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Improving startup capacity in Vietnam human resources export industry

Pham Phuong Mai
Van Hien University, Vietnam

* Corresponding Author: **Pham Phuong Mai**

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Abstract

This article analyzes the current situation of the labor export service industry in our country after Covid 19 in recent times, thereby pointing out the limitations in labor export and finding the causes of the limitations in labor export to increase competitiveness and enhance start-up capacity in each region, thereby proposing solutions to promote Vietnam's labor export activities in the future. This article analyzes the labor export service industry in Vietnam, although the labor export market is one of the quite attractive activities in our country as well as in other territories such as Japan and China. China, Korea, but there are still many unresolved issues around there.

Keywords: Labor export, Vietnam, Startup competition, Covid 19

1. Introduction

1.1. General situation of Vietnam's economy after Covid 19

The Covid-19 epidemic has had a comprehensive and profound impact on all countries in the world, and is currently continuing to develop in a very complicated and unpredictable manner, causing the global economy to fall into a serious recession. Vietnam's economy cannot avoid the impacts of the Covid-19 epidemic. Vietnam's economy has great openness and deep international integration and has been suffering many impacts, seriously affecting all socio-economic fields, disrupting supply chains and trade flows. , stagnating production, business and service activities; has had a direct impact on the export and import industries, aviation, tourism, accommodation services, catering, healthcare, education, labor and employment; Many businesses went bankrupt, dissolved, suspended operations, downsized, etc.

The Covid-19 epidemic has had a serious impact globally, pushing most of the world's major economies into recession. Vietnam's economy is also strongly affected due to its high openness and heavy dependence on export activities and foreign investment.

1.2. The urgency of the subject

To solve the problem of human resource imbalance and maintain production development activities, the export of labor resources from developing countries to developing countries is increasingly paid attention and promoted.

This is considered an economic activity that contributes to promoting human resource development, creating jobs to create additional income to improve socio-economic levels, and increase the value of foreign currency income. Specifically, to comprehensively evaluate the service quality of the labor export industry, provide the advantages, opportunities, and challenges of starting a labor export service industry in Vietnam while also detecting some basic shortcomings. of current labor export services. Based on theoretical research and analysis of the current situation, solutions are proposed to improve service quality and eliminate challenges.

1.3. The goal of the subject

- Systematizing theory on the capacity to start a labor export service business.
 - Analyze and evaluate the current status of labor export service startups in Vietnam.
 - Propose solutions to improve capacity and promote the labor export service industry in Vietnam.
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2. Theoretical basis

2.1. Startup concepts and issues

What is a startup?

Starting a business means you have cherished your own business, usually you will establish a business in which you are the manager, founder or co-founder. Providing new products, new services or even trading products that are already on the market but according to your own ideas... are all called startups.

Entrepreneurship can be the process of creating a new field of activity for yourself. Through that you can hire employees to work for you and you are the manager of your company and business. Starting a business brings a lot of value to yourself as well as many benefits to society and workers.

For individuals pursuing entrepreneurship, this activity helps them create jobs and income for themselves without having to start working as hired labor. They are free in their work, and if their company develops well, their income can be many times higher than the income brought by working as an employee.

For society and the economy, startups create more jobs. This helps the country solve unemployment, creating a source of income for workers to support themselves and their families. By creating a large number of jobs for workers and keeping the economy's unemployment rate at a safe level, successful startups indirectly contribute to social stability and reduce social evils caused by Unemployment is caused by theft, gambling, racing, drugs... Starting a business also contributes to reducing pressure on the economy, providing social benefits, and helping the country develop more and more.

Difficult problems when starting a business

Resources are limited

Limited finances for many companies are really a big problem, especially for startups. Expenditures for employees, partners, bills, etc. Increased spending, additional expenses, and lack of capital to maintain or expand are worrying obstacles.

Skills: Starting a business requires many skills from communication, management, negotiation, problem solving, creative thinking

Experience: Lack of experience in handling situations that arise differently than planned is something that startup entrepreneurs often encounter. In addition, experience also shows many aspects: expertise, long-term experience for reference and consultation.

Human resources: It's understandable that startups have limited human resources. However, recruiting qualified personnel is not simple. A few issues you face with your employees:

- Employees like high salaries but work less
- Employees do not work effectively in groups
- The startup company's personnel are competent but not united

Poor business planning

A business plan is an indispensable element when a company starts a business. For newcomers without much experience, plans that are vague, lacking perspective, and not close to reality will lead to failure when starting a business.

