Joint Stock Company - Japan signed a cooperation agreement to tighten the cooperative relationship and promote the school's student recruitment program [11] The business cooperation model has been proposed as shown in Figure [12].

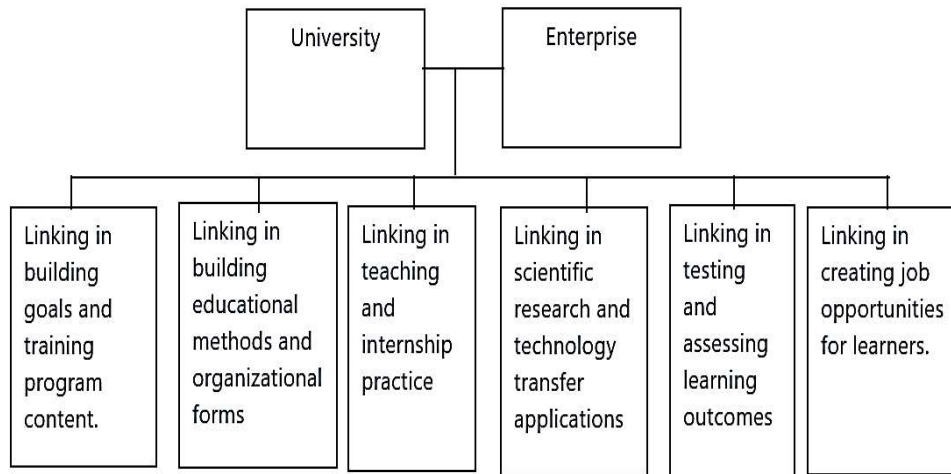


Figure 1. Model of training cooperation between University and Enterprises [12]

3.3. Limitations

The connection between corporations and businesses is identified as an important requirement. However, in the implementation process there are still some limitations:

- The state does not have specific mechanisms and policies to promote coordination and close links between corporations and enterprises.
- Enterprises have not spent much time investing in training activities such as developing goals, content, programs, methods, forms of training organization... in a detailed, regular and continuous manner. custom.
- Universities are not aware of the important role of training links with businesses. Managers are still not determined and invested so the efficiency is not high.
- Corporations and businesses still lack experience in linking and cooperating. Therefore, the linkage is implemented but not closely and has not kept up with changes in the market economy. Therefore, the quantity and quality of human resources that universities train do not match the requirements of the labor market, leading to an imbalance in the supply and demand of high-quality human resources.
- Corporations and businesses themselves are not aware of the important role of training links and cooperation. The lack of harmony in thinking about linkages between corporations and businesses stems from a lack of information and understanding about the benefits of linkages and the strengths of each party [12].
- Most of the links and cooperation come from personal relationships between staff and lecturers in Universities and business representatives, thus reducing sustainability and professionalism in management and organization of activities.
- The number of inventions, inventions and new technologies transferred by corporations

to businesses is very limited, the number of business partners is very low. For example, Thai Nguyen University cooperates with over 200 international organizations and units, but only 3 businesses have signed official cooperation agreements [13].

3.4. Current status of cooperation between the garment technology industry of Hung Yen University of Technology and Education with businesses.

3.4.1. General overview of the Hung Yen University of Technical and Education

Hung Yen University of Technical and Education has been a quality human resource training facility for the Vietnamese Textile and Garment industry since 1995 to present. Currently, the Faculty offers two training majors: Garment Technology and Fashion Business Administration. The Faculty has prestigious links with domestic and international garment businesses. The number of graduates each year ranges from 300 - 500 students. The Faculty has 28 lecturers including 6 PhDs, 2 PhDs trained domestically and internationally and 20 masters.

There are currently more than 800 students, studying at the Faculty according to the following training systems: regular university, joint university with study and work. The Faculty of Garment and Fashion Design always has close relationships with reputable domestic and international businesses, allowing students to have full knowledge and skills to meet the needs of businesses after graduating. 100% of students have jobs immediately after graduation. Many people become technical staff, managers in production and operations. Many students successfully start businesses with their own production facilities. The Faculty has 3 departments and 1 center for Product Development and Business Cooperation.

