



## Analyze recruitment strategies of English centers on the Vietnamese market: General analysis

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### Abstract

In recent years, English has become an indispensable language in the world and in order for Vietnam to develop and integrate, English is increasingly used in our country's communication. international trade, is a bridge between countries, not only business cooperation relations but also exchange of knowledge and culture in each place. In Vietnam, there are many foreigners living and working. With the high level of English proficiency, the need to learn English is increasing. Where to learn English in order to be active is something that many young people are interested in. Then the English centers are the first choice, then the English language instructors have been selected by the center as well as how qualified they are to be able to teach and guide them to learn English. , to get good human resources. Then the same question is asked of the recruitment strategy of English centers in the Vietnamese market. To clarify this issue more clearly, this essay of my group has done to solve the problem posed to analyze the recruitment strategy of English language centers in Vietnam market.

**Keywords:** Language, strategy, recruitment, market, Vietnam, development

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### 1. Introduction

Recruitment is what is being used by many graduates looking for jobs as well as businesses still using this phrase every day to search for talent. So how to get talent? It is a conundrum that businesses are still scratching their heads every day looking for an answer. Then to get the answer they have to ask the answer that is recruitment strategy and human resource management. So what is recruitment strategy? Is an action plan to help a business identify, attract and successfully recruit candidates for a job position that the business is seeking. Recruitment strategy is also part of the company development strategy. The dilemma at the moment is that English language centers have just had a foothold in Vietnam and have not yet developed strongly even though the English language is very developed in Vietnam. Among the English centers, there are a few English centers that stand out because of the teaching style as well as the dedication of the teachers. That's why we can see the urgency of the issue as to how the centers have recruitment criteria to also open the way for incoming and outgoing students to set foot in the UK center. desired language. Clarifying the recruitment strategy has practical meaning to help the writer himself as well as many more people better understand the recruitment strategies to apply in practice to help themselves develop early. To clarify this issue more clearly, our group did the topic "Analyzing recruitment strategies of English centers in Vietnam market".

### 2. Basis for argument

The recruited person as well as the employer is no different from a person who wants to find a home to grow and develop together, they will still have different roles and be linked together according to goals. certain target. "Human resource recruitment is a process of finding and selecting human resources to satisfy the organization's needs and supplement the workforce necessary to realize the organization's goals" [Le Thanh Ha, 2009, p.74]. SWOT matrix and strategic human resource orientations SWOT matrix is a set of abbreviations of the first English letters: Strengths, Weaknesses, Opportunities and Threats. muscle). This is a very useful tool to help us understand problems or make decisions in organization, management as well as in business.

SWOT is a theoretical framework based on which we can review strategies, evaluate competitors, market surveys, product development and research reports... increasingly chosen by businesses. The SWOT matrix is used to form options according to the following steps:

Step 1: Summarize the results of the analysis of the business environment - opportunities and threats

Step 2: Synthesize the results of environmental analysis from inside the business - strengths and weaknesses

Step 3: Summarize the results and form a SWOT matrix - strengths and weaknesses - opportunities and threats.

### Group of strategic options formed

SO strategy is to use the strengths of the business to take advantage of external opportunities

WO strategy aims to overcome weaknesses to take advantage of external market opportunities. ST strategy uses the strengths of the business to deal with threats from the external environment.

The WT strategy aims to overcome weaknesses to reduce external threats. After analyzing the factors of the macro environment and the business environment, enterprises often clearly identify the threats from the external environment, the strengths and weaknesses of the enterprise as a basis for consideration. , develop projects and strategic plans. SWOT analysis provides useful information for matching the resources and capabilities of the business with the competitive environment in which the business operates.

### 3. Research Methods

**The main methods used in the thesis include:** Document analysis method such as: qualitative method to find the basic ideological content of the document, find out the problems related to the topic. Research and identify problems that need to be solved. Documents, articles, interviews or scientific journals related to the issue of "Analyzing recruitment strategies of English centers" are secondary data, so there are many related documents. So, we need to filter to get the most accurate documents for the problem. And the quantitative method "finds ways to group signs and find cause and effect in groups of subjects", based on the documents and research sources of the qualitative method so that we can highlight the important roles. The importance of human resource management, recruitment and answering the question of why English centers recruit with what strategy, and how successful centers recruit talented people. Secondary data collection method, this method is based on available sources, so when applying this method, it requires specificity, meaning it must be clear, consistent with research objectives, accurate. of data and topicality. And the method of comparison and contrast to find the most accurate documents on the research problem as well as reliable sources of information from the internet.

And incorporate more methods of using primary data, such as using a survey, so that English centers can share their experiences with young centers in the field of talent recruitment. Or now, when the internet is very developed, we can use the online survey method, to collect as much information as quickly and cost-effectively as possible on the issue of "Analyzing recruitment strategies of English centers" in Viet Nam".

### 4. Research results

Human resource management and corporate recruitment

strategy are two inseparable contents in the development of businesses as well as English language centers. Thanks to people and the right way to recruit personnel, maintain internal capacity for businesses and English centers to successfully implement their recruitment strategies. Currently, as the process of globalization and international economic integration becomes increasingly stronger, the role of human resource management and recruitment will be increasingly emphasized and become more important. Therefore, effectively operating the human resources apparatus, or in other words, well-organizing the HRM team in the organization, has become something that any foreign business in Vietnam wishes to achieve early in the period. current paragraph.