Fierce competition between rivals

Competition will have its own positive and negative aspects. For a startup, competition is truly a big challenge.

Competitors can be companies in the same industry that have been operating for a long time and have their own reputation or other startups that have just joined. Position your product, find a specific market. Select potential segments and develop strategies to increase your advantage.

Inappropriate marketing strategy

Marketing helps motivate users with your startup's products and services. An inappropriate strategy will cause company profits to plummet. Finding targeted, well-directed marketing is the dream of any startup.

Lack of relationship

Becoming a startup entrepreneur, relationships are indispensable. Relationships with journalists, bankers, lawyers, suppliers, partners, professional advisors... greatly help the startup's work and business activities. Establish the necessary relationships for the company and start looking for ways to expand them when connecting with those characters.

Not preparing an exit strategy

Any business field needs to prepare many plans, An exit strategy is essential for a startup. An exit plan needs to be established before you start your business.

This is an important but often overlooked aspect that leads to companies failing in business. A complete exit strategy helps startups solve unexpected problems: founders give up, market saturation, losses.

Note that the exit strategy is not only applicable when the startup company is losing money, but also when you want to try different fields or retire.

Here are two startup exit strategies

- Technology transfer
- Selling the business to private individuals

High responsibility, a lot of pressure and no time for yourself

Ignoring objective factors, establishing a startup brings many challenges to yourself. Indeed, becoming a leader and starting new things puts more pressure on you.

Get out of this with strict time management, create good habits, consider doing activities that are good for yourself. Try to maintain them to create energy and help you relieve stress.

=>In general, starting any new job will make you unfamiliar, especially starting a business. You need to prepare the elements you need to know when starting a business, understand the difficulties of starting a business, combine the ability to adapt flexibly, and have a positive attitude. Challenges will make you stronger.

2.2. The nature of the economy is based on startups, opportunities and challenges

Opportunities and challenges for the country's economic development depend both on the situation inside and outside the country, of which the most important are internal resources, synergy, level of economic development, prestige, credit of the country. In the same global and regional context, opportunities only open to countries that are prepared, have enough power and strength to seize the opportunity. The country's internal resources and combined strength are also the basis for the country to overcome challenges, and can even turn challenges into opportunities when that challenge

creates motivation and pressure forcing the country to strive to fight, overcome.

Opportunities for Vietnamese economy and businesses before the start-up wave

- At the present time, it is clear that becoming a startup nation is the only way out for the Vietnamese economy. Because of the fact that both the state-owned enterprise sector and the foreign investment (FDI) sector cannot absorb and resolve all the surplus labor in the current Vietnamese economy. The state-owned enterprise sector is tending to narrow its scale of operations, while the FDI sector is still inclined to use low-skilled labor. According to statistics, the number of unemployed workers with university degrees in Vietnam accounts for 20% of the total number of unemployed workers in the entire economy. This is clearly an alarming signal, not only for Vietnamese education, but also for the Vietnamese economy. Because an economy with such a large proportion of unemployed university graduates is an economy whose level of development is questioned when it focuses too much on recruiting low-skilled and self-employed workers. mainly implement simple and labor-intensive machining stages.
- However, there are still many difficulties and challenges ahead for the nation's entrepreneurial spirit. Just talking about start-up businesses makes many people wonder. This community has just been formed in our country not long ago, its scale is still small, it has had certain development and success, but unfortunately, quite a few Vietnamese start-up businesses are registered abroad. and develop markets and products abroad. If so, how can we promote the spirit of national entrepreneurship, when one of the important factors of national creativity begins with startups.

Startup support organizations and startups themselves have recently made great efforts in forming a "startup ecosystem", including startups, investors, and support organizations. aid and the State. The state is currently the weakest link in this startup ecosystem, mainly due to its failure to perform the function of building policies and laws, leading to missed business opportunities in the domestic market or even the international market of Vietnamese startups. Moreover, when there are very successful Vietnamese startups, the beneficiaries on the investor side of the ecosystem are foreign venture capital funds, with timely investment decisions respectable.

