LAB-MOVIE

Labour Market Observatory in Vietnam Universities

Report WP3.3 LMO Piloting Report

by Vietnam National University of Agricolture

AGRI-FOOD SECTOR

Vietnam, 9/2023

1. INTRODUCTION

Agricultural sectors plays a particularly important role in ensuring food security, social stability, and livelihoods for more than 60% of the population living in rural areas and contributes 14.85% of the country's GDP (MARD, 2020). In addition to firmly ensuring food safety for nearly 100 million people, Vietnamese agriculture also plays an important role in the global food safety system. In 2020, the export turnover of Vietnam's agricultural, forestry and fishery products will reach 41.53 billion USD; 6 months of 2021 reached 24.23 billion USD (MARD, 2020). Food is a key industry with great potential in Vietnam, providing agricultural and aquatic products to many countries around the world. In particular, this is one of the main industry selected by the Government, prioritized for development in the period of 2025, with a vision to 2035. The Vietnam Trade Promotion Agency estimates that people use 15% of GDP for food consumption. This, combined with the young population, has made the Vietnamese food market very potential. When the "piece of cake" of market share becomes fierce, both domestic and foreign-invested enterprises need to transform themselves to follow the fast-changing food market. Investing in human resources for product development is likely to become a potential solution for this market share. On recruitment websites in recent times, it is easy to see thousands of job postings to find food product research and development (R&D) staff, quality management, business… in various positions from senior to senior level. These positions are spread across all types of businesses from small and medium private companies, and state-owned corporations to foreign-invested enterprises and even foreign enterprises. Developing a labour market observatory (LMO) for universities is essential, helping learners to have the best orientation and preparation before graduation.

II. PLATFORM CONSTRUCTION METHOD

Based on questionnaires used to survey companies about job profiles and requirements for necessary knowledge, skills and attitudes for students studying the field of agri-food sectors, the list of job profiles is shown in Figure 1. Each job profile represents the workplace, main activities, also known as employee duties, and requirements for knowledge standards, hard skills, and technical skills. soft skills, computer skills, foreign languages, personal qualities and willingness to work overtime or go on business trips when required.
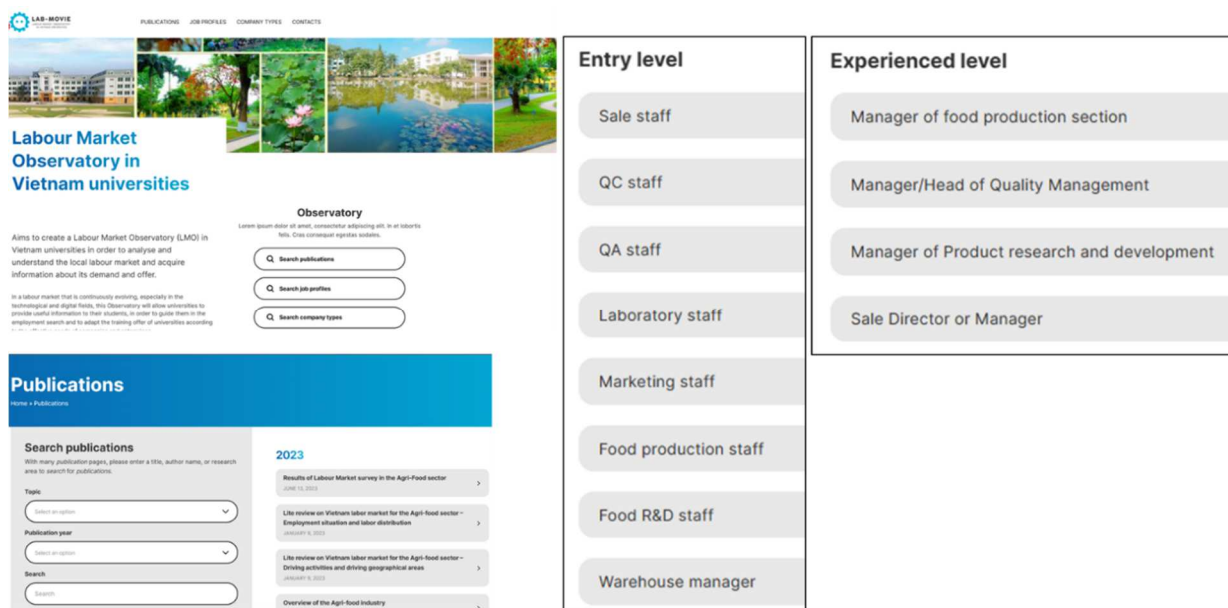
Figure 1. The list of agri-food job profiles

