

**A NEW PARADIGM OF LEADERSHIP & MANAGEMENT, TEACHING AND LEARNING
IN HIGHER EDUCATION: GLOBAL AND LOCAL PERSPECTIVES AND PRACTICES**

SEAMEO RETRAC, July 13-14, 2023

**TRAINING QUALITY AT PRIVATE UNIVERSITIES
FROM A MARKETING PERSPECTIVE - FOUNDATION FOR INNOVATION
IN GOVERNANCE OF PRIVATE UNIVERSITIES IN HO CHI MINH CITY**

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INTRODUCTION

Vietnam is facing a mismatch between the training orientations of private universities and the needs of the labor market.

It leads to a huge gap between university training and employment in the labor market.

AIMS OF STUDY

Aims to develop the concept of training quality at private universities from the perspective of Marketing

Redefining the factors in the concept of training quality to provide an orientation on training quality in private universities

The basis for innovating private university governance is from the training quality orientation are mentioned above

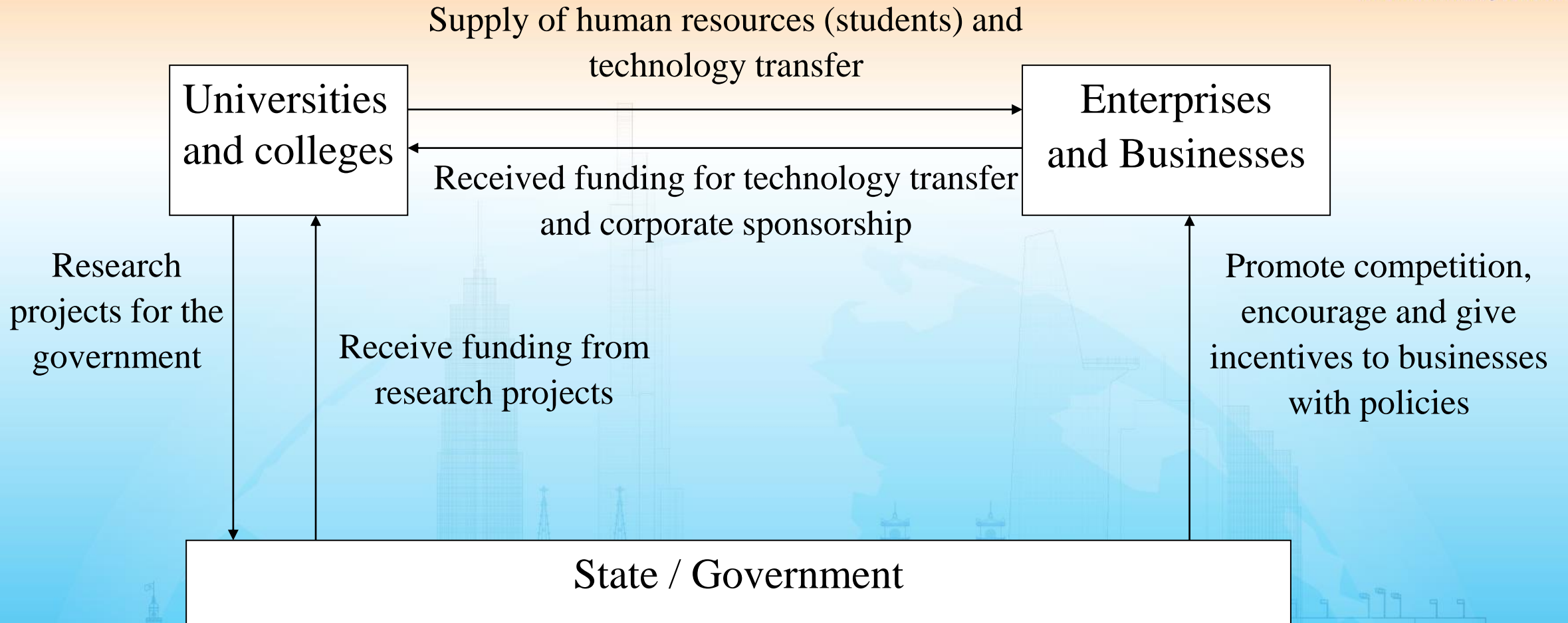


Figure 1: Diagram of the innovative private university governance model

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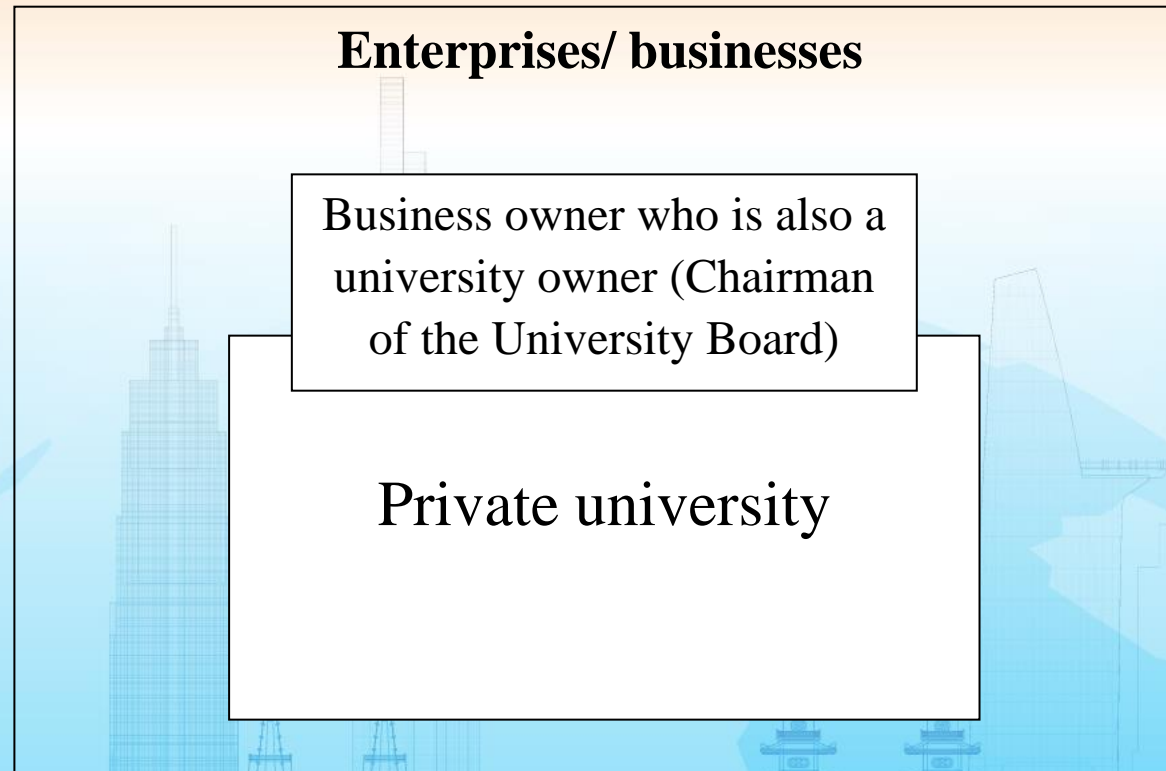