Besides, up to now finance is still the hottest issue of Vietnamese startups. This problem is not necessarily caused by a lack of appropriate support or investment funds, but rather because Vietnam lacks a legal system regulating the field of startup finance. The consequence of such a lack of legal system is the lack of strategic direction of existing support funds, Vietnam's support and investment funds are not born and developed, and lack of an attractive environment for funds suitable foreign investment to participate in the market.

However, finance for startups not only includes finance with high risk factors such as investment funds, but also includes conventional finance through the banking system. The combination of high-risk finance with bank finance will be an effective way to promote startups. The combination of credit or support finance with risk finance of investment

funds has been applied in many countries around the world and in situations where banks are not fully involved in this process. Due to placing high priority on finance to serve businesses in the traditional way, State support funds are an appropriate alternative.

In the last 5 years, the governments of many countries, even those with perfect market mechanisms like the US, have begun to realize the strategic importance of startups to the economy and have established funds. State start-up support and investment. The existence of these funds does not mean that the State of those countries participates in business activities in the field of venture capital, but actually only does work to promote startups, with popular political goals. The government's goal is to "create jobs", through complementarity, in combination with investment organizations whose business nature is to accept high risks, but also expect high profits.

The combination of the Government and private sector in startup investment also has a special benefit for Vietnam, a country with much lower development conditions than other countries. The combination of the State and the private sector in promoting national entrepreneurship is also a necessary step for the Government in eliminating prejudiced thinking towards the risky nature of business. World experience has shown that the prosperity of countries has greatly contributed to successful startup breakthroughs from venture businesses.

2.3. Factors affecting the startup capacity of businesses

Creative capacity

The first and most important factor when starting your path to wealth is that you must have outstanding creativity. Because only creativity makes the difference between you and your competitors, only greater creativity can help you see through the entire current market, find unmet needs, from come up with your own business plan. This plan does not necessarily have to include unknown business ideas or completely new ideas that no one has thought of, but it must create a breakthrough and competitive advantage for your business.

The difference in the products and services you provide is an important fulcrum for you in this fierce market. So, instead of competing for a piece of the pie with big competitors in the market that were born earlier than us, stronger than us, and more experienced than us, we can find a new piece of the pie - in which we are is the leader.

Start-up business capital

One of the other important factors when you first start a business is startup capital. This is the nourishment for your plan and a lever for your success.

Perseverance

The reason why perseverance is an important factor is because in the process of starting a business, not everyone has success the first time they start doing it. There are people who fail many times but they still do not give up continue to stand up and carry out his ideals. It is the determination and perseverance in that person that creates success for them in the future as the saying goes "Failure is the mother of success". Indeed, reality has proven that successful entrepreneurs are those who have a higher spirit of determination than ordinary people to overcome obstacles, and have more passion and perseverance than those who stand up from failures. fail in a short time.

Basic background knowledge

Nowadays, if you want to do anything in any profession, you need to have knowledge about that profession. Therefore, if you want to start a business in any field, you should carefully learn the knowledge surrounding that field. For example, if you want to start a business by opening a recording studio for singers, you need to have basic knowledge in vocal music, how to mix music and know how to use some basic musical instruments - or do you want to become a trader? Big fashion brands need basic knowledge about fashion trends and sales. Understanding basic professional knowledge in the field in which you operate or many different aspects of your business such as human resources products, technology, markets, and related legal document systems is a stepping stone. It is important to help you avoid failure due to lack of expertise and unexpected reasons. So if you intend to start a business, first fully equip yourself with this knowledge.

Necessary skills to start a business

- Market research skills
- Financial management skills
- Delegation skills
- Strategic planning skills.

2.4. Improve the start-up capacity of businesses to maintain the competitiveness of the economy

Solutions to improve competitiveness for businesses

In the context of increasingly deep international integration, especially with Vietnam participating in new generation Free Trade Agreements (FTAs), improving competitiveness becomes a vital issue for businesses. The key to improving the competitiveness of Vietnamese businesses in general lies in the hands of the State and each business itself. Accordingly, to improve the competitiveness of businesses in the new context, it is necessary to focus on the following groups of solutions:

