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VNPT's strategy for building brand for staffing and recruitment process

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Abstract

Employer branding is perceived as the image of an organization as a 'great place to work' in the minds of current employees and external market stakeholders (active candidates and passive, partners, customers and other stakeholders). Therefore, the process of employer branding is also the process of building a unique and recognizable employer identity. Today, employer branding is seen as a strategic solution to attract and retain talented businesses in a competitive human resource market. Especially in Vietnam, when deeply integrating into the world economy,

Vietnamese enterprises have to face great challenges in competing for human resources with foreign enterprises, multinational corporations. powerful country in finance, business and management experience. This article introduces the concepts of employer branding as well as examines the employer branding practices of some Vietnamese enterprises. Thereby, implications for employer branding solutions for Vietnamese businesses will also be discussed.

Keywords: Employer branding, Brand strategy, Brand building, VNPT

1. Introduction

Today, employer branding is applied in practice as a "targeted, long-term strategy to manage the awareness and perception of employees, potential candidates, and other stakeholders relevant to a particular company (VNPT). Many companies have implemented formal employer branding or are interested in developing a similar program. Titles like "great place to work", "favorite employer" are positive results of the employer branding process. The benefits of a strong employer brand are clear: it helps a company gain a competitive advantage, helps employees absorb corporate values, reduces the cost of hiring, improves employee relations employees, increase employee retention, and even pay lower wages than companies with weak employer brands. Brand strategy is a long-term plan for the growth of a business. In order to position their brand in the eyes of their potential employees and candidates. To enhance the market expansion is also one of the urgent goals and requirements of VNPT Business Center in order to maintain, develop and affirm its position in business. Thus, using a reasonable employer brand strategy is a very important step, a decisive requirement for the development of an enterprise, and a fundamental way to improve business performance of the enterprise.

2. Theoretical basis

2.1 Some concepts

2.1.1 Brand concepts

The term "brand" first means a recognizable sign, derived from the burnt iron mark printed on free-range cattle to mark the owner's ownership rights to the cattle. But a brand is more than just an identity mark. According to Moore (2011), from the first half of the 20th century, the term was used in business activities at the beginning of the early process of managing activities that create products and services, including how to create a unique feel for products and services. Branding today has become a subject of much research in both theory and practice. According to Kotler (1991), a brand is defined as "a name, term, symbol, design, or combination of them, intended to identify the goods of one seller and to differentiate them from those of the other competitors". This is the traditional view of the brand. Today, many researchers agree with a broader view of the brand, such as Ambler & Styles (1996) who argue that: "a brand is a set of attributes that provide target customers with the values they value. require. Brands in this view believe that a product is just one component of a brand that essentially provides a functional benefit to the customer. Park, Jaworski & MacInnis (1986) divide brands into three dimensions based on satisfying

consumer needs: (a) functional needs, (b) symbolic needs, and (c) economic needs experience. The functional or instrumental aspect of a brand describes a physical and tangible product attribute that a product either has or does not have. Symbolic aspects describe subjective, abstract, and intangible product attributes, accumulated from how people perceive a product, and are related to a human need to maintain identity. themselves, to enhance their self-image or self-expression (their beliefs, characteristics, and personality). Finally, the experiential aspect of the brand emphasizes the brand's influence on sensory satisfaction or cognitive arousal. Thus, it can be said that "brand includes everything that customers/markets/societies really feel about the business or/and about the products and services provided by the business" (Respect. That Nguyen Thiem, 2008).

2.1.2 Employer brand concepts

According to Sullivan (2004), employer branding is defined as "a targeted, long-term strategy for managing the awareness and perception of employees, potential candidates, and stakeholders relevant to a particular company".

Backhaus & Tikoo (2004) further contributed to the concept by defining: "employer branding is the process of building a unique, recognizable employer identity", therefore it is relevant. to building an image in the minds of the potential labor market that a company is, above all else, a great place to work" (Ewing *et al.*, 2002 from Berthon and associates, 2005). Backhaus & Tikoo (2004) confirm that employer branding creates two main types of assets: brand associations and brand loyalty. While brand loyalty contributes to increased employee productivity, brand associations shape the employer's image and influence the attractiveness of the organization (employer attractiveness) to the employer. with potential candidates (Backhaus & Tikoo, 2004).

