(RESEARCH ARTICLE)

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The recruitment needs of businesses and the ability to meet the needs of students of Hanoi university of industry upon graduation

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Abstract

With many policy and economic innovations, Vietnam's labor market is on the verge of strong development, creating many job opportunities for workers. However, businesses are still lacking a large number of personnel, especially high-quality personnel who are fully equipped with skills. Currently, employers not only need a highly qualified candidate but also someone who flexibly solves difficulties and motivates colleagues. Therefore, when going to an interview, possessing relevant skills in addition to professional knowledge is the value that helps you make a difference among thousands of candidates. In order to orient and improve the training program and training more closely to the requirements of social life, it is essential to understand the current situation of students' ability to meet the needs of employers in enterprises and the necessary solutions to improve job opportunities for students so that the school's training work can achieve higher efficiency.

Keywords: Recruitment needs; Businesses; Students; Responsiveness

1. Introduction

The labor market is a market affected by the problem of asymmetric information. According to R.S. Pindyck and D.L. Rubinfeld, information asymmetry is a condition in which some people get more information than others. In the labor market, workers will have more information than employers. Meanwhile, the employer must make a decision whether to accept the employee or not without understanding the full working ability of the employee.

University graduates are the most prosperous, dynamic, and creative group in society. They have thoughts, ambitions, and a relatively systematic grasp of modern scientific knowledge. they are a valuable human resource. They shoulder the heavy responsibility of continuing to promote the cause of reform, opening up, and modernization, and shoulder the heavy responsibility of building a well-off society comprehensively and the great rejuvenation of the Chinese nation. The employment problems of university graduates are not only related to the vital interests of graduates and even the masses of the people, but also to the sustainable and healthy development of education and the basic national policy is to rejuvenate the country through science and education and strengthen the country by talents.

2. Theoretical basis and research methods
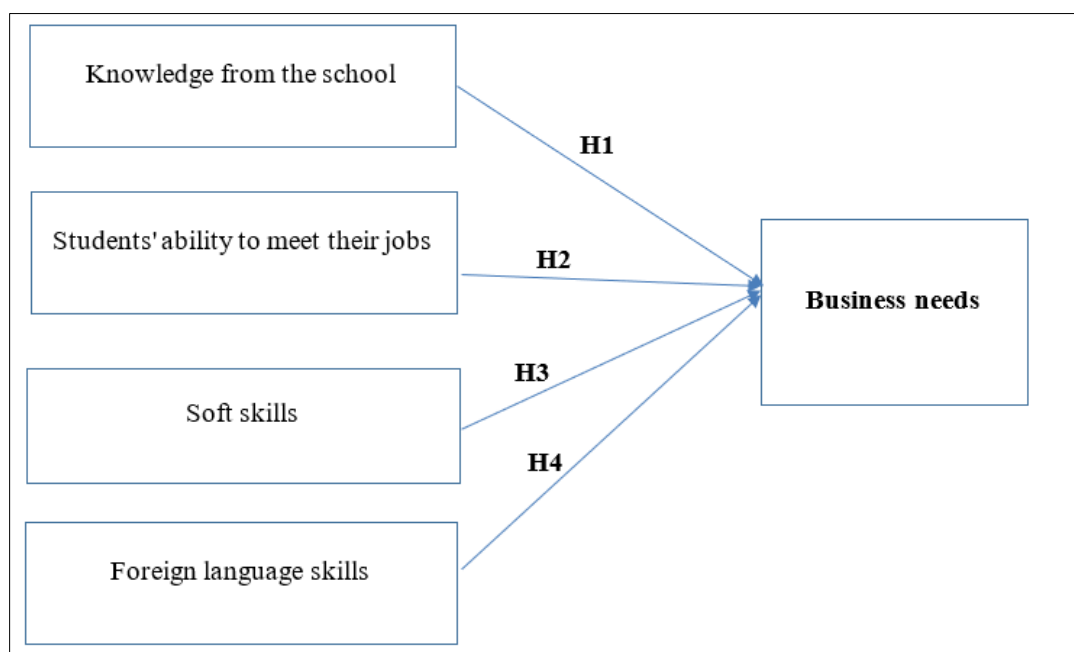
2.1. Research theory

- Hypothesis H1: The factor "Knowledge from the school" positively affects the reduction of the imbalance between the recruitment needs of businesses and the ability of students to meet the needs of students

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- Hypothesis H2: The factor "Student responsiveness" positively affects reducing the imbalance between the recruitment needs of businesses and the ability of students to respond

- Hypothesis H3: The "soft skills" factor positively affects the reduction of the asymmetry between the recruitment needs of businesses and the ability of students to meet them