For the State

To help businesses improve their competitiveness, the State promotes improvement of the legal environment and policy mechanisms for businesses. Accordingly, continue to promote reducing business costs for businesses, first of all unreasonable costs arising from state management; Prevent and repeal actions that create unofficial costs for businesses; Cut and simplify regulations on investment, land, construction, tax payment, and social insurance to improve Vietnam's Business Environment Index to reach the average score of ASEAN 4. At the same time, no stop reforming the business environment, improving national competitiveness; Research the content of new generation FTAs to reform institutions to create an environment and economic policies consistent with the content of these agreements make it easier for businesses to access credit capital sources, there needs to be a harmony of interests of three factors: credit institutions, businesses and State mechanisms and policies. Banks need to innovate credit mechanisms and policies according to market principles; improve lending procedures, especially for small and medium-sized enterprises to shorten loan approval time; Enhance support in terms of capital, mechanisms, policies, laws, trade promotion, education-training, consulting on modern equipment and technology... for businesses. State policies need to create appropriate institutions and develop the science and technology market; Support training

and human resource development for businesses, equipping high-level education and basic knowledge for business owners, directors, business managers and employees. Create an environment to encourage, form and develop business links; Strengthen vertical and horizontal links and cooperation; Establishing customer relationships and strategic partnerships to develop exports in the long term.

Along with that, the State needs to support businesses in a number of industries that rely heavily on imported input materials such as textiles, garments, metal fabrication, and automobiles to restructure their sources of raw materials, materials, and spare parts. to sue; Focus on developing supporting industries and a number of important basic materials industries such as manufactured steel, fabrics, new materials... to overcome dependence on imported raw materials and components. password; Develop quickly and intensively in a number of foundation industries and strategic industries with competitive advantages; create conditions for the formation of large domestic economic groups in the industrial sector with a leading role in industry development and the ability to compete in regional and world markets...

For Businesses

Along with the State's support, the issue that determines the competitive advantage is still up to each business itself. Therefore, businesses must proactively seize opportunities and make the most of the State's support to improve competitiveness in an integrated and developed environment. First of all, each entrepreneur regularly updates new knowledge and necessary skills to be competitive in the market and access the knowledge economy. Proactively innovate business thinking, improve management capacity, productivity, quality, and competitiveness of products and services; Standardize production and business to meet the requirements and criteria of international markets. Businesses need to invest in the research phase to grasp changing market demand trends and the product design phase to create more added value; Applying appropriate technologies ensures the creation of quality products that meet market needs and low production costs.

Each enterprise strengthens links and business cooperation to develop production chains and value chains, improve the added value of products and services, and move to a higher level in the regional and local value chains. Global; Innovating production and business models associated with sustainable development goals: clean, green, economical production, efficient use of energy, environmental protection, targeting disadvantaged groups in society...

At the same time, businesses need to focus on developing human resources to meet the requirements of technological innovation, production and business processes, and participate in the global business chain with the diversification of quality products. High, international quality service; Strengthen training, fostering and developing human resources of enterprises to meet development requirements in the direction of equipping new knowledge and skills; Innovate production and business models associated with sustainable development goals.

3. Research Methods

3.1 Data sources

The topic not only focuses on theory, but also learns through different data sources related to the topic that our group can find such as:

- Word bank (<https://www.worldbank.org/>)
- Financial magazine (<https://Taichitaichinh.vn>)
- Ministry of Finance (<https://mof.gov.vn>)

3.2. Collection method

Secondary data collection method

- Primary data is data that is not yet available, collected for the first time, collected by the researcher himself. In reality, when secondary data does not meet the requirements of the research methods in the thesis, or cannot find suitable secondary data, researchers will have to collect primary data. . (Source: Wikipedia)
- The method of collecting relevant secondary data requires search work, consisting of two interconnected stages:

Step 1: Determine whether the type of data you need is present in the form of secondary data.

Step 2: Locate the exact data you need.

Primary data collection method

Observation method (observation)

Method content

Observation is a method of collecting data by controlled recording of events or human behavior. This data collection method is often used in combination with other methods to cross-check the accuracy of the collected data. Can be divided into:

Direct observation and indirect observation

Direct observation is conducting observations while an event is taking place.

Indirect observation is observing the results or effects of behavior, rather than directly observing the behavior.

Disguised observation and public observation

Disguised observation means that the subject being studied does not know they are being observed.

Observation tools: people, devices.