On a pilot scale, we asked 81 students in their third and final years studying agri-food sectors to experience the information posted on the website and then give feedback (https://forms.gle). /gnquN1EhaoYj9kCc7) for research. website completion team (Figure 2).
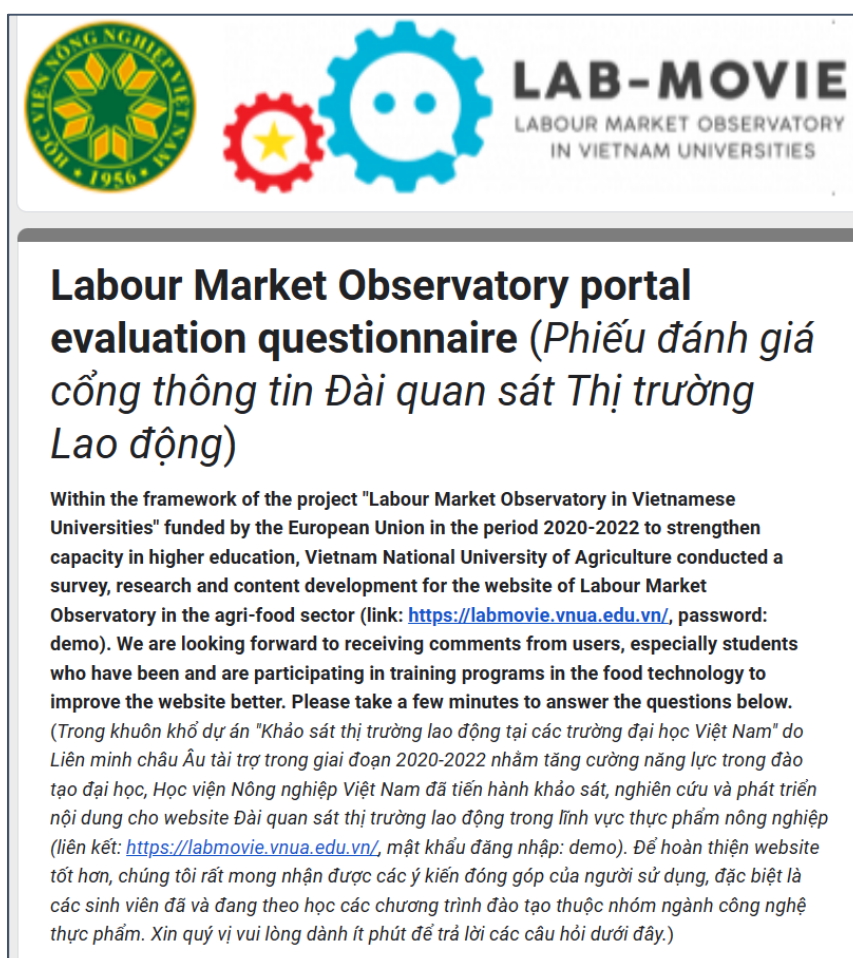
Figure 2. Evaluation form for the Labor Market Observatory portal on the agri-food sector