- Hypothesis H4: The "Foreign Language Skills" factor favorably affects reducing the asymmetry between the recruitment needs of businesses and the ability of students to meet them

2.2. Research Design

- To carry out this study, the authors studied through 2 main stages:
- Qualitative research aims to develop a questionnaire to survey the opinions of students of Hanoi University of Industry.
- Quantitative research to collect information and analyze data for research purposes

Figure 1 Research model

2.3. Research methodology

The study used a convenient sampling method with the scale used in the questionnaire being multi-item scales to measure key concepts. The observed variables used for the concepts in the model are measured using a 5-level Likert scale:1- Not important; 2- Less important; 3- Normal; 4- Important; 5- Very important

The research team conducted statistics to describe the collected data. The research team conducted a survey of 250 students of Hanoi University of Industry from August to October 2024 using the questionnaire method through the Google Form tool and collected 202 valid results. The implementation of direct investigation helps the data collected by the author to be reliable and ensure objectivity. To analyze and process the data using SPSS 20.0 software, the research team performs the following steps: Verify the reliability of the scale using Cronbach's alpha coefficient. Testing the value of the scale (EFA exploratory factor analysis). Multivariate regression analysis to find out the critical element of the elements.

2.4. Independent variable scale reliability testing

According to the analysis, the factors affecting the needs of businesses depend on 4 factors with 24 observed variables. The evaluation criteria are Cronbach's Alpha coefficient > 0.6 and the total correlation coefficient > 0.3. Variables that do not meet this standard will be considered low-reliability variables or garbage variables and will be disqualified. The results are shown in the table:

Table 1 The reliability of transforming knowledge from schools with the needs of businesses

Cronbach's Alpha = ,837	Total Variable Correlation Coefficient	Cronbach's Alpha if variable type
Knowledgeable about the job	0.661	0.800
Good academic results at school	0.576	0.817
The supplementary learning program has a lot of work	0.607	0.811
The training program provides enough knowledge to work (major, specialized)	0.568	0.801
The training program meets employment goals	0.598	0.813
Training is necessary to get a job	0.568	0.819

(Source: Compiled author)

Table 2 The reliability of the ability to meet the needs of the business

Cronbach's Alpha = ,800	Total Variable Correlation Coefficient	Cronbach's Alpha if variable type
Previous and in-field experience	0.613	0.749
Have done similar work before	0.586	0.762
Trained in the right major	0.629	0.741
Ability to take on new jobs	0.619	0.746

(Source: Compiled author)

Table 3 Reliability of soft skills to business needs

Cronbach's Alpha = .841	Total variable correlation coefficient	Cronbach's Alpha if variable type
Presentation Skills	0.585	0.821
Teamwork skills	0.548	0.829
Problem-solving skills	0.656	0.807
Behavioral communication skills	0.603	0.818
Ability to work independently and autonomously	0.634	0.812
Creative and adventurous skills	0.685	0.802

(Source: Compiled author)

Table 4 The reliability of turning foreign language skills into the needs of businesses

Cronbach's Alpha = ,776	Total Variable Correlation Coefficient	Cronbach's Alpha if variable type
Normal hearing and speaking abilities	0.637	0.669
Ability to communicate professionally in a foreign language	0.603	0.709
Ability to work professionally in a foreign language	0.598	0.715

(Source: Compiled author)

From the analysis tables, it is shown that all Cronbach's alpha values of the variables are greater than 0.6 and most of the total variable correlation coefficients are > 0.3.

Thus, the variables in the study are highly reliable with an observational 24-variable scale, which is validated by Cronbach's Alpha, and 23 variables will be used further for EFA exploratory factor analysis.

Table 5 Rotated Component Matrixa

	Component			
	1	**2**	**3**	**4**
Knowledge about the job	0.795			
Good academic results at school	0.743			
The supplementary learning program has a lot of work	0.711			
The training program provides enough knowledge to work (major, specialized)	0.707	0.535		
The training program meets employment goals	0.697			
Training is necessary to get a job	0.675			
Previous and in-field experience		0.745		
Have done similar work before		0.738		
Trained in the right major		0.736		
Ability to take on new jobs		0.697		
Presentation skills			0.691	
Teamwork skills			0.774	
Problem-solving skills			0.760	
Behavioral communication skills			0.755	
Ability to work independently and autonomously			0.726	
Creative and adventurous skills	0.616		0.656	
Normal hearing and speaking abilities				0.801
Ability to communicate professionally in a foreign language				0.795
Ability to work professionally in a foreign language				0.766

(Source: Analyst author)

The results of the EFA analysis show that the above groups of factors have a load factor of >0.5 and are ranked in the order of groups. It is proved that the survey variables are closely related to each other and explain the dependent variable well.

