

# 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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## Abstract

Higher education plays an important role in providing high-quality labour forces to better meet the rapid and sustainable development of a country. While these forces play a pivotal role in the technology transfer and scientific research development, they, in turn, help promote the country's economic growth and social development. Private universities are established to meet the demand of producing these forces with essential knowledge and skills needed by the society and country.

However, it is believed that the current administration and operation of private higher education institutions in Vietnam are still inadequate, and the conditions for ensuring the quality of teaching and learning at these higher education institutions are still ineffective.

This paper is going to explore definitions and perspectives on educational quality and higher education quality from the marketing viewpoints. Based on the marketing perspectives, it is hoped that a model of higher education governance for private universities can be suggested to help improve the teaching quality at private universities in Vietnam.

## Biography



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