III. SURVEY RESULTS

Before students experience and evaluate the Labour Market Observatory portal in the field of agri-food sectors, general information about age, gender, field of study as well and year of training are interviewed. Due to the specifics of the industry, most students studying agri-food sectors are female and 21-22 years old.
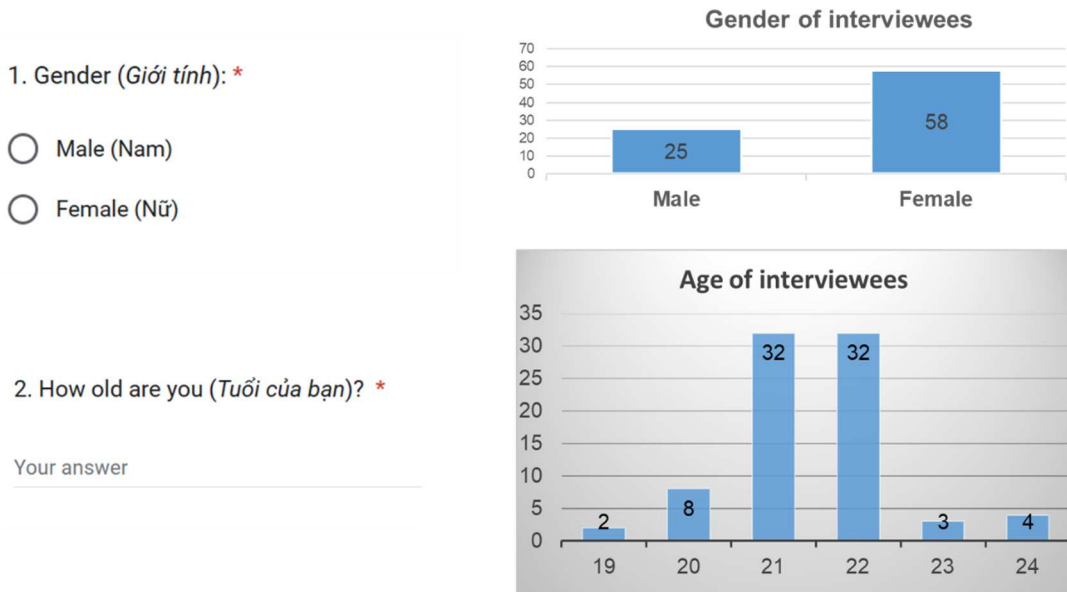

Figure 3. Age and gender of interviewers

Beside information about age and gender, major and year of training are shown in Figure 4. Interview results show that most students participating in the portal evaluation study food technology belong to the agricultural food sector. Participating students are all third and final years. Third and final-year students were selected because they all have practical experience as well as professional internships at businesses in the agri-food sectors. This helps evaluate the website more accurately and objectively than first and second-year students because they need to have the opportunity to access recruitment opportunities as well as learn about the employer's require about the job profiles when applying.

3. What degree course are you currently attending (*Bạn hiện đang theo học ngành* *
nào)?

○ Food Technology (Công nghệ thực phẩm)

○ Post-harvest Technology (Công nghệ sau thu hoạch)

○ Food Technology and Bussiness (Công nghệ và kinh doanh thực phẩm)

Degree course
of interviewees

■ Food Technology
■ Food Technology and Bussiness

4. What year course are you currently attending (*Bạn hiện đang học năm thứ mấy*)?

○ First year (Năm thứ nhất)

○ Second year (Năm thứ hai)

○ Third year (Năm thứ ba)

◉ Fourth year (Năm thứ tư)
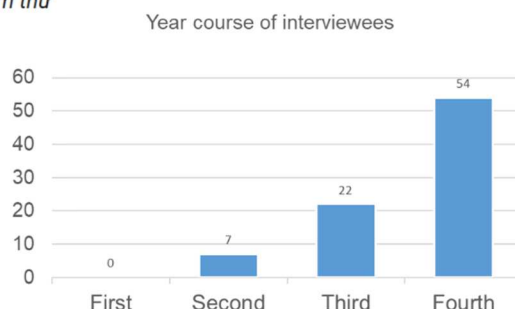
Year course of interviewees