2.5. Determining the EFA Discovery Factor of Dependent Variables

Through Bartlett's test, the dependent variables show that the KMO coefficient is . and variables that are not correlated with each other in the overall (Sig. = < 0.05), satisfying the conditions of factor analysis. Factor Loading values are all greater than 0.5. The results show that the scales are all highly valued for measuring dependent variables.

Thus, the research model here belongs to the multiple regression model with a dependent variable of Reducing Symmetry and the independent variable of knowledge; Responsiveness, Soft Skills, Enterprise

The regression model is built as follows:

$$BCX = \beta + \beta_1 KT + \beta_2 KNDU + \beta_3 KNM + \beta_4 DN$$

Where:

β : Constant

β_i : Partial regression coefficients correspond to independent variables

Evaluation criteria:

Evaluate the conformity of the model: Through the adjusted R2 factor (Adjusted R square) to evaluate the conformity of the model, it is safe not to exaggerate the conformity.

Model Fit Test: Test F is used to determine whether the relationship between dependent variables is linearly related to all independent variables. If Sig < 0.05, then rejecting Ho means combining independent variables that can explain the change of the dependent variable, the construction model is suitable.

To determine the importance of variables in the model, it is necessary to pay attention to the following two issues:

The importance of each independent variable when they act separately, this problem will be solved through the correlation coefficient between independent variables and dependent variables, the greater the absolute value of the correlation coefficients, the stronger the linear relationship.

The importance of independent variables when they are used in conjunction with others in the multiple regression model. This problem will be solved through partial correlation coefficients and individual correlations.

Testing violates hypotheses such as: Testing the hypothesis of the standard distribution of the residue based on the frequency chart of the normalized residual; Test the hypothesis of multilinearity (correlation between independent variables).

3. Result and discussion

Examining the importance of the elements

The degree of influence of the 4 independent variables on the dependent variable is determined through the Beta coefficient.

Table 6 Coeficients

Model	Unstandardized regression coefficients		Normalized regression coefficients	T	Sig.
	Regression coefficients	Standard Error	Regression Coefficient (Beta)		
Knowledge from the school	0.341	0.049	0.324	6.919	0.000
Students' ability to meet their jobs	0.378	0.050	0.278	5.617	0.000
Soft Skills	0.226	0.052	0.221	4.365	0.000
Foreign language skills	0.272	0.045	0.304	6.081	0.000

(Source: Analyst authors)

The regression results in Table 3.14 show that the Sig values of variables with equivalent indices show that the impact of the 4 variables with the reduction of the asymmetry between the recruitment demand of enterprises and the ability of students to meet after graduation is equal

Thus, the asymmetry is affected by 4 factors: knowledge, responsiveness, soft skills, and business. The degree of impact of the factors is expressed in the Beta regression coefficient. Specifically, as follows:

The "Knowledge from school" factor of the self-learning process has Beta = 0.324, which means that the knowledge factor changes by 1 unit, the factor affecting the needs of the enterprise changes positively by 0.324 units.

The factor "Student's job satisfaction" has Beta = 0.278, which means that the student's job satisfaction factor changes by 1 unit, the factor affecting the demand of the submitting enterprise will change in the direction of 0.278 units.

The "Soft Skills" factor with Beta = 0.221 means that the Soft Skills factor changes by 1 unit, the factor affecting the needs of the business will change positively by 0.221 units.

The factor "Foreign language skills" with Beta = 0.306 means that the business factor changes 1 unit, the factor affecting the needs of the business will change positively by 0.306 units.

With the above analysis, the regression model that assesses the influence of factors on reducing the asymmetry between the recruitment needs of enterprises and the ability to meet the needs of students of the Ha Noi university of industry is rewritten as follows:

$$BCX= 0{,}341KT + 0{,}278 KNDU + 0{,}226KNM + 0{,}272NN$$

4. Conclusion

In today's era, finding talent is one of the important factors to ensure the success of a business. However, the recruitment standards of businesses and the needs of business management students have led to an asymmetry in meeting the requirements of businesses.

Therefore, to solve this problem, businesses need to be more flexible in recruiting, training, and developing human resources. Businesses need to change recruitment standards to match the experience and strength of new graduates. Business management students need to improve their skills and competencies. Students need to participate in practical activities and experiences to improve their knowledge and skills.

Compliance with ethical standards

Statement of informed consent

Informed consent was obtained from all individual participants included in the study.

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