Thus, it can be said that employer brand is the result of all activities aimed at establishing the image of the organization as a great place to work in the perception of current employees, potential candidates and employees. other interested parties. Although definitions and approaches differ, there is general agreement on the fact that employer branding includes concepts selected from the field of brand management that have been transferred to the field of governance and management. recruitment of personnel (Backhaus & Tikoo, 2004; Cable & Turban 2003 extracted from Christians, 2013).

2.2 Employer branding

Employer Branding is a way for businesses to attract the best human resources for their businesses. Employer Branding is a one-of-a-kind PR method of businesses. With public perception, successful businesses are the ones that provide the best and comfortable working environment for their employees. Talent is the resource of the nation. Recruiting talent is difficult, retaining them is even harder. Building an Employer Branding strategy is an effective way to prevent "brain drain" in businesses.

2.3 Employer branding process

Research, analyze environmental information – set up MIS or outsourcing. PP: quantitative, qualitative, observational, statistical. Analyze company & products, customers, competitors & competitive products.

Build vision, mission, purpose, brand goals.

Brand strategy planning – based on resources and company development orientation, market information, customers, competition.

Brand positioning – relative to the competition and perceived by consumers.

Building a system (set) of brand identity.

Brand design (name logos, icons, slogans, slogans).

Brand developing.

2.4 Brand Equity

Brand equity is a very broad concept. Brand equity includes the values that the brand brings to customers and stakeholders such as employees, shareholders, community. Elements that contribute to brand equity include the logo, slogan, and logo of the company or product.

2.5 Brand promotion tool

- Media.
- Human.
- Items at the point of sale.
- PR.
- Promotion.
- Direct treatment.

3. Research methods

3.1 Research methods

In addition to methods such as synthesis, comparison, statistics, the research also uses the following methods:

- Qualitative analysis
- Quantitative analysis
- Descriptive analysis
- The above methods are used to analyze the current situation of VNPT Hai Phong's operations over the past time.
- SWOT analysis: Swot analysis is an analysis of strengths (Strengths), weaknesses (Weaknesses), opportunities (Opportunities), and threats (Theats). SWOT analysis helps us to know the strengths of our business, the weaknesses of our business, the opportunities for the business and the challenges the business faces. From the above analysis will help businesses make reasonable strategies in business. That is, businesses must promote their strengths, take advantage of opportunities, and limit weaknesses and challenges brought by the environment.
- Data for research: the author will use secondary data from reports of VNPT corporation, research works, articles, journals, websites related to the topic...
In order to achieve high brand awareness in the market, we must carry out brand promotion inward and outward. In addition to activities to promote and promote the brand in the domestic market, VNPT needs to promote research and brand promotion to the region and the world:
- Promoting trade and investment in the region as a fulcrum to be present in the world market.
- Searching for and taking advantage of joint venture and association models outside the national territory.
- Actively participate in trade fairs and exhibitions, introduce technology, products or introduce the typical culture of the brand associated with the national culture.

3.2 Research objectives of the topic

With the desire to apply learned knowledge into practice, the purpose of this study is to apply theory into practice to plan strategies to improve VNPT's competitiveness in the period 2022-2024 with a vision to 2030. Specifically:

Building a theoretical basis for strategic planning in business in order to improve the competitiveness of enterprises.

Analyze and evaluate the current situation of production and business activities, the current situation of resources at VNPT in the past time in order to have a basis for strategic planning.

Strategic planning for VNPT applied for the period 2022-2024 with a vision to 2025.

4. Research results and discussion

This study was conducted to directly survey full-time employees working at VNPTs through questionnaires to collect information about their commitment to the enterprises they are working for. In addition to the personal information and characteristics of the subjects, the questionnaire was designed to include 30 observed variables constituting the characteristics of corporate culture and employee commitment, expressed by a Likert scale from 1 to 5 point. In this way, all opinions of the research object group will be quantified and the scores will be used for statistics and analysis in studying the relationship between corporate culture and employee commitment. The main research subjects are employees who have worked for at least 01 year or more at VNPT in provinces and cities.

