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LAB-MOVIE

LABOUR MARKET OBSERVATORY IN VIETNAM UNIVERSITIES

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IN VIETNAM UNIVERSITIES

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Survey Results of Piloting the Platform – Phase 2

Tourism & hospitality sector in Thai Nguyen province

By: THAI NGUYEN UNIVERSITY

Presenter: Đỗ Thị Thùy Linh

Contents

- Brief introduction to the platform
- The way the platform has been piloted
- Survey results
  - Descriptive statistics of the respondents
  - Specific results

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About the platform

- http://labmovie-tnu.tueba.edu.vn/

- **Content developer:**

Thai Nguyen University of Economics and Business Administration (TUEBA)

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English

PUBLICATIONS | JOB PROFILES | ORGANIZATIONAL STRUCTURES | CONTACTS | FACEBOOK | SURVEY

About Lab-movie project

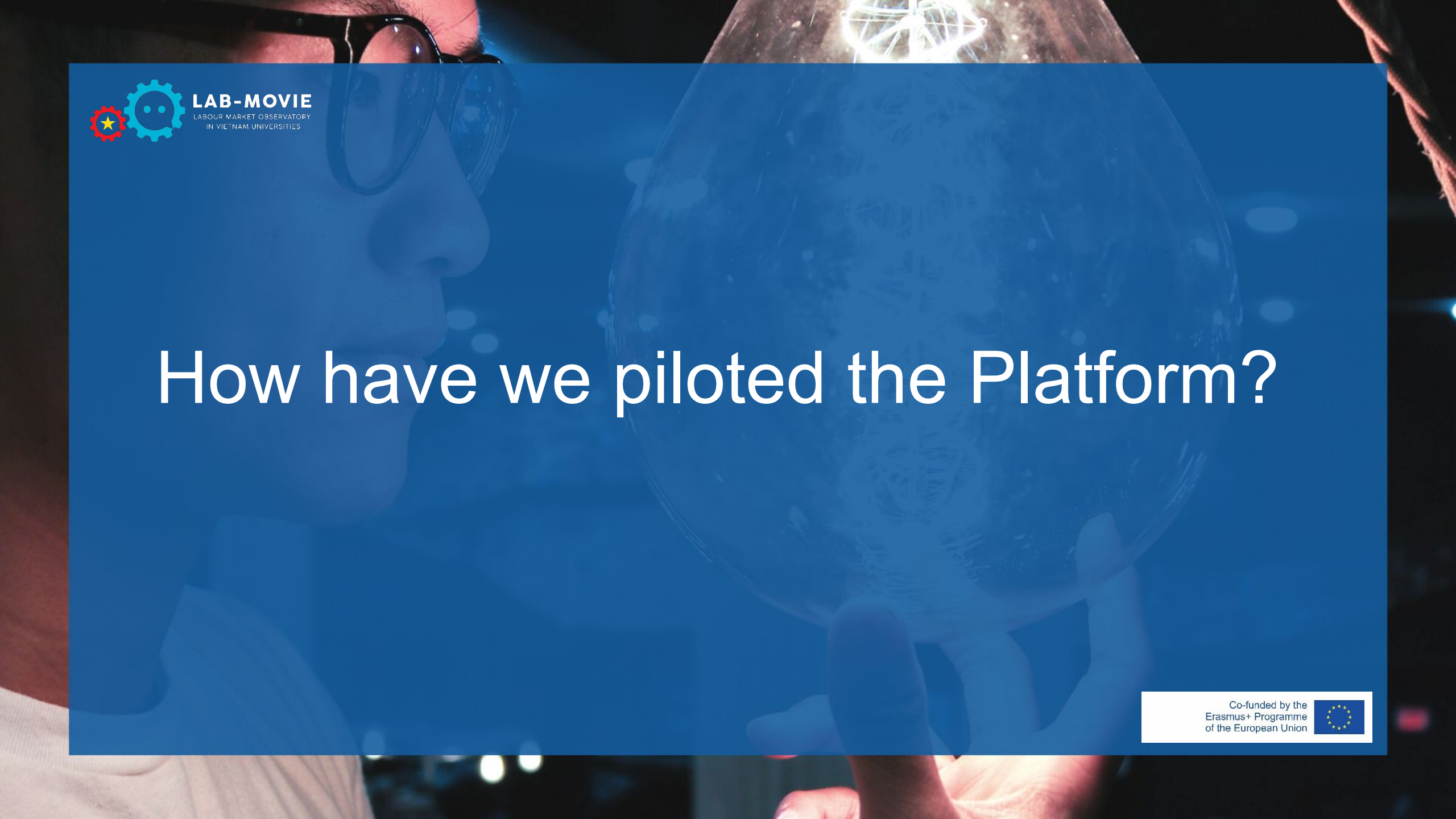
The LAB-MOVIE Project, inspired and started by the University of Padova, aims to create a Labour Market Observatory in Vietnam universities in order to analyse and understand the local labour market and acquire information about its demand and offer.

