

# Promoting Intellectual Property Propaganda Activities in Vocational Education Institutions: An Assessment from a Management Perspective

DOI: <https://doi.org/10.47175/rielsj.v5i2.977>

| AnLong DangNguyen |

Ph.D. Vice-principal, Ho Chi Minh City College of Economics, Ho Chi Minh City, Vietnam

[anlongnd@gmail.com](mailto:anlongnd@gmail.com)



This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License.

## ABSTRACT

Along with the comprehensive innovation of Vietnam's education system, vocational education is positively changing, making great contributions to the country's education system. Along with the university education system, vocational education is considered a place to create new knowledge and technology; but up to now, the number of applications to establish protection of industrial property rights, especially inventions, still accounts for a low rate; the understanding of education and training staff in vocational education institutions (VEIs) about intellectual property rights is not high. Based on the study of state legal documents on intellectual property rights, this article surveyed 300 people who are managers, teachers, students, and pupils at several educational institutions in Ho Chi Minh City through surveys and interview questions. VEIs do not pay much attention to intellectual property activities in general and intellectual property propaganda activities in particular; there is no long-term plan and policy for implementing intellectual property activities and intellectual property propaganda at VEIs. Based on that reality, and an assessment of the current situation combined with state legal documents, this article proposes some management solutions to promote intellectual property activities and intellectual property propaganda activities in VEIs in near the future.

## KEYWORDS

promoting; intellectual property; propaganda activities; management; VEIs

## INTRODUCTION

Appreciating the importance of community awareness for the development of the intellectual property system, for the first time the Intellectual Property Strategy to 2030 was issued by the Prime Minister on August 22, 2019, mentioned the term "intellectual property culture", in which "Forming intellectual property culture" is one of nine groups of solutions to implement the goals of the Strategy. On the occasion of the 65th anniversary of the establishment of the Ministry of Science and Technology; to celebrate Vietnam's Science and Technology Day (January 2024) (Ministry of Science and Technology, 2024), the Ministry of Science and Technology has issued the "Project to propagate and raise awareness of intellectual property until 2030". According to the Ministry of Science and Technology, the "Project to Propagate and Raise Awareness of Intellectual Property to 2030" aims to concretize the goals and guiding perspectives of the Intellectual Property Strategy to 2030. In particular, focuses on innovating the content and methods of propaganda on intellectual property to affirm the role and raise awareness of intellectual property (Ministry of Science and Technology, 2024). The project also clearly states:

Encourage innovation and construction awareness of respect and protection of intellectual property rights to management agencies at all levels, sectors and throughout society. Gradually form an intellectual property culture in society, contributing to successfully implementing the Intellectual property strategy until 2030 serves the country's socio-economic development and international economic integration.

Thus, intellectual property propaganda activities play a very important role, considered a “bridging” to “raise awareness of intellectual property”; “specify the goals and guiding perspectives of the Intellectual Property Strategy until 2030” (Ministry of Science and Technology, 2024). Along with that is propaganda about support activities related to intellectual property, gradually forming an intellectual property culture in society; on criteria, standards, regulations, management systems, digital transformation, and application of digital technology associated with intellectual property activities following practice in Vietnam and regional and international trends.

The comprehensive reform process of Vietnam's education system is associated with creative activities and technology transfer, that is, intellectual property activities; VEIs are no exception to that rule. To “raise awareness of intellectual property”; “specify the goals and guiding perspectives of the Intellectual Property Strategy to 2030” (Ministry of Science and Technology, 2024), develop plans, and determine the content and methods of propagating intellectual property activities in educational institutions. Professional education requires the role of managers. From a management perspective, activities need to be thoroughly understood and have specific action plans. However, in recent times, intellectual property propaganda activities in general and the management of intellectual property propaganda activities in VEIs still have many limitations due to many subjective and objective reasons.

To promote intellectual property propaganda activities in VEIs from a management perspective. This study focuses on solving the following issues: (i) Clarifying theoretical issues about intellectual property propaganda activities and management of intellectual property propaganda activities in VEIs; (ii) Assessing the current status of intellectual property propaganda activities and managing intellectual property propaganda activities in vocational educational institutions in Ho Chi Minh City; (iii) Limitations and causes of limitations in intellectual property propaganda activities and management of intellectual property propaganda activities in vocational educational institutions in Ho Chi Minh City; (iv) Propose management solutions to improve quality and promote intellectual property propaganda activities in VEIs in Ho Chi Minh City.

## **LITERATURE REVIEW**

### ***Intellectual Property Rights***

International law and the laws of most countries recognize and protect the intellectual property rights of organizations and individuals to encourage creative activities in all fields, protect ensure the dissemination of scientific, technological, cultural and artistic progress for social development without being stolen by others (Convention Establishing the World Intellectual Property Organization, 1967).