3.4.2. Some methods of connection and cooperation between Garment and Fashion Design and Businesses.

- **Consulting and job orientation:** In May every year, the Faculty cooperates with businesses, large corporations such as Duc Giang Corporation, Garment 10 Corporation and 100% foreign-owned enterprisesto organize a consultation session to orient job positions for 3rd year students and especially the last year before graduation

- **Training refresher courses:** Because of its reputation with businesses, businesses trust and order many training courses to improve professional skills for middle-level officials and employees such as: Specialized English, Line Leader communication skills, Textile and garment order management, Line leader operations, QC operations, IE operations....for Duc Giang Corporation, Garment Corporation 10, Viet Hao Premium Garment Co., Ltd., Jasan Vietnam Textile Dyeing Co., Ltd. Nam, Unitedtex Vietnam Garment Co., Ltd....

- **Scientific research:** At universities, scientific research is one of the important tasks to improve training quality. The Faculty of Garment Technology and Fashion Design, Hung Yen University of Technical and Education regularly cooperates with businesses to carry out scientific research topics of typical lecturers and students such as: *Research on the bank of swimwear products manufactured at Hung Long Garment & Services Joint Stock Company* - Nguyen Thi Xuan, Pham Huu Dong; Topic: *“Field survey, building a training program for line leaders for garment enterprises in Hung Yen province”*, Nguyen Thi Nhung, Ngo Minh Hoan.

- **Sign a cooperation agreement:** The Faculty has signed comprehensive cooperation agreements with many large corporations and 100% foreign-owned enterprises such as: Duc Giang Corporation, Garment 10 Corporation, Hung Long Garment & Services Joint Stock Company, Textile and Dyeing Company Limited Jasan Vietnam...

Content of the cooperation agreement:

Coordinate with the company to deploy short-term professional training courses and joint training programs in the garment sector according to the company's needs.

Coordinate the implementation of vocational skills internship programs for students, organize field trips and field surveys for staff and lecturers of the Faculty of Garment Technology and Fashion Design

Coordinate teaching practical knowledge to students.

Coordinate to issue certificates to students who have completed internship courses to improve vocational skills at the company.

Introducing and providing human resources to serve the development needs of both sides.

- **Students intern at business:** Every year, the department organizes many internships for students at the Garment company based on the needs and scale of the business. Each internship lasts 4-7 weeks depending on the content of each module. Internship modules include:

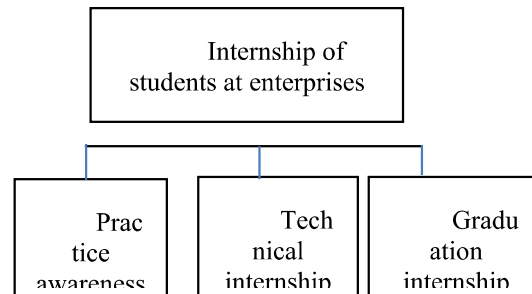


Figure 2. Practice modules

Cognitive internship: Students visit and learn about the organizational structure and operations of weaving, dyeing and garment factories. Learn about fashion brands, fashion centers, offices, fashion stores, how to display at fashion showrooms, museums... Learn about production methods CMT, FOB, ODM, ...

Technical internship: Learn about the organizational structure of the company participating in the internship; Learn the stages in the industrial garment production process, the process of implementing the production of a product code; Participate directly in some stages on the sewing line; Learn about how to operate and manage a sewing line.

Graduation internship: Students have access to production practices at garment factories; Directly participate in the sewing line; Learn the stages in the industrial garment production process; How to operate and manage the sewing line; Working methods in specialized departments help learners gain knowledge and skills to work in departments, thereby mastering the production process at the garment factory.

Every year, the faculty organizes an internship of about 300 students for cognitive - technical internships for 2nd year students, and about 300 graduate internships for 4th year students.