Observatory

LMO will collect, analyse and provide useful information to their students in order to guide them in the job search

Search publications

Chat



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How have we piloted the Platform?

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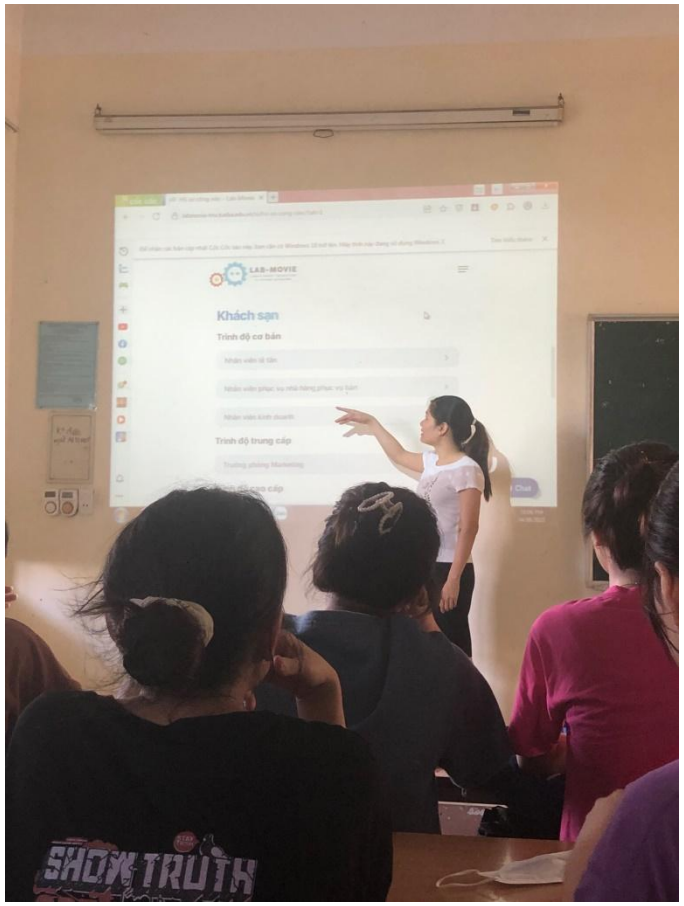
Introducing the Platform to students at classess



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Doing online survey through Google Form

https://docs.google.com/forms/d/e/1FAIpQLSfJqyL6KXwhIehvGs0YQ7lPxhKFS9H9z6zQQfURXWnPyYUiag/viewform

Labour Market Observatory portal evaluation questionnaire (Bảng câu hỏi đánh giá cổng thông tin quan sát thị trường lao động)

