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Current situation of students' start-up activities of the National Economics University, Hanoi and University of Economics Ho Chi Minh City

¹Hoang Vu Dang Ha, ²Vo Khac Truong Thanh, ³Tran Trieu Quan

^{1,3} Ho Chi Minh City University of Technology (HUTECH), Vietnam

² University of Phan Thiet, Vietnam

Corresponding Author: **Hoang Vu Dang Ha**

Abstract

In the context of Industry 4.0, the shift from the traditional economy to the digital economy over the past decade has been bringing about positive changes in all aspects of life. Socioeconomic. This revolution has created a strong growth of innovative start-ups, and the term "innovative start-up" has become a hot topic of national interest. The university, with a pioneering role, carries out the mission of promoting entrepreneurship and innovation by providing the society with human resources equipped with the necessary thinking and skills, and relevant research results. use. Universities in Vietnam have also begun to develop entrepreneurship and innovation faculty, which are lecturers from the school's business administration and innovation departments or other institutions. School of Business and Technology. In addition, it also creates conditions for the teaching staff on startup support to study and improve their professional qualifications to directly teach topics on entrepreneurship, entrepreneurship, innovation and innovation. social activities at the school, support students to develop ideas in the spirit of innovation, advise and support students with solutions to improve the content of science and technology

in students' projects and ideas The next content of the article will clarify the theoretical basis of innovative startups and the role of innovative startups. After that, we analyze the current state of entrepreneurship and innovation among students of universities in Vietnam, namely Hanoi National Economics University, University of Economics Ho Chi Minh City and propose a number of solutions. measures to promote entrepreneurship and innovation of university students in the coming time. In the context of the digital economy that has been developing strongly, innovation is an important measure to evaluate the competitiveness and adaptability to the times, to grasp the social trends of any individual. any in the economy. This article clarifies the characteristics of Vietnam's digital economy development trend, assesses the current state of innovation capacity of students at the National Economics University - a typical university in business training. economics and management in Vietnam; at the same time, propose solutions to improve students' innovation capacity in the context of the digital economy.

Keywords: Startup, Students, Vietnam, National Economics University Hanoi, University of Economics Ho Chi Minh City

1. Research Overview of Student Start-Up Status

1.1 Overview of the research context and key factors

Today, when society develops, the world civilization makes great progress in parallel, bringing with it innovative thinking, especially the idea of self-mastery, so many people choose entrepreneurship as the current development direction. Now that includes students. This is also the topic that makes many studies appear, but these studies usually focus on large economic countries and to most generalize the problems that you will encounter when starting a business, the researches This is not done yet. Finally, there are inadequacies in culture and different regimes, so the proposals will be difficult to apply. Just like Vietnam is a developing country, it is not too strange to study the situation of students starting a business, but finding an in-depth and multi-dimensional study is very difficult.

Therefore, starting a business among students has been cared for and enthusiastically supported by the Government and the Central Youth Union for students who intend to start a business. Typically, the Central Youth Union has launched the "Youth Entrepreneurship" program for the 2016-2021 period and has provided practical support for young people and students to start a business. However, from an objective point of view, the awareness and concern about the "start-up" issue among students is still not positive; So the question here is "why are the students not really interested in entrepreneurship?". According to experts, before starting a business, students are often afraid of failure, have peace of mind and want to find a job with a suitable

salary instead of starting a business. Many students still lack confidence and fear, especially with new things. Besides, there are not many startup activities in schools, the form is not attractive, stimulating the curiosity and discovery of students.

Many programs are conducted to provide an overview of entrepreneurship to students such as the National Economics University, Hanoi, which has brought entrepreneurship into the main discipline and provided students with a foundation. The best knowledge from the association with Boise State University, Entrepreneurship Clubs appear more and more in universities, colleges and many entrepreneurship seminars everywhere. country for easy access to students. However, the reality of entrepreneurship among Vietnamese students is still not really positive because of the fear of failure, lack of confidence, and fear of encountering new things. Although Vietnamese students bring a lot of enthusiasm and bold ideas, because of external influences and have not been exposed to the knowledge of entrepreneurship, they have accidentally buried those intentions.