The first step, when analyzing linear regression, we will consider the linear correlation relationships between the dependent variable and each independent variable, as well as between the independent variables. If the correlation coefficient between the dependent variable and the independent variables is large, it can be shown that there is a relationship between them and linear regression analysis may be appropriate. On the other hand, if there is a correlation between the independent variables, it is also a sign that multicollinearity may occur between them in the linear regression model we are considering.

Step 2, present the results of testing the correlation coefficient between the variables in the research model. The results show that the correlation coefficients between the independent variables are low, so it can be concluded that there is no high multicollinearity between the independent variables. Therefore, the assumption of no multicollinearity among the independent variables in the subsequent regression analysis will be satisfied. On the other hand, the analysis results also show that there is a linear correlation between the dependent variable, which is the employee's commitment to the VNPT system, and the independent variables (the signs are gradually approaching 0.00, respectively).

5. Conclusions and recommendations

5.1 Conclusions

VNPT is the place where customers and partners can put their trust in cooperation and employees can freely improve themselves and develop knowledge.

In the current age of connection and information sharing, the role of Telco is increasingly important. Obviously, Telco has to move not only telecommunications services but multi-services. The network operators tend to move,

especially the sharing trend, the strengthening of cooperation and willingness to exchange and share is an inevitable trend. With VNPT, besides developing products to serve customers, VNPT is ready to cooperate to provide the best product ecosystem to bring the best experience to customers.

Through practical experience, it shows that most of Vietnamese businesses do not pay attention to brand issues. The awareness of many businesses about the brand is still limited, leading to the lack of investment or inadequate investment in brand building and development activities. An enterprise's brand is not only an image of the product ingrained in the minds of consumers, but also an image of the quality of goods and services, the way the business behaves towards customers, and the effectiveness of its products. and the true utility that these goods and services bring to consumers. Although not building a methodical brand before, "Post Office" is the original and very famous brand of VNPT. Referring to the Post Office, everyone immediately understands the services of mail, courier, telephone, fax, Internet. In other words, in Vietnam, the Post Office is the symbol for Post and Telecommunication services. As a recognized brand with a high level of awareness, the "Post Office" brand is often mocked by the media and complained by many consumers. "Post office" is a vulnerable brand because of its popularity and high level of awareness. In addition, the lack of an effective branding strategy targeting the unique values of the "Post Office" brand is an important cause of its vulnerability. However, at that time, VNPT did not think much about the "vulnerability" of the Postal brand because the market was still monopolized by VNPT. However, today the story of VNPT brand has changed, consumers today have many choices in the field of Posts and Telecommunications. Thus, in order to cope with challenges, seize opportunities and constantly develop, VNPT must implement a series of solutions to sustainably develop its brand.

5.2 Some recommendations

The State increasingly has to improve policies and laws on industrial property rights, especially on trademark issues, and it is necessary to more closely regulate advertising and trademark protection. The state needs to review the regulation on advertising costs because the cost for advertising is currently up to 10% of the total cost, limiting the advertising of businesses. In addition, the State needs to strengthen its functions and power in the enforcement of industrial property rights protection.

State management agencies need to review and develop policies suitable to new conditions and international practices to create conditions for businesses to compete in a healthy manner and develop. The State must actively participate in supporting businesses in general, and VNPT in particular on brand issues, creating favorable conditions for brand building and development. The State needs to support in consulting such as organizing meetings to invite businesses to discuss State policies as well as issues that businesses often face difficulties in the market. information for businesses, set up legal consulting organizations as well as how to build and develop brands and guide businesses to comply with the law. he State participates in signing international conventions on trademark protection for Vietnamese enterprises when participating in international trade such as the Paris Convention and the Madrid

Agreement. The participating members do not infringe on each other, helping businesses to protect their trademarks in all participating countries at the same time.

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