Figure 2: Diagram of the existing private university governance model

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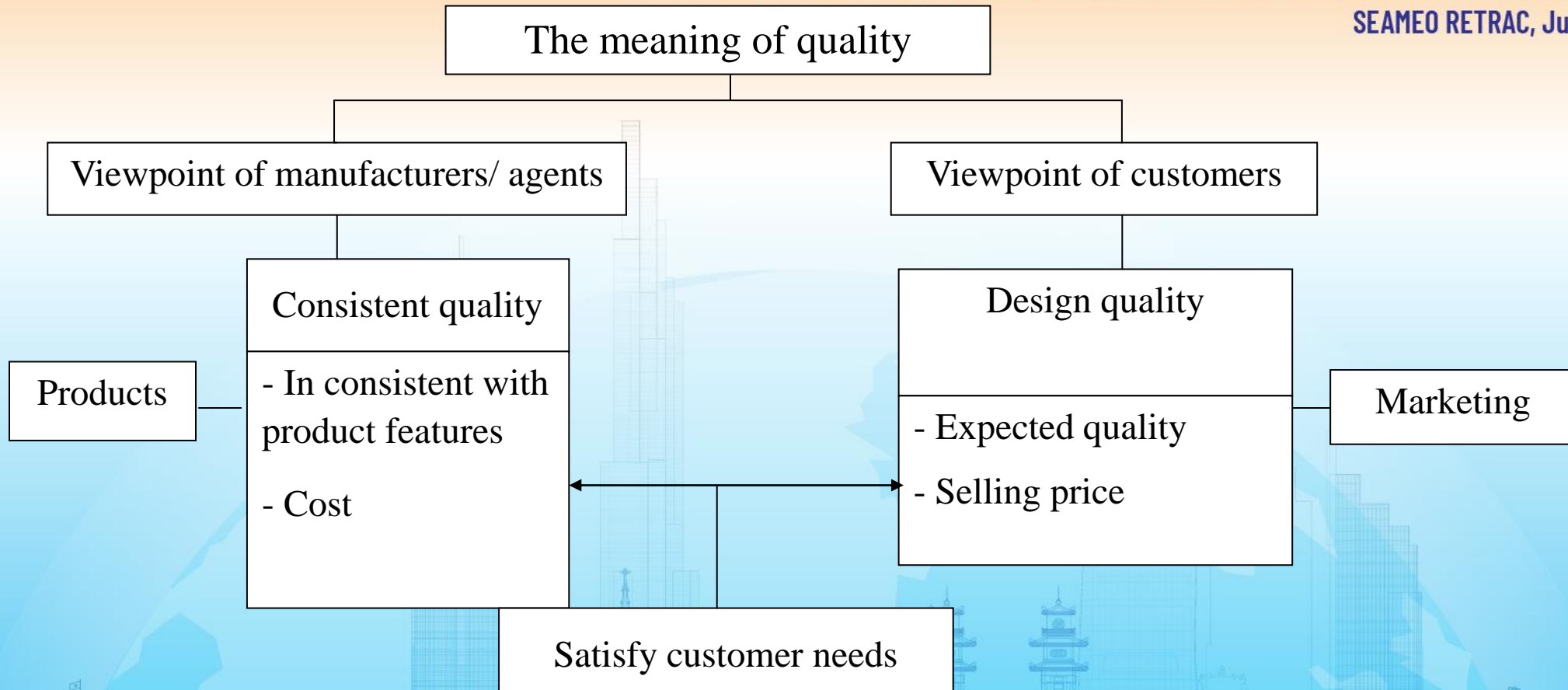