Intellectual property rights are legal concepts related to the rights to products of intellectual activity, use and transfer of objects of related rights, copyrights, patent rights and public property rights. industry, and rights to plant varieties. Under Article 4 of the Intellectual Property Law 2005 (Congress, 2005), amended and supplemented in 2019 and 2022 (Congress, 2009 & 2022), specific provisions are as follows: (i) Copyright and rights related to copyright; (ii) Industrial property rights; (iii) Rights to plant varieties.

With the above regulations, in recent years, the intellectual property rights protection system has been continuously improved to ensure the rights of relevant entities and create a healthy competitive environment.

### ***Intellectual property in VEIs***

Currently, there is no specific document regulating intellectual property rights in VEIs. However, we can rely on some State regulations on intellectual property rights to determine intellectual property rights in VEIs. Specifically:

According to the provisions of Clause 2, Article 4 of the 2005 Intellectual Property Law (supplemented by Points a, b, d (Congress, 2005); Clause 1, Article 1 of the 2022 Amendment to the Intellectual Property Law), copyright is a collection of personal and personal rights author's property rights (Congress, 2022). Copyright is the right of organizations and individuals to the products they create or own. Accordingly, it is possible to recognize two subjects with copyright: the author of the work and the copyright owner. Characteristics of copyright for works in general: First, copyright law only protects the form of the work, not the content; second, copyright is protected by an automatic mechanism (Government, 2006a & 2006b).

Regulations on subjects protected by intellectual property rights in Clause 1, Article 3 of the 2005 Intellectual Property Law (amended by Clause 1, Article 1 of the 2009 Amended Intellectual Property Law) include literary and artistic works. arts and sciences (Congress, 2009); Objects of rights related to copyright include performances, sound recordings, video recordings, broadcast programs, and satellite signals carrying encrypted programs. Furthermore, as stipulated in Article 14 of the 2005 Intellectual Property Law (amended by Clause 5, Article 1 of the 2009 Amended Intellectual Property Law), protected literary, artistic and scientific works include: a) Literary, scientific works, textbooks, course books and other works expressed in writing or other characters; b) Lectures, speeches and other talks; c) Journalistic works; d) Computer programs, data collection (Congress, 2009).

Based on the above regulations, combined with the provisions of the Intellectual Property Law (Congress, 2005), supplemented by Points a, b, d, Clause 1, Article 1 of the revised Intellectual Property Law (Congress, 2022), according to the author, intellectual property in VEIs is understood as all the creations of individuals and organizations in VEIs (including managers, teachers, staff, pupils, and students) serving teaching, scientific research, and technology transfer activities as the owner. The copyright owner also has the right to decide on all or some rights such as product announcements and the direct right to use, exploit, and dispose of copyright within the framework of intellectual property, especially exclusive rights. Copy and exclusive rights prohibit others from using or copying without permission, etc., of your creations.

### ***Intellectual property propaganda activities in VEIs***

One of the first propaganda researchers, defined propaganda: "The sole purpose is to control opinion by symbols, or to make bold but inaccurate statements, using stories." stories, rumors, press reports, photos and many other types of social information (Harold Lasswell, 1927).

According to Jacques Ellul (1973) in "Propaganda: The Formation of Men's Attitudes": Propaganda is the giving of information (issues) to push the attitudes, thoughts, psychology and opinions of the masses in the right certain direction that the person giving the information wants. The ultimate goal of modern propaganda does not stop at changing the thoughts or attitudes of the masses but needs to create action among the masses.

Propaganda not only draws individuals out of old beliefs but also needs to make that individual blindly believe in new thoughts and lead to actions that benefit the propaganda force (Jacques Ellul, 1973). Individuals subjected to propaganda will lose their ability to choose and react naturally, and then take actions confidently without needing specific evidence (Ministry of Science and Technology, 2009).

From the above perspectives, combined with the concepts of intellectual property rights and intellectual property in VEIs, intellectual property propaganda activities in VEIs are understood as a system of management measures by those at the top of VEIs to convey information about intellectual property rights, the purpose and meaning of intellectual property in schools to improve the understanding and application in practice of managers, teachers, staff, pupils and students in VEIs.

## **RESEARCH METHODS**

### ***Research object***

Management of intellectual property propaganda activities in VEIs in Ho Chi Minh City was surveyed by 300 people who are managers, teachers, staff, pupils, and students (from January to May 2024).

The distribution of survey numbers is as follows: Managers (Principals, Vice Principals, heads of professional groups): 34 people (accounting for 11.33%), teachers, staff: 101 people (accounting for 33.67%), pupils and students: 165 people (accounting for 55.00%).

### ***Research methods and materials***

Theoretical research method: The article focuses on researching the State's legal documents and guidelines and Ho Chi Minh City's regulations. Ho Chi Minh City on intellectual property rights and intellectual property propaganda activities and management of intellectual property propaganda activities in VEIs: an assessment from the perspective of management in VEIs.