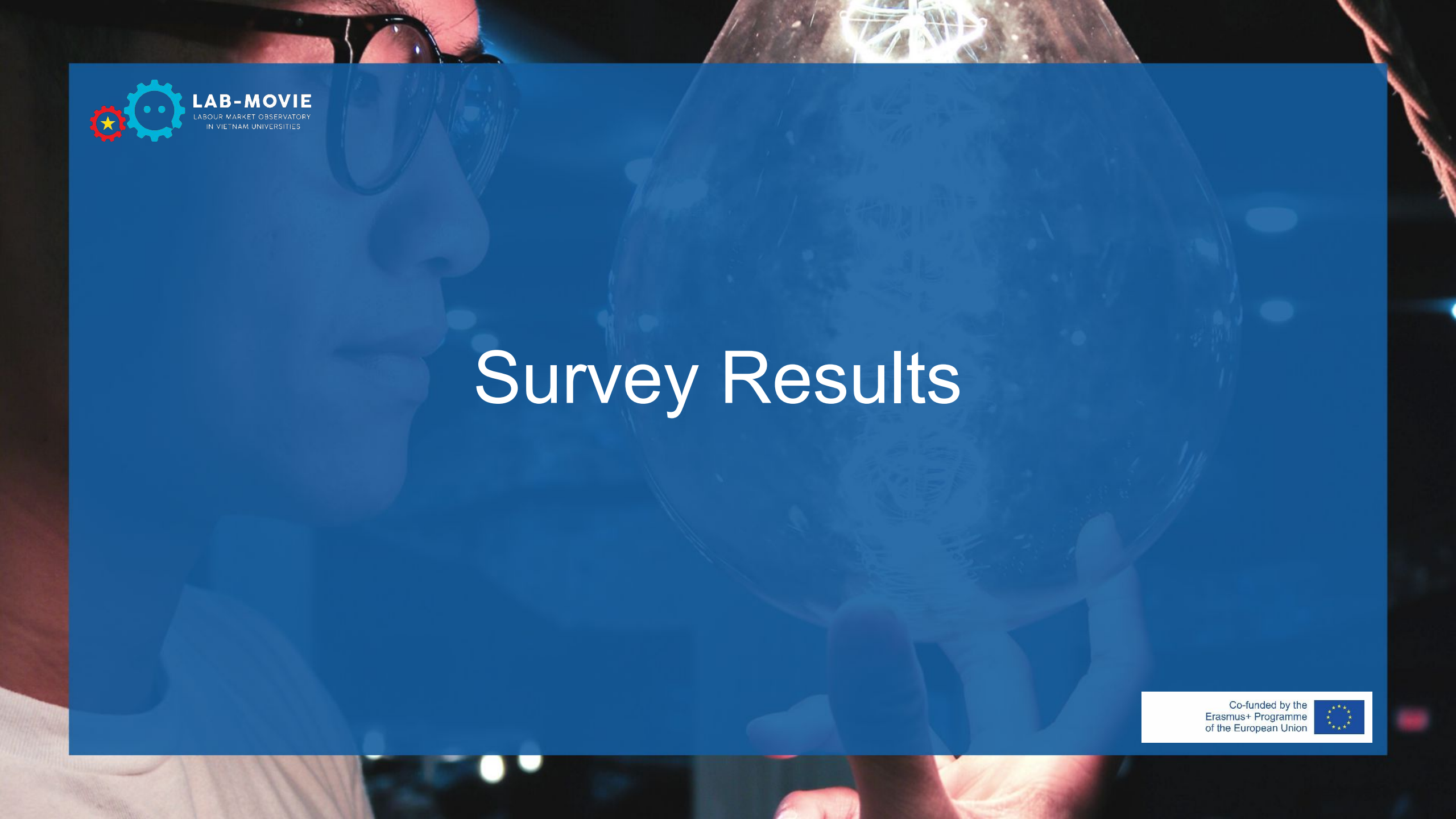
dttlinh@tueba.edu.vn Chuyển đổi tài khoản

Không được chia sẻ

* Biểu thị câu hỏi bắt buộc

5.With reference to the Labour Market Observatory website, we would like to ask you to express a judgement, on a rating scale from 1 to 6 **(1 = extremely negative, 6 = extremely positive)**, for each of the following aspects:(Liên quan đến cổng thông tin quan sát thị trường lao động, xin mời bạn đưa ra đánh giá, trên thang đánh giá từ 1 đến 6 **(1 = cực kỳ tiêu cực, 6 = cực kỳ tích cực)**, đối với từng khía cạnh sau): *

	1	2	3	4	5	6
a) Graphics (Đồ họa)	○	○	○	○	○	○
b) Usability (Tính tiện dụng)	○	○	○	○	○	○
c) Usefulness for knowing the job profiles present in the						



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Survey Results

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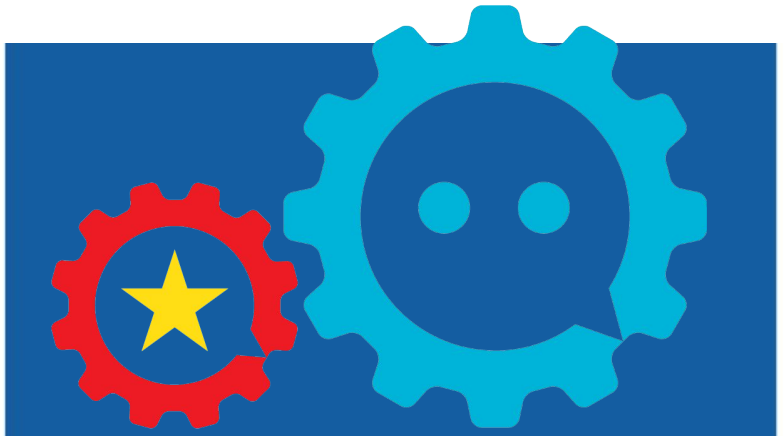
Descriptive statistics of respondents (85 responses)