Figure 3: Diagram of the relationship between the two perspectives on quality

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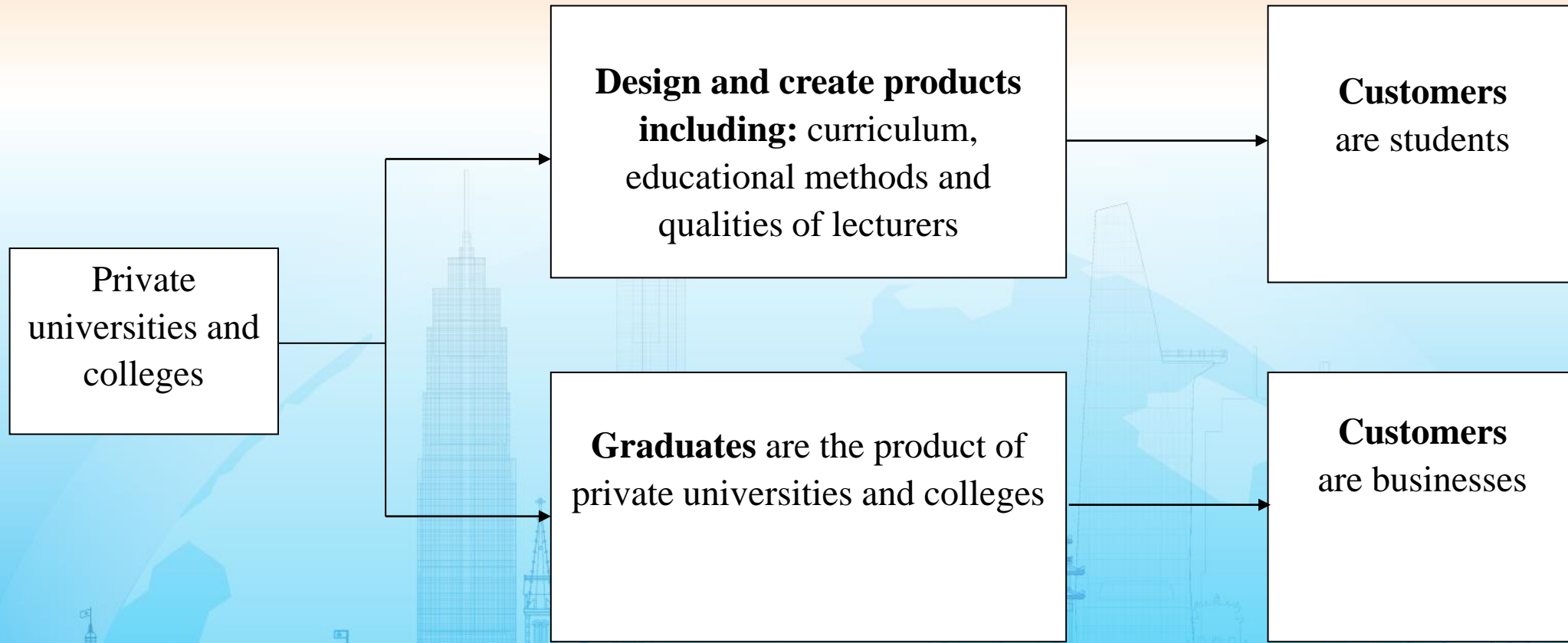


Figure 4: Customers of private universities and colleges

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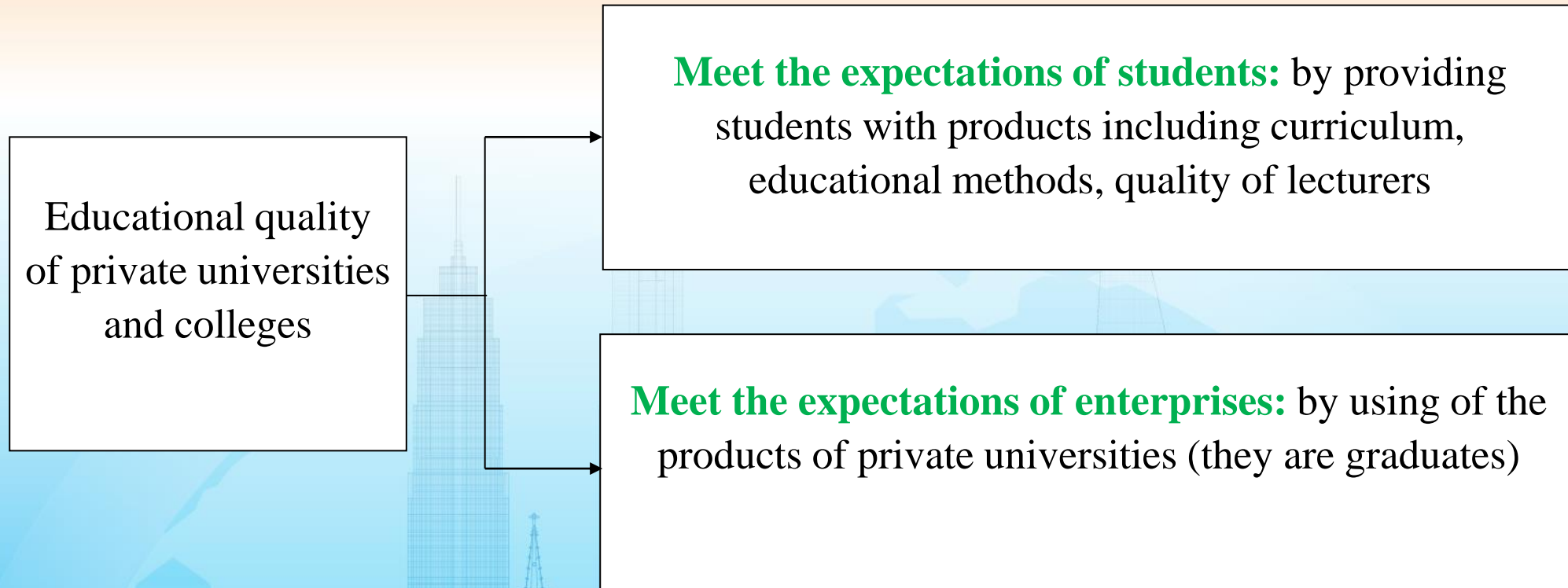