### ***Survey method***

Survey objective: Research and evaluate the current status of activities and find solutions to promote intellectual property propaganda activities and manage intellectual property propaganda activities in VEIs in Ho Chi Minh City.

Survey subjects: Managers, teachers, staff, pupils, and students at several VEIs in Ho Chi Minh City.

Survey content: Current status of intellectual property propaganda activities and management of intellectual property propaganda activities in VEIs in Ho Chi Minh City.

Survey method: The research was conducted mainly using quantitative research methods with the survey tool being a questionnaire. The survey questionnaire was built based on intellectual property propaganda activities and management of intellectual property propaganda activities in VEIs in Ho Chi Minh City. Interview forms for managers, teachers, staff, pupils, and students include content related to intellectual property propaganda activities and management of intellectual property propaganda activities in VEIs in Ho Chi Minh City.

Processing survey results: Quantitative data were coded and processed using Excel and SPSS 21.0 software with descriptive statistical techniques. To facilitate the assessment and analysis of data reasonably and scientifically, the information collected from the survey is based on the average value on a 5-point Likert scale with an interval value.  $= (\text{Maximum} - \text{Minimum})/n = (5-1)/5 = 0.8$ . The average values in the scale are conventionally defined as: from 1-1.80: Not necessary/Not important/ Less (Poor); from 1.81-2.60: Less

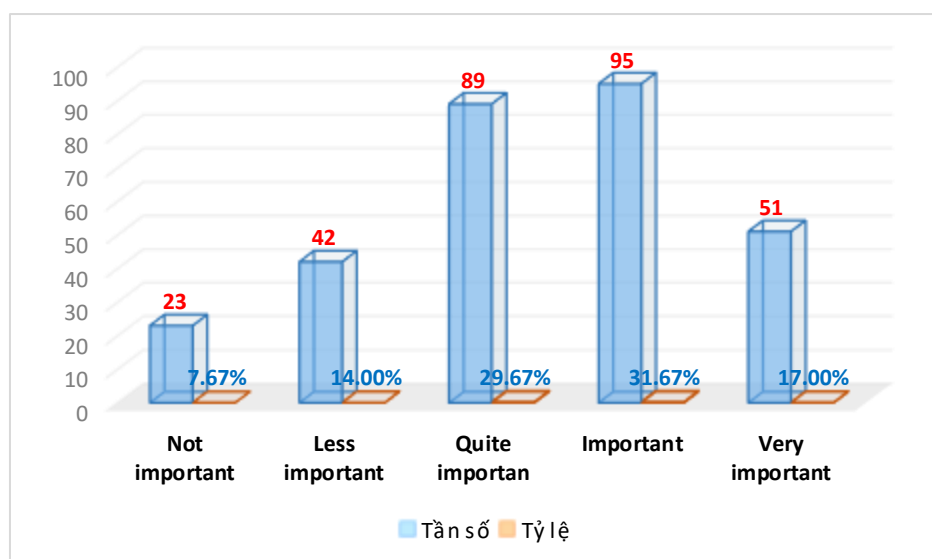
necessary/Less important/Weak; from 2.61-3.40: Rather necessary/Rather important/Medium; from 3.41-4.2: Necessary/Important/Rather; from 4.21-5: Very necessary/Very important/Good. In addition, the survey results are also divided into achievement level (or expectation level) and actual level (performance) to have a complete view of management, teachers, staff, pupils, and students. Interviews conducted with 7 managers were coded from Manager 1 to Manager 7; 07 teachers and staff were coded from GNVN1 to GNVN7; 07 pupils and students, were coded from HSSV1 to HSSV7.

## RESULTS AND DISCUSSION

### *Current status of intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective*

#### *1. Awareness of the importance of intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective*

To evaluate the importance of intellectual property propaganda activities in the vocational education system from a management perspective, the author surveyed 300 people (including 165, pupils and students; 111 lecturers, staff, and 34 managers) at 07 VEIs in Ho Chi Minh, according to convention: (1) Not important. (2) Less important. (3) Rather important. (4) Important. (5) Very important. The results are shown in Figure 1.



**Figure 1.** The evaluation of the importance of intellectual property propaganda activities in the vocational education system from a management perspective

The survey results in Figure 1 show that the assessment level focuses on the “Important” level, reaching 31.67% (with 95/300 respondents), “Rather important” reaching 29.67% (with 89/300 respondents), next is the level of “Very important” reaching 17.00% (with 51/300 respondents). However, there are still 14.00% (with 42/300 respondents) answered “Less important” and 7.67% (with 23/300 respondents) answered “Not important”.

The above survey results show that propaganda activities on intellectual property in the vocational education system are carried out for managers, lecturers, students and pupils at local VEIs. Ho Chi Minh City desk is of interest and highly appreciated. However, from a management perspective, there is still a large number of people who do not care, pay little

attention and take this activity lightly, even very lightly when evaluating it as “Not important” and of little importance.