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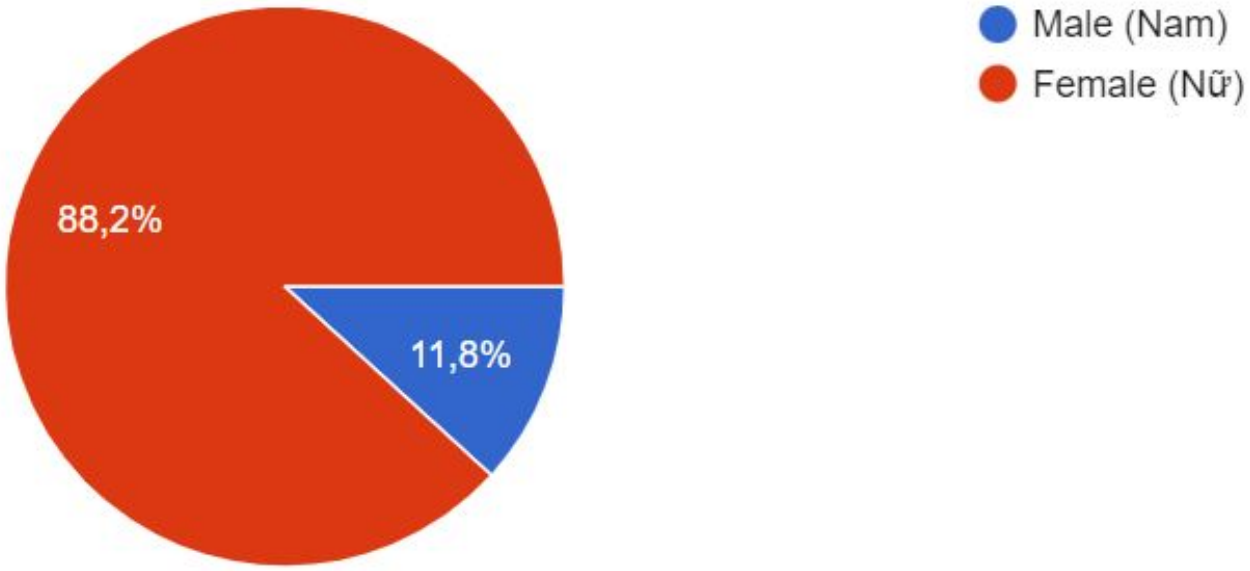
General Information