The study of the factors affecting the students' entrepreneurial intention determines the success or failure of the research project. There are six main factors that are: social environment, personal characteristics, entrepreneurship education, perceived behavioral control, access to finance, support for entrepreneurship. It is important to bring the most positive when approaching students.

In the world, there have been many research projects on entrepreneurship, including many topics on entrepreneurship of young people in general and students in particular because this is a young force with outstanding characteristics of enthusiasm and personality. creative. Blanch Flower and Oswald (1998) found that in their study of 23 OECD countries in the early 1990s, young people preferred self-employment over hired employment. Greene (2005) also confirms this finding: two-thirds of young Americans and more than half of young Europeans prefer self-employment. Prominent are students from the National Economics University of Hanoi and Ho Chi Minh City. However, it also causes many challenges that students need to face and overcome. Students have the advantage of being young, not afraid of difficulties and ready to redo if there is a failure. If you need an enthusiastic and dynamic staff at a cheap price, you can easily find them from you. Friends, companions are ready to support when you need it. As we know, it is really hard for students to find enthusiastic, dynamic and knowledgeable staff at a much cheaper price than the market price. Students are not pressured by family or financial burdens, so they easily accept risks. If the student's business project is successful, it will bring not only material benefits but also proof of competence. and their own acumen. In case of failure, students will quickly return to their daily lives. Most importantly, when they fail, they also receive valuable lessons on management, business, this is also a bright point in student's resumes with employers.

In order to start a business, students also face many difficulties when they are still at university. Firstly, to start a business, it is very important to find an idea for yourself, besides, students also have to know how to evaluate the feasibility of the idea so that they can start implementing it. Because we are still students, young people do not have much experience, it is difficult to come up with an idea, but also to evaluate the feasibility of the idea is indeed a

problem. Secondly, we are young people, who are full of enthusiasm, but enthusiasm is not an indispensable factor to determine your success when you have neither capital nor appropriate support. Maybe your idea is very good and unique, even highly feasible, but you don't have the capital to implement it. Therefore, you need to try to find suitable capital from family, friends, relatives or you can cooperate with others to start a business. Third, experience is also an important factor that we need to mention. Even those who have succeeded, they will continue to learn and gain experience. So, let's try to gain experience before starting to do, that experience you can learn from those who have gone before, who have been successful. It will be a mental stepping stone, helping you avoid and reduce risks. However, we are students and young people, we must have never started a business, we will not have experience, but the experience here I want to say is that you can draw from the start-up stories of other people. ahead.

In favorable conditions and many opportunities are opening like today, there is no need to hesitate in starting a business today. Students from National Economics University and Ho Chi Minh City University of Economics are in the process of starting a business with simple ideas from the school. Youth is a time to experience and learn as much as possible. Therefore, if you are really passionate, there is nothing to do without trying to fulfill your dream. You don't need to think about things that are too big or macro, let's start from the most basic. According to the combined study, the conclusion shows that students in general (National Economics University, Ho Chi Minh City University of Economics) the goal of implementing a plan for a start-up is a rather long process when they want to achieve the goal.

1.2 Main research results

In the past time, the student startup movement has initially achieved certain results: equipping students with knowledge about entrepreneurship; Train young people in the spirit of entrepreneurship, helping them gradually grow up, becoming people who dare to think, dare to do, dare to face difficulties and challenges. At the same time, entrepreneurship also contributes to fundamentally innovating teaching and learning methods in universities and colleges, turning the training environment into a place to create new knowledge. Along with that, the student entrepreneurship movement has become one of the driving forces behind the country's economic development:

1. The student entrepreneurship program has created a large workforce, most of which are young people with a proactive and creative spirit, especially with agility and quick grasp of science and technology. strong driving force promoting the development of the market economy. Through startup activities and programs, students become confident, dynamic, and consciously realize their own startup ideas, thereby seizing opportunities for the future for development. general of society.

2. Starting from the successful creative start-up projects of students, many private businesses have been born and have become a factor that plays a very important role in promoting the development of the market economy. Each enterprise itself has a great role in linking with universities and colleges to continue cooperation and expansion, creating conditions for students to form innovative start-up ideas.