Discussing this issue, According to CBQL1: “Currently, intellectual property propaganda activities only take place a few times during the school year, so that propaganda activities take place mainly the Principal assigns several people The specialist invites reporters to the school to carry out propaganda. This activity is seasonal, so it receives little attention from teachers, students, and pupils in the school.”

According to GVNV1: “Propaganda activities are the work of the school’s management team, mainly staff in specialized departments, teachers only listen to learn more about the situation and improve understanding. regarding intellectual property. We do not understand the management clearly.” This comment is also agreed with GVNV5, GVNV6, HSSV2. This is also considered a barrier and a solution is needed to raise awareness of teachers and staff in VEIs in Ho Chi Minh City.

## 2. Awareness of the position and role of intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective

To evaluate the position and role of intellectual property propaganda activities in the vocational education system, the author surveyed 300 people (including 250 students; 30 teachers, staff, and 20 managers) at 07 VEIs in Ho Chi Minh City, according to the convention implementation level: (1). Less (Poor); (2). Weak; (3). Medium; (4). Rather; (5). Good, combined with the evaluation regulations in Table 1. Results are shown in Table 1.

**Table 1.** Current status of position and role of intellectual property propaganda activities in the vocational education system

Oder	Content	Level					$\bar{X}$	Rating
		1	2	3	4	5		
1	Management work helps intellectual property propaganda activities in VEIs in Ho Chi Minh City to be in order, with specific and clear plans.	13	42	88	97	60	3.50	1
2	Forming a team of managers, teachers, staff, students, and pupils in VEIs in Ho Chi Minh City to form creative habits, absorb and master technology	21	49	86	94	50	3.34	2
3	Management is to ensure that all intellectual property propaganda activities in VEIs in Ho Chi Minh City are carried out intentionally, following the set orientation and achieving the goals.	25	51	86	90	48	3.28	4
4	Orient and direct intellectual property propaganda in association with collective activities, coordinate individual activities in VEIs in Ho Chi Minh City into a common activity unified,	26	49	89	92	44	3.26	3
5	Divide the functions, tasks, powers and relationships of each individual in intellectual property propaganda activities in VEIs in Ho Chi Minh City	27	51	85	88	49	3.27	5
<b>Total average</b>		<b>22.41</b>	<b>48.45</b>	<b>86.8</b>	<b>92.2</b>	<b>50.2</b>	<b>3.33</b>	<b>5</b>
<b>Ratio (%)</b>		<b>7.47</b>	<b>16.13</b>	<b>28.93</b>	<b>30.73</b>	<b>16.73</b>		

*(Source: Author’s survey results)*

The survey results in Table 1 show that with an average total  $\bar{X} = 3.33$ , it is in the range of  $2.61 \leq \bar{X} \leq 3.40$ , equivalent to the “Medium” rating. Examining each survey content shows that there is one result survey content within the range of  $3.41 \leq \bar{X} \leq 4.20$  (the “Rather” level): “Management work helps intellectual property propaganda activities in VEIs in Ho Chi Minh City to be in order, with specific and clear plans” and no result in the range of  $4.21 \leq \bar{X} \leq 5.0$  (the “Good” level). Thus, 04 content is in the “Medium” level, 01 content in the “Rather”, and no content is in the “Poor”, “Weak”, and “Good” levels.

However, looking specifically at each level of assessment, in all 05 survey contents, some people rate “Poor” and “Weak” on the position and role of intellectual property propaganda activities in the system. Specifically, the “Poor” rating is 22.41 (accounting for 7.47%), the “Weak” level is 48.45 (accounting for 16.16%), and the “Medium” level is 86.80 (accounting for 28.93%). The highest concentration rating is “Rather” with a total average of 92.20 (accounting for 30.73%); rated “Good” with an average of 50.23 (accounting for 16.73%). However, overall, the “Weak”, “Poor” and “Medium” ratings exceed 50.20%, larger than the “Rather” and “Good” ratings.

Commenting on the position and role of intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective, according to CBQL2: “Management activities are very important, If a propaganda plan is not developed, it will be difficult to achieve substantive results. Many people think that intellectual property is the job of those who invent, manufacture, register copyrights, or commercialize products. As for the teaching staff and working in less relevant departments and divisions”. Therefore, the content “Orientation and direction of intellectual property propaganda linked to collective activities, coordination of individual activities in VEIs in Ho Chi Minh City is a unified common activity” ranked 3rd but had the lowest average score ( $\bar{X} = 3.26$ ).

In addition, according to GVNV2: content “Clear division of functions, tasks, powers and relationships of each individual in intellectual property propaganda activities in VEIs in Ho Chi Minh City” in determining the position and role of intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective is underestimated, perhaps because teachers, staff in VEIs do not clearly understand the management of this activity”. GVNV6, GVNV7, HSSV4, and HSSV6 also agree with this point of view.