Mail interview method (mail interview)

Method content

1. This data collection method is done through sending prepared questionnaires, with stamped envelopes, to the person who wants to investigate by mail. If everything goes well, the investigation subject will answer and return the questionnaire to the investigation agency also by mail.
2. Applicable when the person we need to ask is difficult to face, because they live too far away, or they live too scattered, or they live in a reserved area that is difficult to access, or they belong to the business world and want to be met through security. secretary...; when the issue to be investigated is difficult and private (for example: family planning, income, expenses, ...);

Telephone interview method

Method content

- + When conducting this data collection method, the investigator will conduct an interview with the subject being investigated by phone according to a pre-prepared questionnaire.
- + Applicable when the research sample includes many subjects who are businesses, or people with high

incomes (because they all have phones); or the research subjects are scattered in many areas, then interviewing by phone has a lower cost than interviewing by mail. It is recommended to use a combination of telephone interviews with other data collection methods to increase the effectiveness of the method.

Personal interviews

Method content

- When implementing the data collection method through direct personal interviews, the investigator directly meets the subject being investigated to interview according to a prepared questionnaire.
- Applicable when the research phenomenon is complex and needs to collect a lot of data; When you want to poll the audience's opinion through short questions that can be answered quickly, ...

Fixed group survey method (panels)

Method content

- A fixed group is a fixed research sample consisting of people, households, and businesses established to periodically answer questionnaires via telephone, letter, or interview. individual.
- Each member of the fixed group is assigned a diary to record related items (income, expenses, entertainment, etc.) ... or be assigned an electronic device attached to the TV to automatically record information about watching TV such as which program, which channel, how long, which day...
- If the permanent group member is a store, supermarket or shopping center, electronic scanning devices will be assigned to record details of goods sold such as quantity, type, price.

Focus group investigation method

Method content

The investigator conducts interviews with each group, usually from 7 to 12 people with knowledge and experience about a certain issue, to highlight the problem in the group through free discussion. many profound aspects, thereby helping researchers to look at the problem thoroughly and comprehensively.

Applied in building or deploying a questionnaire for use in future quantitative research; as a basis for creating hypotheses that need to be tested in research.

3.3. Data analysis method

Synthetic analysis method

Investigate the current status of the company's services based on the company's business performance reports, data collected from the company's departments, sales of the company's products, and survey forms. Customer opinions, services the company is implementing.

Meta-analysis over time

Analyze reports of the company's business activities over the years, data of departments and specialized departments in the company on service capacity.

Comprehensive analysis by group of issues and subjects

Through surveys and data from departments and specialized departments in the company, analyze service needs (potential customers, business customers, ...)

Forecasting method

Based on the results of analyzing the company's service quality, make a forecast of customer service needs for the company's services, which services need to be improved and perfected, and which services need to be added and deployed in the near future to satisfy customers?

Comparative method

Compare the services the company is deploying with the services of other competitors in the market that have the same business field, service quality, and experience in improving service quality.

3.4. Research process

Step 1: Determine the research topic.

Step 2: Identify questions, hypotheses and research methods.

Step 3: Develop an outline and research plan.

Step 4: Collect, process and analyze data.

Step 5: Write a report on research results.

4. Research results and discussion**4.1 Industry characteristics Labor export services industry (Labor export services)**

The subjects of labor export activities are legal entities belonging to different countries; Participating in this activity are legal entities or individuals based in different countries participating in providing and receiving labor across national borders.

Workers move across national borders, so along with the two parties' agreement to provide labor services, they must also pay attention to immigration procedures for workers and other issues related to workers. labor in the host country.

Labor export is a special economic activity, the object of business is labor, in fact this is an export of labor, so labor export is concerned and regulated by countries. regulated by a strict legal system.

Labor export is an organized activity permitted and protected by the state.

Labor export is an activity of buying and selling special goods - labor.

Labor export means sending workers to work abroad for a limited period of time, in order to increase jobs for workers and add more foreign currency to the country.

4.2. Current status of startup capacity in the Labor export services industry compared to other sectors of the Vietnamese economy

The number of businesses operating in the industry today is quite large. Each business has its own characteristics and advantages, has its own position in the market, has certain partners along with constantly expanding and searching for markets. Newly established businesses will have difficulty finding contracts, establishing reputation, and the labor supply will also be more limited.

The phenomenon of unfair competition between businesses, leading to competition for partners, raising export brokerage prices to attract brokers to supply labor resources. For many years, businesses associating with intermediaries has become a path that causes many disadvantages for those participating in labor export because of the burden of virtual costs, which is expensive for both brokers and businesses. Karma.