Figure 4. Field of study and year course

After filling out general information about gender, age, major, and year of study, students experience the portal on the website designed by the research team. Website evaluation includes 1) graphics - showing the level of professionalism and eye-catching of the website's graphical interface design; 2) Usability – how easy it is to use the website's functions; 3) Usefulness for knowing the job profiles present in the labour market; 4) Usefulness for knowing the skills and attitudes required by the labour market; 5) Usefulness for knowing the organisational structure of companies; 6) Usefulness for knowing and for orientation in the labour market; 7) Usefulness for orientation in the choice of a second degree. Before students experience accessing the website, the design team trains them how to rate them on a scale from 6 to 1 (6 = extremely professional/easy to use/useful, 1 = extremely unprofessional). /difficult to use/not useful), the results of each criterion are shown in Figure 5.1A-B-C-D-E-F-G.

5. With reference to the Labour Market Observatory website, we would like to ask you to express a judgement, on a rating scale from 6 down to 1 **(6 = extremely positive, 1 = extremely negative)**, for each of the following aspects (*Đề nghị bạn đánh giá website Quan sát Thị trường Lao động, trên thang điểm từ 6 giảm về 1 **(6 = cực kỳ chuyên nghiệp/dễ sử dụng/hữu ích, 1 = cực kỳ thiếu chuyên nghiệp/khó sử dụng/không hữu ích)**, theo từng tiêu chí dưới đây*):

a) Graphics (Đồ họa - mức độ chuyên nghiệp, bắt mắt của thiết kế giao diện đồ họa của website) **A** ○ ○ ○ ○ ○ ○
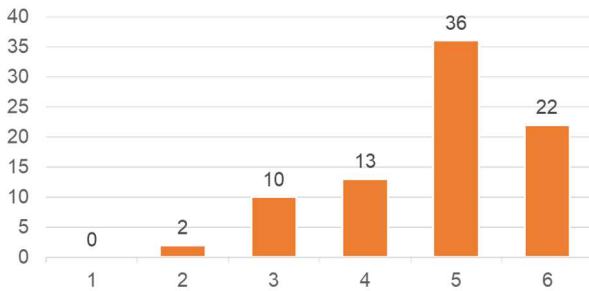
b) Usability (Tính khả dụng - mức độ dễ sử dụng các chức năng của website) **B** ○ ○ ○ ○ ○ ○

Evaluate the website's graphics

1	2	3	4	5	6
0	2	10	13	36	22

Evaluate the website's usability

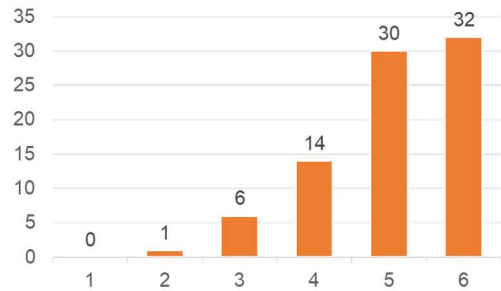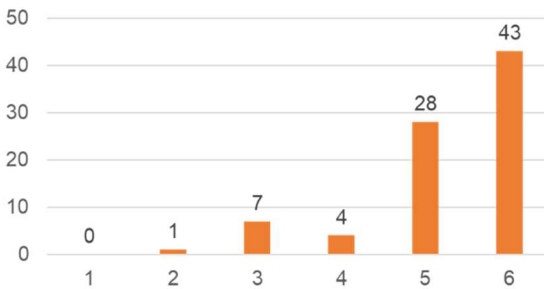| 1	2	3	4	5	6
0	1	6	14	30	32