### 3. Current status of planning intellectual property propaganda activities in VEIs in Ho Chi Minh City

To evaluate the current status of planning for intellectual property propaganda activities in VEIs in Ho Chi Minh City, the author surveyed 300 people (including 165 students and pupils; 101 teachers, staff, and 34 managers) at 07 VEIs in Ho Chi Minh City, according to the convention implementation level: (1). Less (Poor); (2). Weak; (3). Medium; (4). Rather; (5). Good. The results are shown in table 2.

**Table 2.** Current status of developing management plans for intellectual property propaganda activities in VEIs in Ho Chi Minh City

Oder	Content	Level					$\bar{X}$	Rating
		1	2	3	4	5		
1	Prepare school programs and plans for intellectual property propaganda activities in VEIs in Ho Chi Minh City, each semester and each school year	15	42	86	100	57	3.47	1

2	Determining objectives, methods, content and forms of implementing intellectual property propaganda activities in VEIs in Ho Chi Minh City	21	49	87	93	50	3.34	2
3	Analyze the characteristics of the school situation on the advantages and disadvantages of organizing intellectual property propaganda activities in VEIs in Ho Chi Minh City	24	50	88	93	45	3.28	3
4	Develop a plan to invest the necessary resources and measures to mobilize the necessary social resources for intellectual property propaganda activities in VEIs in Ho Chi Minh City	24	49	89	93	45	3.29	6
5	Training plan to improve the capacity, quality and professional ethics of managers, teachers and staff in intellectual property propaganda activities in VEIs in Ho Chi Minh City	27	51	81	92	49	3.28	4
6	Estimate operating costs, guests and other social forces to participate	26	49	89	91	45	3.27	5
<b>Total average</b>		<b>22.83</b>	<b>48.33</b>	<b>86.67</b>	<b>93.67</b>	<b>48.50</b>	<b>3.33</b>	<b>6</b>
<b>Ratio (%)</b>		<b>7.61</b>	<b>16.11</b>	<b>28.89</b>	<b>31.22</b>	<b>16.17</b>		

The survey results in Table 2 show that with  $\bar{X} = 3.33$  in the range of  $2.61 \leq \bar{X} \leq 3.40$ , develop a plan to manage intellectual property propaganda activities in VEIs in the city. Ho Chi Minh City is rated as “Average”. In particular, the content “Developing school programs and plans for intellectual property propaganda activities in VEIs in Ho Chi Minh City, each semester and each school year” is ranked 1st. was evaluated with the highest score of  $\bar{X} = 3.47$ ; The content “Estimating operating costs, guests and other social forces participating” with  $\bar{X} = 3.27$  is rated lowest; content “Training plan to improve the capacity, quality and professional ethics of managers, teachers, and staff in intellectual property propaganda activities in VEIs in the Ho Chi Minh City” is very important content, but  $\bar{X} = 3.28$  is nearly the lowest among the surveyed contents.

Commenting on this situation, CBQL3: “The implementation of the training plan to improve the capacity, quality and professional ethics of managers, teachers, and employees in intellectual property propaganda activities in VEIs in Ho Chi Minh City, although many good results have been achieved recently, it is necessary to further strengthen management measures, because some places do not implement according to plan”. Also according to CBQL7 and GNVN6: Although the implementation plan has not been highly appreciated, the results achieved are relatively positive. This shows that these achieved results are the motivation for management staff in VEIs to continue to promote in the coming time.

#### **4. Current status of directing intellectual property propaganda activities in VEIs in Ho Chi Minh City**

To evaluate the current status of planning for intellectual property propaganda activities in VEIs in Ho Chi Minh City, the author surveyed 300 people (including 165 students and pupils; 101 teachers, staff, and 34 managers) at 07 VEIs in Ho Chi Minh City, according to the convention implementation level: (1). Less (Poor); (2). Weak; (3). Medium; (4). Rather; (5). Good. The results are shown in Table 3.



**Table 3.** Current status of directing intellectual property propaganda activities in VEIs in Ho Chi Minh City

Oder	Content	Level					$\bar{X}$	Rating
		1	2	3	4	5		
1	Monitor and supervise the activities of each department and individual participating in directing intellectual property propaganda activities in VEIs	13	37	85	103	62	3.55	1
2	Encourage, motivate and help teachers, staff, students and students to implement the contents of intellectual property propaganda activities in VEIs	15	38	87	101	59	3.50	2
3	Motivate and encourage teachers and staff in the school to implement the plan on schedule; apply the correct methods, content and means for intellectual property propa-ganda activities in VEIs	16	38	87	101	58	3.49	3
4	Timely handling of shortcomings in the process of directing intellectual property propaganda activities in VEIs by the management team	15	38	86	100	61	3.51	4
5	Always have timely solutions if unusual incidents occur during the implementation of intellectual property propaganda activities in VEIs	20	40	84	97	59	3.45	5
<b>Total average</b>		<b>15.80</b>	<b>38.20</b>	<b>85.80</b>	<b>100.40</b>	<b>59.80</b>	<b>3.50</b>	<b>5</b>
<b>Ratio (%)</b>		<b>5.27</b>	<b>12.73</b>	<b>28.60</b>	<b>33.47</b>	<b>19.93</b>		