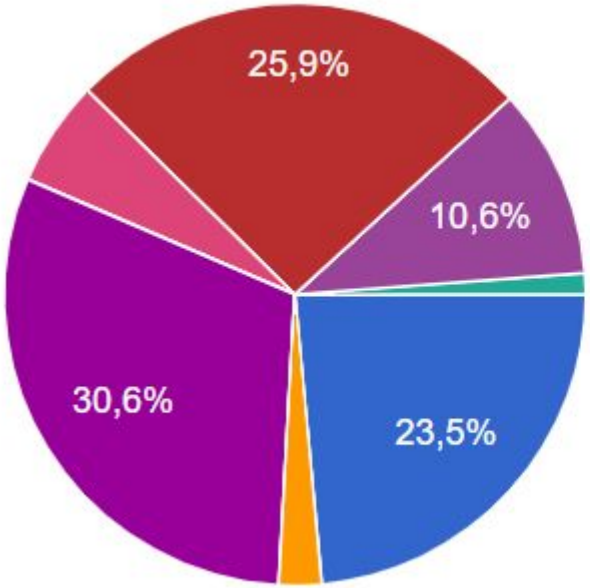
- Gender



- Age: mostly 18 – 22

General Information

❖ Degree course: diversified

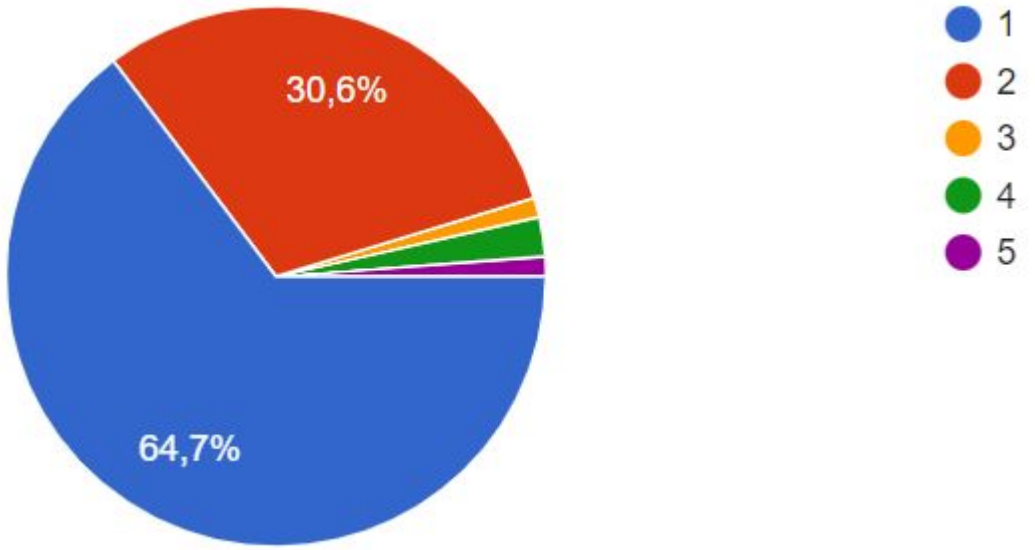


- Accounting (Kế toán)
- Economics (Kinh tế)
- Marketing
- Economic Laws (Luật Kinh tế)
- International Economics (Kinh doanh…
- Business Administration (Quản trị kinh…
- Finance - Banking (Tài chính - Ngân h…
- Economic Management (Quản lý kinh…
- Tourism and Hospitality Management…

▲ 1/2 ▼

General Information

- Year course
  - ✔ 2022 – 2026 (1)
  - ✔ 2021 – 2025 (2)
  - ✔ 2020 – 2024 (3)
  - ✔ 2019 – 2023 (4)