Figure 5.A-B. Website graphics and usability

c) Usefulness for knowing the job profiles present in the labour market (Mức độ hữu ích cho việc nhận biết các vị trí việc làm hiện có trên thị trường lao động) **C** ○ ○ ○ ○ ○ ○

d) Usefulness for knowing the skills and attitudes required by the labour market (Mức độ hữu ích cho việc nhận thức các kỹ năng và thái độ mà thị trường lao động yêu cầu) **D** ○ ○ ○ ○ ○ ○

Usefulness for knowing the job profiles present in the labour market

1	2	3	4	5	6
0	1	7	4	28	43

Usefulness for knowing the skills and attitudes required by the labour market

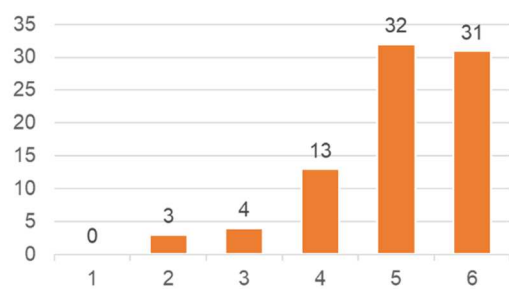| 1	2	3	4	5	6
0	3	4	13	32	31

Figure 5.C-D. Level of perceived usefulness of job profiles and awareness skills and attitudes
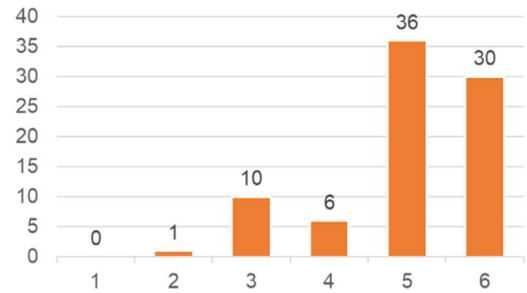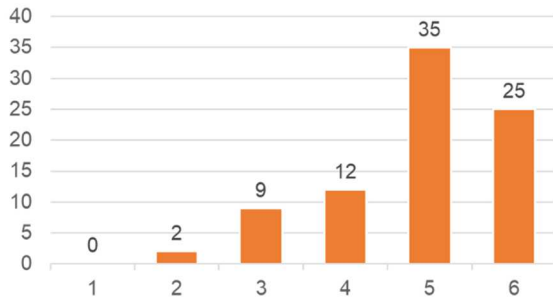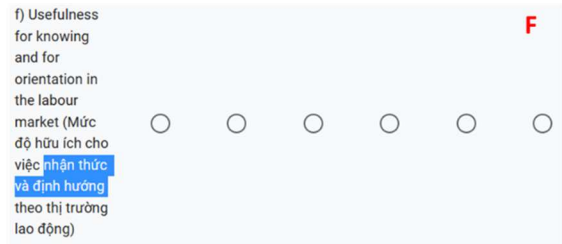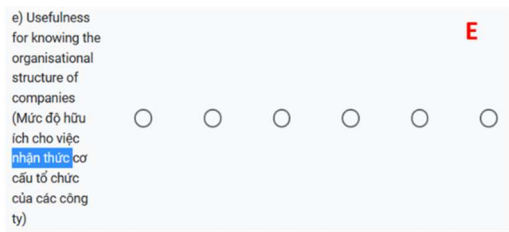
**Figure 5.E-F. Useful level for understanding organizational structure
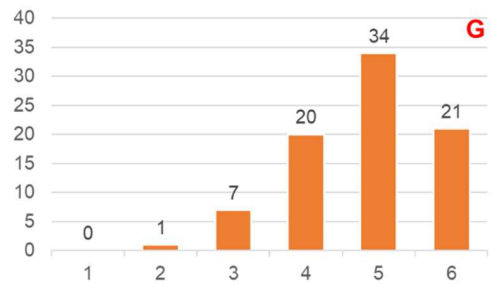and the labour market orientation**