The survey results in Table 3 show that: With  $\bar{X} = 3.50$ , in the range of  $3.41 \leq \bar{X} \leq 4.20$ , equivalent to a “Good” rating. However, the “Good” rating is relatively low, located at the lower limit of the good level. Among the evaluated contents, the highest rating is the content “Monitoring and supervising the activities of each department and individual participating. The current status of directing intellectual property propaganda activities in the organization department of Vocational Education” with  $\bar{X} = 3.55$  equivalent to ranking 1; the content “Always have timely solutions if unusual incidents occur during the implementation of intellectual property propaganda activities in VEIs” is rated lowest with  $\bar{X} = 3.45$  rated 5.

Explaining this problem, according to CBQL4: “In recent times, although VEIs in Ho Chi Minh City have taken many measures to pay attention to directing intellectual property propaganda activities, however, the provision of backup plans and timely treatment plans has not received due attention”. According to GNVN4: “There are many reasons for the limitations, but the most important reason is due to subjectivity, less cautious”. In the coming time, VEIs in Ho Chi Minh City are required to take more attentive measures in developing handling plans to best ensure intellectual property propaganda activities in VEIs in Ho Chi Minh City.

#### **5. Current status of inspection and evaluation of intellectual property propaganda activities in VEIs in Ho Chi Minh City**

To assess the current status of inspection and evaluation of intellectual property propaganda activities in VEIs in Ho Chi Minh City, the author surveyed 300 people (including 165 students and pupils; 101 teachers, staff, and 34 managers) at 07 VEIs in Ho

Chi Minh City, according to the convention implementation level: (1). Less (Poor); (2). Weak; (3). Medium; (4). Rather; (5). Good. The results are shown in table 4.

**Table 4.** Current status of inspection and evaluation of intellectual property propaganda activities in VEIs in Ho Chi Minh City

Oder	Content	Level					$\bar{X}$	Rating
		1	2	3	4	5		
1	Direct the planning of inspection and evaluation of the results of intellectual property propaganda activities in VEIs	14	37	86	103	60	3.53	1
2	Develop requirements, content, methods and ways to organize inspection and evaluation of intellectual property propaganda activities in VEIs	16	40	89	97	58	3.47	2
3	Organize forces to participate in the inspection and evaluation of intellectual property propaganda activities in VEIs	17	40	90	97	56	3.45	3
4	Conduct inspection and evaluation of intellectual property propaganda activities in VEIs	16	40	89	95	60	3.48	4
5	Coordinate inspection forms: Periodic, regular, irregular, direct, or indirect for intellectual property propaganda activities in VEIs	17	41	89	98	55	3.44	5
6	Summarize and evaluate the implementation of intellectual property propaganda activities in VEIs. Prepare the next content	20	44	86	95	55	3.40	
<b>Total average</b>		<b>16.67</b>	<b>40.33</b>	<b>88.17</b>	<b>97.50</b>	<b>57.33</b>	<b>3.46</b>	<b>6</b>
<b>Ratio (%)</b>		<b>5.56</b>	<b>13.44</b>	<b>29.39</b>	<b>32.50</b>	<b>19.11</b>		

The survey results in Table 4 show that: With  $\bar{X} = 3.46$ , in the range of  $3.41 \leq \bar{X} < 4.20$ , equivalent to a “Good” rating. However, the “Good” rating is relatively low compared to the determined good range. Among the evaluated contents, the highest rating is the content “Directing the planning of inspection and evaluation of results of intellectual property propaganda activities in VEIs” with  $\bar{X} = 3.53$  corresponding to rating 1. The content rated at the lowest level of achievement is “Summary and evaluation of the implementation of intellectual property propaganda activities in VEIs. Prepare for the next content” with  $\bar{X} = 3.40$ , located at the “Medium” rating.

Comment on this issue, according to CBQL5: The summary and evaluation of activities is usually held at the end of the semester or the end of the school year. However, sometimes the summary lacks substance, and does not go into analyzing the causes and lessons learned; especially, the preparation work for the next contents has not been done much. This opinion is also agreed by GVNV3 and GVNV7. This problem needs to be fixed in the near future.

### **Limitations and causes in intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective**

#### **1. Limitations**

In addition to the results achieved, in recent times, intellectual property propaganda activities in VEIs in Ho Chi Minh City still have some shortcomings and limitations, specifically as follows:

First, about awareness: There are still some administrators, teachers, staff, pupils and students at VEIs in the City who are not fully aware of the role and importance of intellectual property propaganda activities in VEIs and management of intellectual property propaganda activities in VEIs. Some people even think that these activities are unnecessary and that there is no need to pay too much attention to these activities. The important job of VEIs is to provide good vocational training in terms of knowledge and professional skills. For that reason, proposed activities and plans are opposed or not implemented.