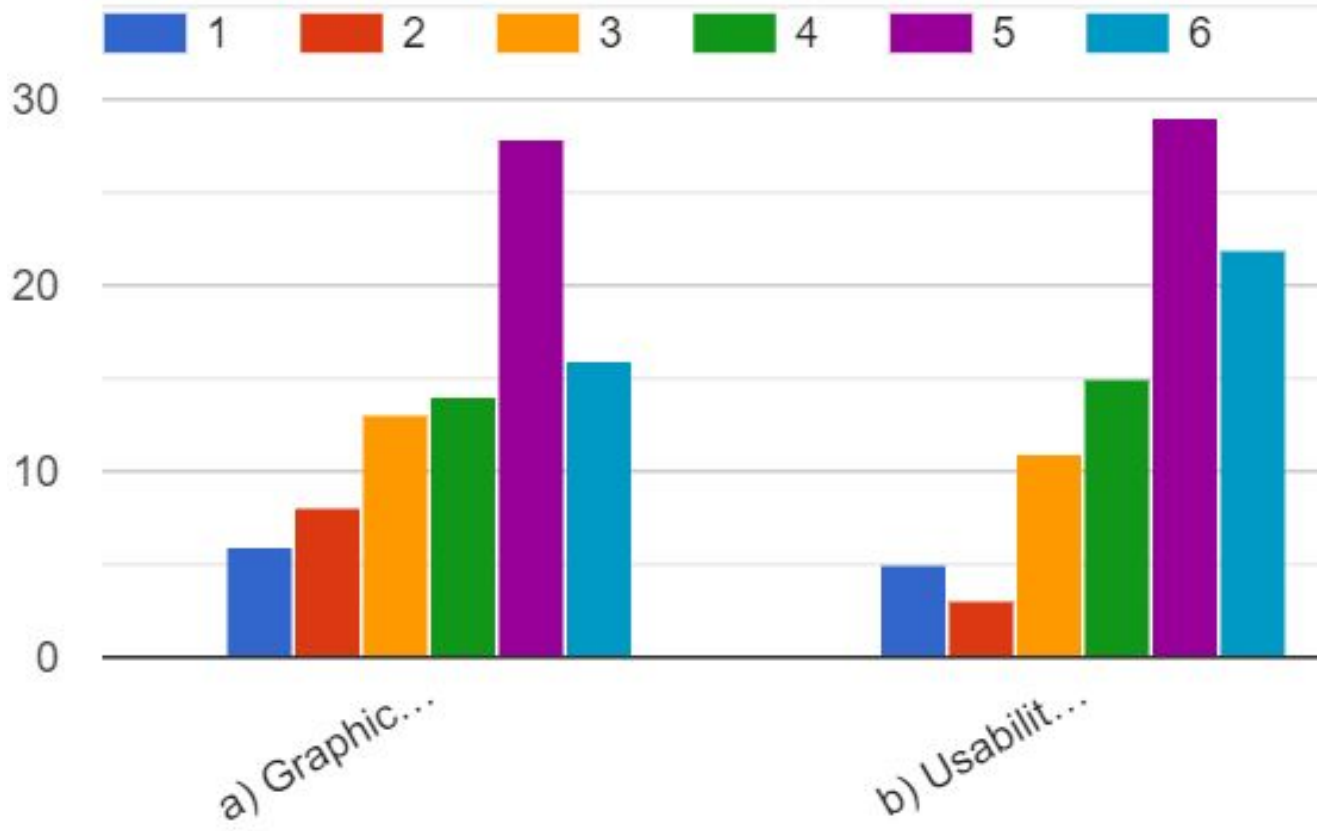


Specific results

Judgement on the Platform

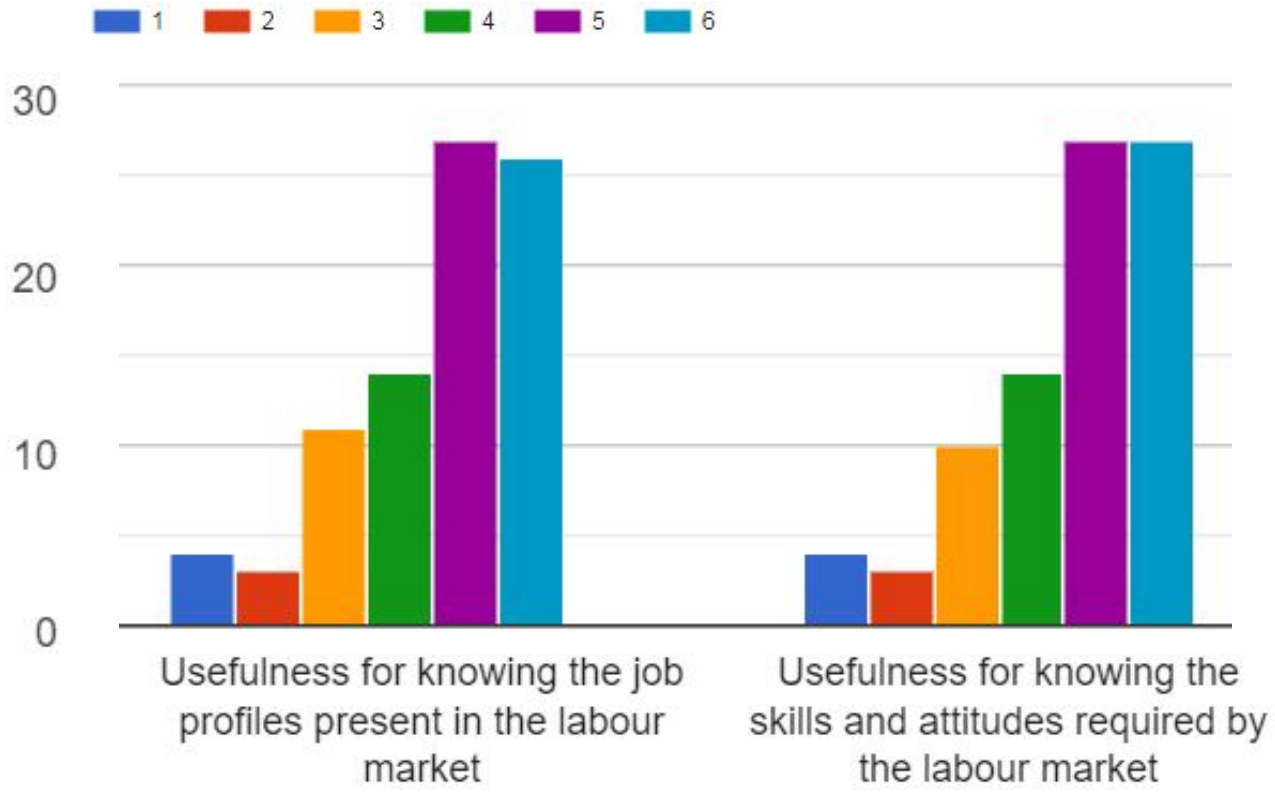
rating scale from 1 to 6 **(1 = extremely negative, 6 = extremely positive)**