Figure 5.G. Usefulness for orientation in the choice of a second degree

The results in all criteria show that almost all test users highly appreciate the professionalism/ease of use of the website. The majority of users rated it on a scale of 5, equivalent to a professional level (37%), and 26% of users rated it at an extremely professional level. There are about 6-10% of people evaluate it as good and average. Besides, there is still a small percentage of 81 users who rated the website as unsatisfactory and unprofessional. Therefore, the website design department receives all comments from members experiencing the website to make the access as well as the interface more eye-catching and easier to use. Detailed evaluation of members' experience accessing the website is as follows:

Advantages of the platform

▪ *Graphics/Usability:*

- The website is designed to be easy to identify, and easy to read, with harmonious colors, high aesthetics

- Simple interface, easy to use, allowing easy and fast information search, saving time and costs

- Scientific design, clear layout, uncomplicated and easy-to-understand content, especially the division of hierarchical job positions and division of work by product type to help users easily find information. information (e.g. meat, beverage, milk, and dairy products,...).

- Website has high availability, unlimited space and time to use, easy to use for many ages

- ***About the information provided on the website:***

- Information provided is diverse, complete, and detailed

- Provide information about many companies, and many job positions corresponding to the field of study

- For each job position, the website has provided full information about the main jobs, knowledge, skills, and attitudes required.

- The information is accurate and reliable

- The information is very useful for students who are about to graduate/do not have a clear career orientation, helping students to become aware and understand more about the major, about each job position with the specific characteristics of the job, the specific requirements, from which to be oriented to choose a job that is suitable for their abilities and interests

- Acting as a bridge between students and businesses, helping students understand the needs of businesses

- Help students easily choose, find a job and choose the right company

Limitation of of the platform

- ***Graphics/Usability:***

- Due to the security protocol, it is difficult to log in to the website on the phone, it needs a user guide to access it.

- When accessing the website from a mobile phone, the features are a bit more difficult to use than accessing from a computer

- There is no Vietnamese language, making it difficult for people who are not good at English to access information

- The graphical interface is not really eye-catching/attractive/impressive, there are not many illustrations - need to add more images

  - Layout is a bit hard to find and needs improvement

  - Slow website access speed

  - There is no function that allows applying CV directly to job positions at businesses

- ***Information provided on the website***

- Information on industries and fields is still incomplete, not diverse, and not detailed

  - There is no information related to the field of study

  - The type of company is still lacking, there is no mention of companies providing food ingredients (eg flour, food additives, ...)

- Information about salary, working hours, promotion opportunities.

- *Function of the website*

- Sketchy design, few features

Some comments

- ***Graphics/Usability***

- Need to improve the login feature to be able to log in more easily

 - Need to add the Vietnamese language -

 Need to improve the interface to be more attractive and attractive; add illustrative images and videos related to the job position to help readers easily visualize

- Add annotations, and instructions for finding information on the website

- ***Information provided on the website***

 - Should divide the type and list of companies by geographical areas (by province) to easily search for jobs by suitable area.

  - Should add career-oriented information on food-related industries, clearly explaining what that industry is?

  - Should add information about events related to recruitment/career orientation such as job fairs, career orientation seminars, etc.

Thus, after gathering comments from students participating in the survey, the website design team has made efforts to edit according to comments in terms of interface, usefulness and necessary information on the website. Editing and updating information will continue to be done in the future.

IV. CONCLUSION

Website design provides a lot of useful information for students looking for information about job positions, specific activities for each job position, and requirements for knowledge, skills, and attitudes that employers require. From there, students can equip themselves before applying. In addition to information about job positions, information about lists of companies, development history, scale, production markets for agri-food products as well as salaries offered by businesses helps students understand clearly whether your own capabilities can meet the recruitment needs of the business. After surveying the process of experiencing and evaluating the website, including the graphics and usefulness of the website, and based on the comments of 81 students participating in the survey, the website construction and design team has completed and edited to ensure both aesthetics and usefulness. Website development will continue to be carried out in the near future.