Second, the content of propaganda activities is not yet rich, diverse, rigid, or unattractive, and has not formed the habit of promoting intellectual values and creativity of oneself and teachers in school and society. Therefore, there is no proper treatment of intellectual products.

Third, the work of direction, organization, inspection and supervision is still superficial, without a clear specific plan. Many activities have not been summarized and lessons learned; In some cases, they are still passive, and confused and have not yet come up with backup plans and solutions.

Fourth, the conditions for intellectual property propaganda activities in VEIs in Ho Chi Minh City, although invested, still do not meet the development of the VEIs in the process of cooperation and technology transfer.

## **2. Cause of limitation**

### *Objective reasons:*

There is a lack of specific policy mechanisms on intellectual property and intellectual property propaganda in VEIs. In particular, the funding source to serve this activity is almost non-existent. During the implementation process, VEIs in the City often rely on socialized funding sources.

VEIs do not yet have or have incomplete guidance documents on intellectual property rights. Therefore, propaganda activities lack persuasiveness. Furthermore, like other propaganda activities, intellectual property propaganda activities need to have a “handbook” for guidance and implementation. Depending on the actual conditions and situations of VEIs, the methods and methods of implementing this activity are different. Therefore, the effectiveness is not uniform.

### *Subjective reasons:*

In addition to objective reasons, subjective reasons focus on the awareness of management staff about the position, role and importance of intellectual property propaganda activities in educational institutions. careers in Ho Chi Minh City; the qualifications, capacity, and management experience of this force are lacking and weak. At the same time, subjective reasons are also reflected in the process of organizing and implementing intellectual property propaganda activities in VEIs in Ho Chi Minh City. Commenting on this issue, according to GVNV5: Management staff’s awareness of intellectual property activities in VEIs is not very important. If the perception is not correct, the operation of the toric is just a formality.

In addition, the management capacity of the management team is still weak and does not meet the requirements set out in developing plans for intellectual property propaganda activities in VEIs. According to GVNV7: The non-specific and unclear assignment of individuals in charge of intellectual property propaganda activities is the clearest manifestation of the management capacity of managers. According to CBQL2: The weak

capacity of management staff is also reflected in the inability to mobilize social resources for intellectual property propaganda activities in VEIs.

### ***Proposing solutions to improve the quality of intellectual property propaganda activities in VEIs in Ho Chi Minh City from a management perspective***

#### ***1. For the Ministry of Science and Technology***

The promulgation of the “Project on Propagandizing and Raising Awareness of Intellectual Property until 2030” by the Ministry of Science and Technology is an appropriate step, opening the opportunity for intellectual property propaganda activities in the VEIs in Ho Chi Minh City are systematic, disciplined and in-depth. However, currently, the dissemination of this Project to educational institutions, including VEIs has not yet been implemented synchronously. Therefore, right now, the Ministry of Science and Technology needs to direct the Departments of Science and Technology to make plans to deploy it to educational institutions based on the Project; specifically, there needs to be specific plans for each educational level and educational level, with specific instructions appropriate to the functions and tasks of this training field.

#### ***2. For Ho Chi Minh City Department of Science and Technology***

The immediate task that needs to be done immediately is to make a detailed and specific plan to implement the “Project to Propagate and Raise Awareness of Intellectual Property until 2030” of the Ministry of Science and Technology following the conditions of Ho Chi Minh City.

Drastically direct VEIs located in the City to do a good job of managing intellectual property propaganda activities; require schools to have regular written reports.

Regularly inspect, urge and remind schools to well implement the tasks, plans and goals set at the beginning of the school year.

Have a plan to advise the District People’s Committee and functional agencies to create conditions in terms of human resources, facilities, and financial resources to create an environment for intellectual property propaganda activities; encourage VEIs to well perform the management of intellectual property propaganda activities in the Ho Chi Minh City

The Department of Science and Technology must have a plan to form and promote the role of a network of intellectual property propaganda collaborators and promote training and fostering intellectual property propaganda skills.

#### ***3. For VEIs in Ho Chi Minh City***

*For manager teams in VEIs:*

The workforce managing VEIs in Ho Chi Minh City needs to be proactive and creative in establishing relationships and coordinating social forces in implementation. Manage intellectual property propaganda activities in VEIs in the Ho Chi Minh City. Specifically, focus on building comprehensive and synchronous activity plans and organizing the implementation of intellectual property propaganda activities in the VEIs under your management.

Enhance responsibility in intellectual property propaganda activities; regularly cultivate teachers’ ethical qualities and management skills; Implement well the methods and forms of organizing propaganda activities to achieve the best results.

Actively self-study, train, research, and raise awareness of management skills, the importance and understanding of the meaning of managing intellectual property propaganda activities.

There is a plan to mobilize and coordinate many resources inside and outside the school to support teachers, staff, students, and pupils of the school well in performing their role in intellectual property propaganda activities.