3. The increasingly strong development of science and technology, together with a young and abundant workforce, has contributed to the formation of a dynamic, creative economy that actively anticipates the development of science in order to shorten the gap in economic development level of Vietnam with developed countries in the world.

Besides the results achieved, the student entrepreneurship movement still has some limitations such as:

1. Job counseling and career guidance for students at universities are not really effective. The ratio of universities to enterprises in Vietnam is very small compared to other countries in the Southeast region.
2. Start-up activities and support for students starting a business at universities and colleges have not been widely deployed. Currently, some schools have students participating in the "National Entrepreneurship" program under the direction of the Vietnam Chamber of Commerce and Industry (VCCI), the Central Committee of the Ho Chi Minh Communist Youth Union, but only recently. Only stop at small activities, have not really created the motivation to motivate students to start a business.
3. There are 10/120 schools reporting that they have initially formed "Entrepreneur Incubator" clubs. However, the activities and organization of these clubs are not really effective due to the lack of a team of advisors or because the teachers do not have enough time to support students.
4. Startup information has not been widely disseminated. Through a survey of students of some universities, 66.6% of students today do not know about start-up activities. The number of students who know about startup programs is only 33.4%, and in fact, the number of students participating in startup programs initiated by VCCI every year is only 0.016%.
5. Start-up activities have only attracted a small number of students majoring in business administration and information technology. Entrepreneurship competitions have not really created motivation for students of universities and colleges; not really comprehensively support students in knowledge and skills to start a business and set up a business.

Because of that, this study will detail the difficulties, benefits and effective measures to help students who have been and are intending to start a business to achieve their goals through research. Research on entrepreneurship status of students at Hanoi National University and University of Economics in Ho Chi Minh City.

2. Student start-up status

2.1 Hanoi National Economics University

Currently, startup ideas formed by young people who are passionate about getting rich and creative, especially students who are going to school or have just graduated, are becoming more and more popular. Young people are full of enthusiasm, have the agility and ability to grasp new knowledge, technology, courage and desire to assert themselves. In the formation of startup ideas, it is impossible not to mention the training environment for young people and students - that is, schools. The school is a place to provide foundational knowledge, a solid theoretical basis for students to determine specific plans for their start-up projects. In other words, school is a place to generate

business ideas and promote creativity, a premise for startup projects. In fact, there are many business models that arise from the learning needs of students, to serve the community and society. The school is really an ideal environment, playing a pioneering and important role in applied science and technology research, accessing advanced scientific achievements in the world, and transferring scientific research results., support students to start a successful business.

The student entrepreneurship program has created a large workforce, most of which are young people with a proactive and creative spirit, especially the agility and quick grasp of science and technology, which is the driving force. strongly promote the development of the market economy. Through startup activities and programs, students become confident, dynamic, and consciously realize their own startup ideas, thereby seizing opportunities for the future for development. general of society.

2.2 Ho Chi Minh City University of Economics

The survey results show that students' awareness of entrepreneurship is only very low, below average, in which the highest intention is "determined to create an innovative start-up business in the near future (e.g. right after graduation)" and the lowest is to be an innovative startup entrepreneur.

Survey results show that students participating in the survey have lower than average self-expectations. In which, the highest rated criterion is capable of recognizing opportunities, and the lowest is having sufficient skills and capacity to establish a business.

Assessing students' attitude towards entrepreneurship, the survey results show that students have a low average attitude towards starting a business. In which, the most appreciated aspect is "if there are opportunities and resources, I will establish a business enterprise" and the lowest aspect is "interest to become an innovative startup entrepreneur".

Attitude towards entrepreneurial behavior represents an individual's positive or negative evaluation, for or against, of the intended behavior. When students have an attitude of interest in starting a business, realize the benefits and when there are opportunities and resources, they will start a business.

However, it also causes many challenges that students need to face and overcome. Students have the advantage of being young, not afraid of difficulties and ready to do it again if there is a failure. In case of failure, students will quickly return to their daily life. Most importantly, when you fail, you also receive valuable lessons on how to manage and do business, this is also a "bright" point in your application with employers.