- Graphics
  - ✔ very positive
- Usability
  - ✔ very positive



Judgement on the Platform

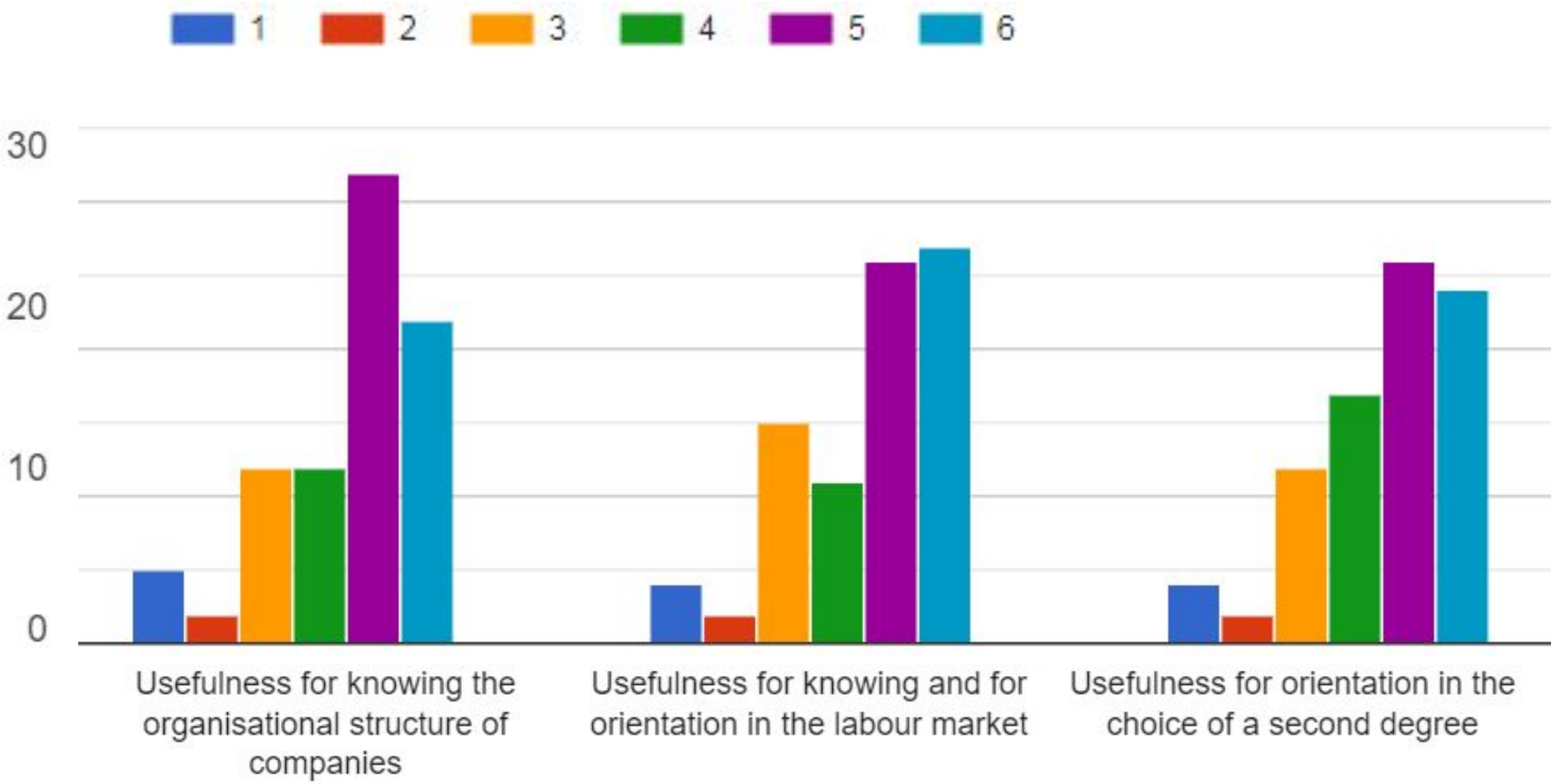
- Usefulness for knowing the job profiles present in the labour market
  - ✔ very useful
- Usefulness for knowing the skills and attitudes required by the labour market
  - ✔ very useful



Judgement on the Platform

- Usefulness for knowing the organisational structure of companies
  - ✔ useful
- Usefulness for knowing and for orientation in the labour market
  - ✔ useful
- Usefulness for orientation in the choice of a second degree
  - ✔ useful
    - See graphs in the next slides