Plan to organize the project “Propagation and dissemination of legal knowledge on intellectual property rights at VEIs”. Practically responding to the annual World Intellectual Property Day (April 26); Responding to Vietnam Book Day (April 21) and World Book and Copyright Day (April 23); continue to raise awareness for students about the great value of intellectual property rights as well as voluntarily protect intellectual property rights in the process of studying, scientific research and in life. Consider this an annual activity that attracts teachers, staff, pupils and students to participate.

*For teachers and staff in VEIs:*

Actively participate in supporting intellectual property propaganda activities organized by the school; At the same time, encourage and motivate school students to participate.

Fully participate in experience exchange sessions, seminars, and propaganda sessions organized by the leader or relevant units and frankly exchange, give comments, and contribute initiatives to share and learn together. Ask for experience from colleagues.

*For pupils and students in VEIs:*

Actively participate in propaganda activities organized by the school; at the same time, learn and research about intellectual property rights and issues related to intellectual property rights; see the great value of intellectual property rights as well as voluntarily protect intellectual property rights in the process of studying, scientific research and in life.

## **CONCLUSION**

The role of management is significant to achieve effectiveness in intellectual property propaganda. VEIs must have plans and diversify propaganda content such as propaganda on policies to develop intellectual property activities; improve the effectiveness and efficiency of State management of intellectual property; promote and enhance the effectiveness of intellectual property rights enforcement activities; activities to create intellectual property, exploit and develop intellectual property and intellectual property to serve the development of the school. Additionally, directing, inspecting and evaluating intellectual property propaganda activities are also important management measures to help this activity achieve the desired results, gradually forming a culture of ownership of intellectual property in each individual of the school. Make individuals in schools better understand intellectual property; Actively and proactively participate when requested by the school leadership team.

In the coming time, to continue to raise awareness of VEIs about intellectual property, it is necessary to innovate organizational forms and management methods, specifically: a multi-dimensional approach in propaganda and promote the application of digital technology. In addition to direct propaganda activities, VEIs in Ho Chi Minh City must coordinate to create videos, graphics with images, sounds, and modern interactive tools, and introduce them on the portal. The school’s electronic news and social networks aim to spread messages and connotations about intellectual property quickly. Specifically survey the subjects and needs of teachers, staff, pupils and students in VEIs to develop appropriate training methods. For state management levels, developing and implementing training and fostering programs on intellectual property in VEIs is necessary. Encourage innovation,

build a sense of respect and protection of intellectual property rights, and gradually form an intellectual property culture in schools, contributing to the successful implementation of the Intellectual Property Strategy until 2030.

## REFERENCES

- Convention Establishing the World Intellectual Property Organization. (1967). Preamble, second paragraph. Signed at Stockholm. Retrieved from <http://www.cptech.org/a2k/>
- Congress. (1999). Penal Code (intellectual property section) (Law No. 15/1999/QH10). Hanoi.
- Congress. (2003). Criminal Procedure Code (Clause 1, Article 105) (Law No. 19/2003/QH11). Hanoi.
- Congress. (2005). Intellectual Property Law (Law No. 50/2005/QH11). Hanoi.
- Congress. (2005). Civil Code (intellectual property part) (Law No. 33/2005/QH11). Hanoi.
- Congress. (2009). Law on Intellectual Property (amended) (Law No. 36/2009/QH12). Hanoi.
- Congress. (2009). Penal Code (amended) (intellectual property part) (Law No. 37/2009/QH12). Hanoi.
- Government. (2006a). Decree No. 100/2006/ND-CP Detailing and guiding the implementation of several articles of the Civil Code and Intellectual Property Law on copyright and related rights. Hanoi.
- Government. (2006b). Decree No. 105/2006/ND-CP Detailing and guiding the implementation of several articles of the Intellectual Property Law on the protection of intellectual property rights and state management of intellectual property. Hanoi.
- Government. (2009). Decree No. 47/2009/ND-CP Regulations on penalties for administrative violations of copyright and related rights. Hanoi.
- Harold Lasswell. (1927). Propaganda Technique in the World War 1927. Reprinted with a new introduction, 1971.
- Jacques Ellul. (1973). Propaganda: The Formation of Men's Attitudes. New York: Vintage Books.
- Ministry of Science and Technology. (2009). Circular No. 04/2009/TT-BKHHCN Circular amending and supplementing Circular No. 01/2008/TT-BKHHCN guiding the issuance and revocation of industrial property assessor cards and qualified organization certificates Industrial property appraisal activities. Hanoi.
- Ministry of Science and Technology. (2024). Project to propagate and raise awareness of intellectual property until 2030". Retrieved from <https://sromost.gov.vn/vi/tin-tuc-sukien/1643-tuyen-truyen-nang-cao-nhan-thuc-ve-van-de-so-huu-tri-tue-den-nam-2030>