A strongly developed English language center with a strong position in the market needs to have a strong staff. The English Center needs a human resources department to help manage capital, facilities, science and technology, and human resources. In particular, it is necessary to exploit and utilize human resources capacity in accordance with the business strategy of the enterprise. Employee morale and attitudes are positively improved if human resource management is effective. Employees with professional qualifications and high skills will help businesses develop and make good use of human resources in the market. Human resource management needs to meet the requirements of enterprises in terms of recruitment, training and capacity assessment.

The recruitment strategy plays the role of setting policies to build and develop the center's human resources, ensuring that the policies of the state and the government are fully and flexibly applied. In addition, human resource management also builds for businesses a closed circle system including: recruitment - evaluation - training. By their professional nature, human resources will screen individuals and personalities suitable for each position in the company and at the same time build a table to evaluate employee capacity in the working process to understand. the advantages and disadvantages of additional knowledge for employees to build a training plan to improve the skills and expertise of employees. Recruitment strategy of personnel to take on the function of checking and supervising other departments in order to strictly comply with company policies and regulations. Check, measure, evaluate, analyze results and work efficiency of departments. The HR strategy helps the center to exploit potential possibilities, improve labor productivity and competitive advantages of the enterprise, enhance the position of employees, and harmonize the relationship of interests. between businesses and workers. Human resource recruitment strategy plays a key role in management reform, helping enterprises to affirm their position and improve their position in the context of economic integration, when the level of staff and technology is improved, when Work is increasingly complex and diverse. High-quality human resources need to be exploited and promoted effectively to avoid waste. Because:

This is a team of workers who have been properly trained at home and abroad and have the skills to meet the tasks. Appreciating the working ability of the returning exported workforce, many foreign-invested centers in Vietnam are looking for talent through many different places. Specialized job sessions specifically for workers who have worked abroad by the famous English Center.

Explaining the reason, many experts said: "During working abroad, the majority of workers receive a fairly high salary.

When returning home, workers who meet the job requirements are often offered. The demand for wages is close to the salary they used to receive, exceeding the ability of domestic enterprises to pay, and for workers who require lower wages, they lack the necessary skills". Therefore, supply and demand for this specific human resource have not really met, causing waste in many aspects.

Thoroughly implement the connection model between centers operating in the field of English specialists with universities and vocational education institutions. "Through this model, right after graduation, students can go abroad to continue studying and working in a more professional environment to improve their English proficiency. When they return home, they are a high-quality human resource thanks to the convergence of foreign languages, skills, professional working style, and experience.

Thus, we want to overcome the waste of domestically trained and "post-exported" human resources. In order to effectively exploit this human resource, immediately after having a plan to send people to work abroad, functional branches, businesses and localities need to coordinate to build a data bank on the labor force. this move. Understanding the number, qualifications, occupations and characteristics of the markets where workers have worked, stakeholders will easily match information to exploit and promote available human resources.

### 5. Discussing the results of the study

In recent years, our country's economy has experienced many ups and downs along with the world economy. During the economic crisis in 2008, many businesses in order to save the situation have significantly reduced the number of talents of the center to cut costs, many good people or senior leaders in the English center in turn satisfied with the center's policy and they also left. However, it is a period of crisis, and in the post-crisis period (now), how will English centers do to find and retain good employees? Today, in the knowledge economy, when in the value of products there are more than 80% is the gray matter content, the human factor is increasingly placed in an important position. The human resources department is the department that plays the role of optimizing the working efficiency of human resources, thereby helping to achieve the strategic goals of the English center. The main task of the human resources team in the enterprise lies in coordinating human resources, ensuring consistency with internal policies and systems. At the same time, the industrial revolution 4.0 will cause the labor market to change in the direction of using more jobs with higher gray matter content, appearing many new types of jobs, which were not available before, related to New technologies, new products. That shows the role and importance of human resources for English centers at home and abroad. Therefore, Vietnamese English centers need to have strategies for recruiting and training, retaining existing high-quality human resources and finding and attracting external human resources to English centers.

### 6. Conclusions and recommendations

Today, international integration has been a major trend of the modern world, with a profound impact on international relations and the development of each country. And the process of international integration is taking place faster and stronger under the influence of many factors, including human resources. Human resources today are also known as Human Resources Capital - this term is very true in today's

context when any English center has good resources. Human capital is a special kind of capital that is needed like financial capital, so it needs to be exploited and used in the best way, to avoid losses and expenses, and must always be invested and expanded. increase value. Attracting and using talent is always a top concern for all businesses and entrepreneurs, because more than ever, the competitive strength of the English language center is having good human resources, especially in the context of an integrated and globally competitive economy, especially during the recent world economic crisis, there are many English language centers that have revealed many weaknesses and fallen into difficult situations. The main reason is the lack or weakness of planning resources in the center, the most important of which are human resources and recruitment strategies. So let's start from HR strategy, start from people, start from internally in each center with specific solutions and actions such as: Plan and implement a good human resources recruitment strategy, boldly recruit young workers, even if they do not have a job to train them.

Understand and deeply appreciate the role of people (workforce) in the English center; consider it the key factor that needs the most attention and investment;

Understand and clearly identify the advantages and difficulties that the human resources staff in your center are facing, grasp their thoughts and aspirations to promptly motivate, encourage and support them.

There should be policies and regulations on decentralization, decentralization, clearly defining the functions, tasks and powers of management levels, departments/units.

Identify and plan human resource activities such as organizational structure, staffing, recruitment, and use of staff

Especially build the center's cultural environment, considering it as the center's identity, the core of attracting talent, creating strong momentum for the center's development; The center's culture must be deeply instilled in everyone, and leaders and managers at all levels must be pioneers, avoiding the existence of a "push" combined with a "pull" from the labor market. Outsiders take away employees.

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