- **Construction training program:** The training program is given great attention and revised by the Faculty to suit the reality of businesses. When developing training programs, there is input from businesses through surveys.

- **Survey the recruitment needs of businesses:** According to a survey of 15 businesses, the need to recruit engineers in the Garment Technology industry is very large, specifically: Every year the Faculty provides an average of more than 300 high-quality full-time graduates to the labor market to meet the needs of the labor market. recruitment needs of businesses.

3.5. Some solutions to build a sustainable cooperation model between universities and businesses

1) State policies

Legal policies need to be more specific to promote public-private partnerships (PPP) in higher education: Develop policies to support and encourage businesses to cooperate and sponsor the higher education sector.

2) Awareness of universities and businesses

Universities and businesses must understand the importance of cooperation and the benefits that cooperation brings, then they can truly create an impact on each other.

3) For training programs

When developing a training program, businesses need to cooperate to build a program that closely matches the actual requirements of the business.

Establish an industry advisory council with the participation of businesses.

4) For teaching activities

It is necessary to open many training classes on theoretical basis and practical skills for businesses.

Invite technical staff and management staff of the enterprise to teach some modules at the school.

Bringing lecturers to businesses to update practical knowledge according to the development of the business.

The graduation project council should invite 1-2 business members to attend to objectively evaluate and meet actual needs.

Experts invited to teach are people working in garment and fashion businesses, including designers, technicians, and managers.

5) For scientific research activities

Lecturers combine with technical staff and sewing line managers to carry out practical research topics that bring high value to the company, while improving their research capabilities. In particular, business representatives can be invited to participate in seminars at the school.

6) For activities of building cooperation centers

Universities should establish a specialized department in the field of business cooperation to have time to invest and develop long-term and stable cooperative relationships.

7) Training core classes for businesses

Universities cooperate with businesses to open high-quality training classes with investment in funding, scholarships, facilities and recruitment immediately after graduation into necessary positions of the business.

8) Job consulting and recruitment

Every year, the University organizes consulting and job recruitment sessions with the participation of many businesses in the area. Participants are mainly third and final year students. The University can be divided into many small batches so that students can easily choose and learn more about the business.

9) Implement comprehensive cooperation agreements with companies in the field of textile and fashion.

University and Enterprises need to sign cooperation agreements in many fields to create conditions for long-term and sustainable cooperation.

10) Training refresher courses at enterprises

The University sends a team of highly qualified lecturers to train training courses based on the needs and conditions of enterprises, helping enterprise officials to update management knowledge and specialized knowledge in a good way best.

11) The university teaches in combination with business experts

Some core modules require consulting participation from experts from businesses. Because experts have a lot of experience and practical knowledge to help students understand more deeply and master skills better. In particular, students will be updated with the latest and most modern knowledge and skills from businesses.

4. Conclusion

In the current context when the industry is developing strongly, cooperation between University and Enterprises is very necessary. The article presents cooperation models of domestic and international universities and businesses, thereby analyzing the strengths and limitations in the cooperation process, drawing lessons learned in the cooperation process of the two countries beside. Evaluate the current state of business cooperation at the Faculty of Garment Technology and Fashion Design, and propose solutions to help the cooperation process between the University and Enterprises be more comprehensive and sustainable in the fields of Textile, Garment & Fashion. To achieve solid and comprehensive rationality, Universities and Enterprises need to fully and extensively implement the 11 reasonable measures proposed in the article as follows: Develop policies to support and encourage businesses to cooperate and

sponsor the higher education sector; Understand the importance of cooperation and the benefits of cooperation; Coordinate to develop appropriate programs; Cooperation in training; Cooperation in the field of scientific research; Establish a department specializing in the field of cooperation; Training core classes for businesses; The University organizes consulting and job recruitment sessions with the participation of many businesses; Implement comprehensive cooperation agreements with companies in the field of textile and fashion; Training refresher courses at enterprises; The university teaches in combination with business experts.

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