

TOWARDS EFFECTIVE INTERNAL QUALITY MANAGEMENT IN VIETNAMESE PUBLIC HIGHER EDUCATION INSTITUTIONS

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ABSTRACT

Over the past thirty years, political, economic and socio-cultural drivers have contributed to major changes in Vietnamese higher education, which in turn have spurred the need for more formalised approaches to quality. Many ideas, suggestions and policies have been issued and many measures have been implemented, all aimed at assuring and enhancing the quality and the higher education system. While some initial efforts and achievements have been recognised, university education outcomes are still low and do not meet the needs of the society let alone adequately address the challenges faced by a developing country. This paper advances research-based insights into effective internal quality management, arguing for the need to improve internal infrastructure and capability. The paper looks at the architecture of quality management frameworks, the role of leadership and institutional culture, and the design of reliable sets of indicators that put in place new foundations and prospects for quality improvement. The study's findings will facilitate ongoing dialogue aimed at comprehensively and effectively addressing the achievement of relevant and worthwhile tertiary education outcomes, and supporting current attempts to implement systematic reform in universities.

Key words: *quality in higher education, quality management framework, leadership, institutional culture, Vietnamese universities*