Figure 5: Two core factors create the educational quality of private universities and colleges

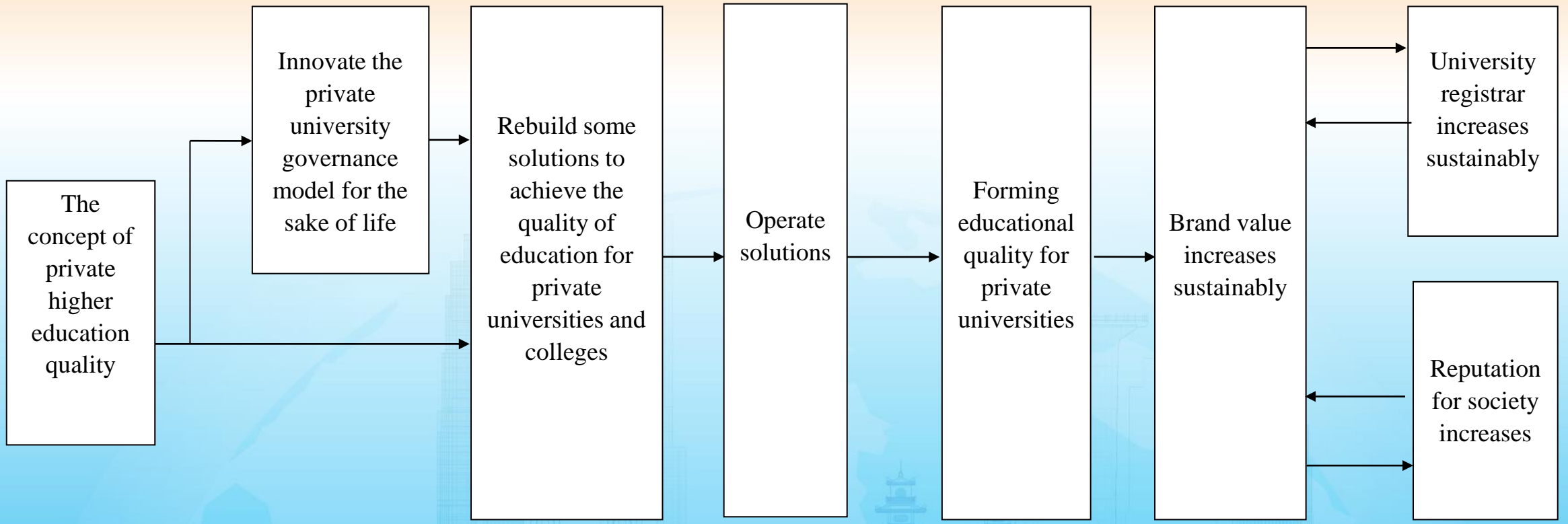


Figure 5: Diagram of the relationship between the concept of educational quality and brand values

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for
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