Workers are mostly low-skilled and cannot meet the

requirements while partners are becoming more and more demanding. It is due to the weaknesses of professional training, skills, foreign languages and orientation education that create a strong mentality for workers to adapt to the new environment. Therefore, leading to the phenomenon of many Vietnamese workers running away and having low discipline. That problem has greatly affected the reputation and brand of Vietnam's labor export

Although the Vietnamese legal system on labor export has many amendments, supplements, and innovations, there are still many limitations and shortcomings that are not convenient for labor export and ensuring benefits. For example: The Law on Labor Export prohibits businesses from recruiting through brokers but does not regulate the form of association in the form of fake "association contracts", so organizations and individuals are Enterprises authorized to recruit workers have acted beyond their authority, arbitrarily recruiting, training and collecting money from workers.

Labor export is one of the conditional businesses with quite high capital requirements. The industry's characteristics are that each market has different requirements and standards as well as differences in climate, policy, law, and social culture. Therefore, every business that wants to survive and develop must spend a lot of money to understand the market, constantly innovate, operate flexibly, and provide quality labor suitable for each market.

Searching for market development and partners

Finding, maintaining, and developing markets and partners in labor export activities is decisive to the success of each business. This is a difficult job due to increasingly fierce and fierce competition. It requires businesses to have appropriate, soft and flexible policies to deal with the volatile market of this special type of goods.

Negotiation and contract signing

This is a very important task because once the Company negotiates and signs a contract, the search and development of new markets will be successful and the next steps can be taken.

Labor recruitment

Take advantage of Vietnam being a country with a young population structure, a high rate of people entering working age every year, and a large demand for jobs.

Training of exported workers

Currently in the era of globalization, the requirements of importing countries for skills and labor qualifications are very high, the company has the orientation to create a high quality labor source to supply to foreign countries by identifying Labor resources, selection, vocational training, foreign language training, customs, laws, foreign countries and people for workers preparing to leave the country.

4.3. Strengths (S) and weaknesses (W) of startup capacity of businesses in the Labor export services industry (Labor export services)**Strengths (S)**

Due to advantages in labor resources and labor costs, the attractiveness of Vietnam's export labor market is increasingly growing. This is shown through the assessment of Vietnam's labor market as having a young, enthusiastic

workforce that is receptive to new technology.

Second, Vietnam's labor costs are considered cheap compared to other regions in the world. Thanks to those advantages, Vietnam's labor export market is increasingly expanding. Besides traditional labor export markets, from 2007, Vietnamese workers will have the opportunity to work in very new markets such as Canada, America, Australia. However, These are places that require quite strict qualifications and labor skills.

Currently, in the context of globalization and trade liberalization, companies have great opportunities to expand into new markets:

The Malaysian market is still a potential market and has great demand for receiving foreign workers, especially Vietnamese exported workers.

The State has policies to encourage labor export to two major markets: the UK and the US.

Eastern European countries currently need a large force of foreign workers for economic development to catch up with previous countries.

Due to the State's preferential policies, the Company has great opportunities to expand the scale of labor export, affirm its position, and improve the quality of export labor training.

Weakness (W)

Competition from foreign workers: Fierce competition from countries with exported workers pushes the cost of market exploitation up too high, directly affecting the rights of workers.

Chinese labor is a huge challenge for Vietnamese export labor. With a young, abundant and more flexible workforce than Vietnam. China has created fierce competition between Vietnamese and Chinese workers in the regional and international markets.

According to a survey by the Institute of Labor Sciences and Social Issues on the level of readiness to adapt labor in some countries, this index of Vietnam is very low (3.79/10 points). Far away from China (5.73/10 points). Besides, the technical expertise and physical condition of Vietnamese workers still have many limitations. Therefore, Vietnam's labor export will have to confront a strong competitor, China.

The need to receive foreign labor is decreasing in countries that are tending to invest, innovate and modernize production technology, and shift capital investment to countries with cheap labor costs. The need to receive foreign workers tends to gradually increase the proportion of workers with high intellectual content.

The risk of some traditional markets shrinking such as Japan, Taiwan, and Korea due to the phenomenon of Vietnamese workers fleeing. The reason for this situation is partly due to the higher income level outside than the level that workers enjoy when working at contract enterprises.

