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PROMOTING INTELLECTUAL PROPERTY PROPAGANDA ACTIVITIES IN VOCATIONAL EDUCATION INSTITUTIONS: AN ASSESSMENT FROM A MANAGEMENT PERSPECTIVE

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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 11 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

1. Introduction

27 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 18 the 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), the Ministry of Science and Technology 13 issued the "Project to propagate and raise awareness of intellectual property until 2030". According to the Ministry of Science and Technology, the general goal of the "Project to Propagate and Raise Awareness of Intellectual Property to 2030" is the concretization of the goals and guiding perspectives of the Intellectual Property Strategy to 2030. In particular, focus on innovating the content and methods of propaganda on intellectual property to affirm the role and raise awareness of intellectual property. The project 15 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 26 to the successful implementation of the War Intellectual property strategy until 2030 serves the country's socio-economic development and international economic integration.

Thus, intellectual property 14 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". 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.

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