In addition, the school is a place to provide foundational knowledge, students are continuously cultivated by the lecturers, which is a solid theoretical basis for them to easily make specific plans for their start-up projects. me. In addition, the school is a place to generate business ideas and promote creativity, a premise for startup projects. There are many business models that are born from the academic, personal needs of students or serving the social community. If the school is really a good environment, it will be a place that helps a lot of students. However, to be able to start a business, students also face many difficulties when they are still at the university stage.

3. Solutions on student's startup status

3.1 Starting a business at National Economics University, solutions need to be proposed:

First, students at NEU need to improve their entrepreneurial capabilities, including entrepreneurial qualities, knowledge and entrepreneurial skills. Schools and students themselves need to raise awareness of the need for entrepreneurship for students themselves, especially in the era of Industry 4.0 through consultations, seminars, and discussions. vocational orientation. From there, students can be interested and self-conscious to improve their own abilities.

Students need to actively access business knowledge, which can be in the form of approaching a start-up or bookstore, or recommending book titles, book content, and ebooks anytime, anywhere, from any audience on the basis of financial resources. registration account. This not only equips students with entrepreneurial knowledge, but also raises awareness, approaches lessons about perseverance, as well as excitement and passion to motivate students to start a business. This is an important factor to create motivation to promote learning and self-improvement of students in entrepreneurship.

Furthermore, students at NEU need to improve their knowledge of raising capital for startups. They can raise money from their savings, or also from bank credit. Used to finance short-term business items, with regular and continuous occurrence, used as a reserve when the capital in your business is in poor condition. is missing and needs to be made up for.

Students need to actively respond and participate in seminars and conferences organized by the school or the locality to raise their awareness about innovation in the context of the digital economy.

Understand the urgency in transforming, changing to adapt to the economy. Participate in training courses, programs and projects on science and technology, information technology (IT), artificial intelligence (AI), robotics to have the most realistic view of the context and labor market in the present and in the future.

It is necessary to actively exchange and learn with international friends through Internet channels, exchange students, etc. to learn about international scientific achievements, and at the same time stimulate curiosity and creativity from students themselves to improve innovation capacity.

Universities need to regularly propagate and encourage to raise students' awareness and responsibility about the role of science and technology. To innovate in socio-economic development with specific contents such as: Disseminate guidelines, guidelines and policies of the Party and the State's laws related to science - technology and innovation. Conduct seminars, reportages or study tours of successful innovative start-ups in the province, nationally and internationally. Organizing seminars, discussions and exchanges on the economic situation; starting a business; creative innovation.

Create a close connection between research institutes, universities, enterprises and public services in order to create and accumulate intellectual property, creating a new fuel source for fast, inclusive and sustainable economic growth.

3.2 Starting a business at the University of Economics Ho Chi Minh City, the solution should be proposed:

The school has always actively supported students to start a business in many different ways. City University of Economics, Ho Chi Minh City has just announced the selection of innovative start-up projects to join the incubator at the Innovation Institute - UEH for the first time. Here, projects will have free use of creative workspaces along with the support and advice of experienced experts to incubate and develop ideas into innovative start-ups. innovate at the University and reach out to domestic and international markets. City University of Economics, Ho Chi Minh City (UEH) in collaboration with the Department of Planning and Investment of Ho Chi Minh City. Ho Chi Minh City organized the Seminar "Start-up in students - Barriers, challenges and suggestions" for UEH students. Main content of the talk:

How to generate startup ideas, transform startup ideas into products and services; Difficulties and barriers when starting a business; Proposals and recommendations of city leaders. Ho Chi Minh City supports students to start a business.

In addition, students need to improve preparation skills, goal setting and goal-directed measures. It is essential to guide students to create a start-up goal that is reasonable but still has a development direction. This requires the help of economists, the link between economic schools and non-economic sectors through student exchanges between schools, associations and organizations.

Finally, for the state, it is necessary to take measures to communicate about entrepreneurship in the whole society. Organize activities to encourage entrepreneurship to make students more inspired about entrepreneurship. Diversifying and strengthening the forms of education and training in entrepreneurship subjects will make students more interested in starting a business. Actively provide financial support for start-up programs and at the same time complete the institutional framework and policies to support start-ups.