Competition among domestic labor export enterprises is because currently in our country, there are many enterprises allowed to export labor and have different strengths and operate independently.

4.4 Challenges (T) and Opportunities (O) in improving the start-up capacity of businesses in the labor export services industry (Labor export services)

Challenge (T)

Fierce competition in the industry: In recent years, labor export activities in Vietnam have become increasingly strong, but compared to friendly countries such as India,

China and especially the Philippines, Vietnam is still weak. Because these countries have long created a brand, reputation, and quality in the labor export market. The amount of foreign currency or GDP workers bring home is still not much compared to the above countries. For domestic labor export activities, there is still unfair competition. Because the field of labor export is a profitable field for businesses, in recent times a large number of labor export businesses have appeared. Each business can be the main force in different market segments and segments, so it is very difficult for newly formed businesses to compete.

The rapid increase of centers and organizations with labor export functions: The establishment of centers and organizations with labor export functions has increased rapidly in recent times, making the management of Functional agencies face many difficulties. Currently, the whole country has more than 150 enterprises with the function of exporting labor. These enterprises open centers and facilities widely and without strict supervision and inspection from enterprises, causing problems. Violations of the law are increasingly common. In addition, there is a situation where businesses sell labor export permits, making supervision and monitoring even more difficult.

Training, supply as well as labor quality still have many difficulties: In Vietnam, there is a paradox: the domestic labor force still does not meet the needs of businesses, while the quality of foreign exported labor We can't get better yet. The weakest point in Vietnamese workers is their low qualifications and poor labor discipline, which makes partners afraid and switch to using workers from other countries. And the current trend is that employers need good workers and the rest have replacement machinery and technical equipment. Vietnamese workers are mostly poor people who want to export labor to have a better life, so training, especially foreign languages, is very difficult. Meanwhile, many markets require workers to speak English fluently and have specialized qualifications. On the other hand, only a few businesses have a systematic investment in training, with a large-scale basis and clear curriculum. The remaining businesses only care about profit, quantity and do not care about quality.

Opportunity (O)

Demand for workers increases: After the covid 19 epidemic due to the lack of workers. Therefore, the need for exported workers in countries has increased dramatically due to the impact of the Covid 19 epidemic. Countries have accelerated economic development, so the need to recruit workers to export labor has also increased.

Requirements for foreign languages and qualifications are increasingly loosened: Currently, many countries such as Japan, Korea, ... since the covid 19 epidemic have further relaxed for exported workers in terms of foreign languages, qualifications, ... At the same time, increasing the time for exported workers to work in their home country.

4.5. Solutions to improve startup capacity of businesses in the labor export services industry (Labor export services)

To improve the start-up capacity of businesses in the labor export service industry, businesses must focus on well training export workers in many aspects:

Regarding foreign languages: Although currently countries such as Japan, Korea, Taiwan, China, ... have been more lenient about languages. But to work and study in a

completely unfamiliar environment, most working and living activities no longer use Vietnamese as much as when they were in our country of Vietnam. Export workers must have a solid foreign language foundation because it will greatly help the development and advancement of export workers. At the same time, it will solve many daily problems of exported workers.

Regarding qualifications: Currently, there are many exported workers in countries such as Japan, Korea, Taiwan, ... who do not have qualifications when going abroad to export labor. That is a huge disadvantage for the exported workers themselves, because it directly affects the work and income of the exported workers. Especially after the Covid 19 pandemic, businesses are in the process of economic recovery, and they need more qualified workers to shorten training courses for unqualified exported workers. Therefore, businesses in the labor export service industry in our country need to train the qualifications of export workers to create advantages for the export workers themselves as well as advantages for the businesses themselves. Karma.

About culture: Each country and each country has its own customs and culture. So that exported workers do not experience culture shock when living and working abroad.

Regarding soft skills: In Vietnam, soft skills of workers are still very limited, but in countries such as Japan, Korea, China, etc., soft skills of workers are an essential skill. To improve export workers' necessary soft skills, businesses should open classes to teach soft skills to export workers to help Vietnamese export workers integrate quickly into the world. foreign environment

Regarding working style: In countries like Japan, Korea, ... the working style of workers is very different from the working style of workers in our country. They work with a high level of responsibility and devote all their time and effort to their work, something Vietnamese workers lack a lot.

