

THE PhD. THESIS IN BUSINESS ADMINISTRATION

“The linkage between enterprises and universities, research institutes: a case study in Viet Nam”

Major : **Business Administration**
Code : **62 34 05 01**
PhD. Student : **Nguyen Thi Thu Hang**
Scientific advisor : **Prof. PhD. Nguyen Thien Nhan**
University : **University of Technology – Vietnam National
University – Ho Chi Minh City**

Abstract

In line with the global integration, since many years in Viet Nam, the question how to improve the linkage between enterprises and universities, research institutes has been a question not only of policy makers but also of scientists, managers and businessmen. The dissertation is a research on the relation between enterprises and universities, research institutes by proposing and verifying a theoretical model of linkage between enterprises and universities, research institutes and thereby identifying the supportive and inhibitive factors for developing linkages among these agents as well as the results which enterprises obtained by utilizing the above cooperation in order to improve business efficiency. The creation and verification of the theoretical model base on a survey of 269 enterprises in Ho Chi Minh City, Viet Nam using the structural equation modeling (SEM). Moreover, this research also analyzed 32 questionnaires from universities and 40 questionnaires from research institutes. Based on the analysis results, solutions were proposed in order to develop the relationship between enterprises and universities, research institutes with the aim of improving the business efficiency and contributing to national capacity and efficiency.

Findings

1. The research identified four factor groups affecting the relationship between enterprises and universities, research institutes. Among them, two supportive factor groups are the context and the organization factors; and two inhibitive factor groups are the difference factors of activities and the factors of enterprises perception about universities and research institutes.

2. The research proposed a more complex measuring scale including three variables of activity differences effecting on the cooperation between enterprises and universities, research institutes.
3. The research is a contribution to theories of measuring scale by modification and verification of measuring for a case study in Viet Nam, a developing country.
4. The research revealed that the cooperation of enterprises and universities is better than those of research institutes. While developing a linkage with universities, enterprises are interested in university's experience through prestige as well their previously existing relationship. The most inhibitive factor for the cooperation between enterprises and universities is the neglectance of enterprises for utilization of high-skilled workers while employing mostly simple workers and neglecting cooperation with universities for training. Furthermore, enterprises do not know well about university activities because information about university activities is not well publicized.
5. According to the research results, this study proposed six general solutions to improve the relationship between enterprises and universities, research institutes, three others for universities and one for institutes. In addition, five recommendations to the government are made to support the development and utilization of this relationship.

Prospective practical impact of the Thesis:

The research showed that differences of activities and the perception of enterprises about universities and institutes inhibit the relationship between enterprises and universities, research institutes. Applying the above proposed solutions could help enterprises set up and enhance the linkage between enterprises and universities, research institutes, and also increase competitive advantage and efficiency and at the same time contribute to the economy development toward the knowledge economy.

SCIENTIFIC ADVIOR

PHD STUDENT

Prof. PhD. Nguyen Thien Nhan

Nguyen Thi Thu Hang