4. Conclusions

In short, entrepreneurship is a strong development trend among young people, in which universities are considered an important pillar in the startup ecosystem. The role of universities is to provide high-quality human resources for the startup ecosystem including founders, employees working in start-ups and human resources for science and technology research. Therefore, in order to create an overall change in the entire Vietnamese startup ecosystem, universities need to emphasize their training focus - not only on academic knowledge, but also on building global skills. represent students. Instead of teaching theory, schools need to turn to experiential learning, the purpose is to help learners understand how entrepreneurs think and have the ability to choose the best decisions in a given context. specifically.

In fact, in the two activities "creative" and "start-up", many universities are still separate and only interested in "creative" activities (under the concept of "students doing scientific research") without really linking both "creative" and "start-up" activities. And so, start-up activities in universities now need to be promoted through specific plans and goals. To start a business successfully, we cannot

mention an important factor, which is the spirit of entrepreneurship, also known as entrepreneurial spirit. According to researchers, entrepreneurs with a true entrepreneurial spirit must be people who themselves have ambitions and aspirations to overcome fate, take risks with the spirit of innovation and creativity. Therefore, in order to help students have a good entrepreneurial spirit, universities need to make comprehensive changes in policies, systems, invest resources, and equip new infrastructure to have the best conditions to succeed. support students from inspiring start-up to self-discovery and practical experience in start-up projects. This task is concretized with 5 groups of tasks and solutions: forming the main mechanism book; formation of human resources team; construction training program; create an environment to support start-ups and support capital.

Therefore, to build a startup ecosystem in universities; First of all, it requires the leadership of the schools to clearly define the school's goals, mission, and vision for start-up support activities. On that basis, it is possible to choose a model to build a startup ecosystem in accordance with the school's goals, mission, vision and characteristics of training groups. Starting a business is obviously not for all students, so to implement the contents on the Project Steering Committee it is very prudent, in addition to providing a roadmap, the Steering Committee also has an immediate orientation that needs to be piloted. at a number of strong training institutions in 3 regions and implement each content.

Universities need to strengthen the capacity of faculty training in entrepreneurship and create opportunities for students to participate in extra-curricular activities (business clubs, seminars with entrepreneurs, social events). The training programs must also be regularly updated, which strengthens the subjects of entrepreneurship. In order to enhance the development of students' entrepreneurial capacity and desire to start a business, schools need to regularly organize business clubs so that students can come up with ideas and implement small business projects on their own. thereby enhancing leadership and executive ability as well as social relations. In addition, universities need to participate more strongly in the process of supporting start-ups, through engaging with policy makers and entrepreneurs. Such cohesion enhances the reputation of the school in society, making the school an indispensable element in the national innovation system.

Hanoi National Economics University and Ho Chi Minh City University of Economics is one of the young schools in spirit as well as carrying an international vision, always wanting to be transformed with breakthrough and creative ideas.

The 4th industrial revolution is requiring countries to have a corresponding education, in which specialized subjects are being promoted to connect teachers, human resource users and learners, and at the same time time connecting many students in different disciplines towards a sustainable ecosystem in which the formation of enterprises in the university fulfills this requirement. Entrepreneurship is a measure of the success of a tectonic government, the more people and young people start a business, the more dynamic the economy is, and the better the quality of human resources will be. And it's time, Vietnamese students need to light up the "flame" of entrepreneurship and fire in the new era.

In recent years, encouraging entrepreneurship has become

one of the top priorities of the Vietnamese government because it is an effective strategy to develop the economy and enhance competitiveness in the international arena. Based on the theory of planned behavior, desk research, and in-depth interviews with ten students from business schools, this study outlines the strengths, weaknesses, opportunities and challenges facing entrepreneurship students. The results show that positive attitudes, social support, as well as awareness of the feasibility of starting a business are all strengths and opportunities that promote entrepreneurial intentions in students. While lack of confidence in the ability to succeed is the biggest weakness. Besides, there are opportunities from the background such as a stable economy, integration, and strong support from the government and society. However, students also face many special challenges in terms of capital, experience and risk-taking mentality. From there, the research paper makes suggestions for students and some recommendations on policies and education to promote students to start a business.

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