Businesses in the labor export service industry need to link up with more countries: Businesses need to connect and expand with more countries and train more occupations to expand more industries for the export industry. Vietnam's labor export can gain more advantages in competing with labor exports from other competing countries. Combined with the fact that Vietnam is in the golden population period, it will be a lever to promote the development of the labor export service industry.

5. Conclusions and recommendations

5.1. Conclude

During the process of transforming from a backward, subsidized economy to a modern socialist-oriented market economy, Vietnam has emerged as a bright spot of growth in the region and the world with many remarkable achievements. The economy has not only grown in scale but also improved in quality, and the people's material and spiritual lives have improved significantly. Young people today are very interested in entrepreneurship. Going to work abroad is no longer simply for the purpose of making money as before, but also integrates many other special purposes such as learning techniques, experience, and looking for startup opportunities in the near future. Covid-19 has caused many businesses to struggle to survive and maintain professional staff. Besides the negative impacts, Covid-19 accidentally became a "filter" to eliminate chaotic businesses that previously distorted the market image. From there, creating more favorable conditions for reputable businesses

to maintain operations and expand business plans. Economic development comes with competition. Competition is the development for businesses, promoting businesses to create innovations that are the driving force for businesses to develop.

5.2. Suggestions and recommendations

5.2.1. Suggestions and recommendations for the state and government agencies at all levels

Competent agencies in localities where the headquarters of labor export service enterprises are located must strengthen inspection and supervision of activities and developments in the labor export situation of these enterprises. Timely grasp the law implementation situation as well as early detect violations. Properly handle cases showing signs of illegality. In many cases, when violations are about to be discovered, or after collecting money from labor export scams, labor export units move to another area to operate. Therefore, local authorities need to coordinate closely with each other to detect.

Amend and supplement the legal system to be more complete and strict, and at the same time promulgate policies and legal documents on preventing and handling violations in labor export activities with foreign countries. Sanctions are increasingly stronger and more effective.

5.2.2. Suggestions and recommendations for businesses in the labor export services industry (Labor export services)

With the establishment of labor export organizations, there must be stricter regulations to limit units that do not have sufficient conditions and do not have the right functions. Purifying these units will help limit negative behaviors. Businesses need to publicly and transparently disclose information about conditions, procedures, selection standards, salaries and especially labor export costs for each market; Direct and strictly manage branches and centers operating in accordance with the provisions of law.

Improving the quality of workers working abroad will be emphasized. In particular, promote the connection between service businesses and schools and vocational education institutions in preparing and creating labor sources to work abroad; Enhance the quality and efficiency of labor selection and training (in foreign languages, skills and sense of discipline) to meet the requirements of the receiving country, creating the position of workers. active abroad.

5.3. Sustainable solution to improve start-up capacity of enterprises in the labor export service industry Labor export services industry (Labor export services)

It is a fact that highly qualified workers are currently weak in foreign languages and lack the skills to work independently and improve productivity. Workers who want to work abroad, in addition to their health, must also equip themselves with solid professional expertise and soft skills to facilitate communication and work. This leads to the fact that although the domestic source of bachelor's degrees is large, it cannot meet the demand for high-quality labor in the foreign market. According to many experts, Vietnam needs to aim at building a brand for Vietnamese workers, maintaining the position of its workers in the eyes of employers. Vocational training, foreign languages and equipping soft skills for workers are mandatory requirements to gradually form a Vietnamese workforce with skills and standard behavior in many markets. To meet the requirements of good quality human resources in

demanding markets, localities and labor export enterprises need to invest and equip workers with more knowledge to meet the strict requirements of these markets. Foreign partners and strictly comply with standards in labor selection.

Workers themselves need to proactively improve their qualifications, skills and equip themselves with basic knowledge about the culture and people of the host country to work; especially the sense of discipline, labor safety, and compliance with legal regulations while living and working abroad.

It can be said that labor export is a positive solution in the national goal of creating jobs, increasing income, and reducing poverty sustainably. Therefore, the labor industry needs to specifically survey and evaluate the needs and occupations of the world labor market, to have a realistic orientation, as well as exploit and expand the labor export market.

In addition, it is necessary to create more favorable conditions for workers in credit policies, support labor export enterprises in training, and improve the quality of human resources. Along with that, strengthen inspection, examination, prevention and strict handling of fraudulent acts and violations of law in the field of sending workers to work abroad under contracts to healthy the market. labor export.

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