Judgement on the Platform



Comments on the Platform

- Advantages
  - ✔ Modern, fast, convenient
  - ✔ Comfortable, smooth
  - ✔ Easy to find information
  - ✔ Provides a lot of useful information for students, available in two languages, English and Vietnamese, easy to follow
  - ✔ Capture the necessary information
  - ✔ Easy to use, simple user interface, convenient
  - ✔ Having a good background will easily adapt to the work and the transformation of society
  - ✔ Make yourself more sensitive
  - ✔ Update news quickly
  - ✔ The advantage of the platform is to help collect, analyze, and visualize the best way

Comments on the Platform

- Advantages
  - ✔ Clear, easy to understand, easy to operate, help students find more information about employment.
  - ✔ The platform has eye-catching professional graphics, expert authors also provide quality articles in terms of content to help students who are still confused will be on the right track for their upcoming jobs.
  - ✔ Helping students easily find jobs suitable for their majors
  - ✔ Learn more information
  - ✔ Ability to collect data from multiple sources
  - ✔ Storage with high capacity
  - ✔ The advantage of the platform is that you can find the right job for you
  - ✔ There is a suggestion of future work for the field of study
  - ✔ Bringing solutions to promote transactions, bring convenience. People can capture specific, accurate information

Comments on the Platform

- Advantages
  - ✔ Quick convenience
  - ✔ Help students have a good foundation and knowledge of the field after graduation.
  - ✔ Having a clear job orientation, looking for a job that is suitable for the field of study and with the ability
  - ✔ Easily help look up some information about the major you need
  - ✔ Bringing useful solutions, bringing convenience
  - ✔ The fundamental advantage is that it is easy to choose the right career with the right capacity
  - ✔ Easy to find information
  - ✔ Make it easy for me to find work and necessary information
  - ✔ There are many suggestions for future work
  - ✔ Easier to search
  - ✔ Specific target provided

Comments on the Platform

- Advantages
  - ✔ Dynamic, knowledgeable
  - ✔ orient yourself better about the future
  - ✔ Easier to learn
  - ✔ the ability to collect data from many, shorten the time and store with high capacity
  - ✔ Help find information quickly and accurately
  - ✔ Help us understand the issues faster
  - ✔ help find jobs, consult information about the labor market
  - ✔ The advantages of the platform are that it allows people to share their opinions.
  - ✔ The advantage of the platform is to give viewers a clear understanding of the tourism industry
  - ✔ Simplicity – a good system to learn
  - ✔ how to speak, how to handle work

Comments on the Platform

❖ Limitations

- ✔ Still not pretty
- ✔ No limitations
- ✔ No ideas
- ✔ There is no variety of industries
- ✔ Not enough industries, only tourism
- ✔ Newly limited to the tourism industry, need to update other industries soon.
- ✔ Not everyone knows how to use it
- ✔ Update information is not fast
- ✔ Ability of extension
- ✔ Not available yet
- ✔ Hard to reach
- ✔ Haven't really taken advantage of it yet
- ✔ There are not many careers for students to refer to
- ✔ Need more updates

Comments on the Platform

❖ Limitations

- ✔ The platform is in the process of developing and spreading, so the fact that many students do not know about it is also a limitation
- ✔ Need to expand the platform across the country
- ✔ Ability of extension
- ✔ Talent experience
- ✔ Incomplete
- ✔ Not yet popular for many people to know about it
- ✔ Limitation is no graphics
- ✔ There are not many majors
- ✔ Not enough information
- ✔ Not suitable for specific customer groups
- ✔ Not many people know about it and rarely practice it
- ✔ Lack of understanding of the labor market. The organizational structure of the companies is unknown
- ✔ There is still little information, still quite unknown to all users

Comments on the Platform

❖ Limitations

- ✔ I don't know, maybe there is little navigation towards that industry
- ✔ Not known by many people
- ✔ Little known
- ✔ There are not many professions
- ✔ Difficult to reach
- ✔ Not widely available yet
- ✔ Still a bit laggy
- ✔ Not yet effective
- ✔ Without background, it will be more difficult to work and study
- ✔ Unclear
- ✔ Many blocks
- ✔ Human resources for the tourism industry have not met the requirements
- ✔ Communicate
- ✔ Have not had much access to the tourism market

Comments on the Platform

- Further comments
  - The interface of the web is not very eye-catching
  - Need more majors and suggestions for future work
  - Satisfied with the first steps of the site
  - No comments

Thank you!