



IntVET

Success factors of international business models for exporting vocational training to Vietnam

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Project Description

The research project IntVet, funded by the Federal Ministry of Education and Research is situated at the nexus of business studies and VET research. It shall study the international business models of vocational training providers in Germany and Vietnam. IntVET will contribute to understanding the factors that determine successful business models of VET providers when dealing in an international context. The research shall help the German institutions to support international ventures with the best fitting measures.

According to our experience in the context of education export in general, not only the accuracy of an educational offer in the target market is to be designed, but also to secure the long-term cooperation. This can be achieved, especially in the context of private-sector educational projects, through a well-developed business model, since both the provider, the customer and the intermediary can be involved according to their motivation. Nevertheless, it seems always problematic for actors in VET to design, develop and implement precisely these well-functioning business models.

Research Background

Previous research on the internationalization of vocational education and training focuses above all on the comparative analysis of vocational education and training systems and their harmonization (Tran & Dempsey, 2017) as well as on the transfer of knowledge to build up or further develop such systems in the Global South (Shaw, et. Al., 2016, Bennel & Pearce, 2003). Recent studies on German vocational training export deal first and foremost with drivers and obstacles in internationalization (Posselt, 2012). The dissertation by Ms. Hilbig at the University of Leipzig in 2017 with the topic "International Business Models and Business Model Innovations of German Vocational Training Providers - An Empirical Analysis Considering Dynamic Capabilities" and previous works by Abdelkafi / Salameh (2014) are important starting point to close this research gap.

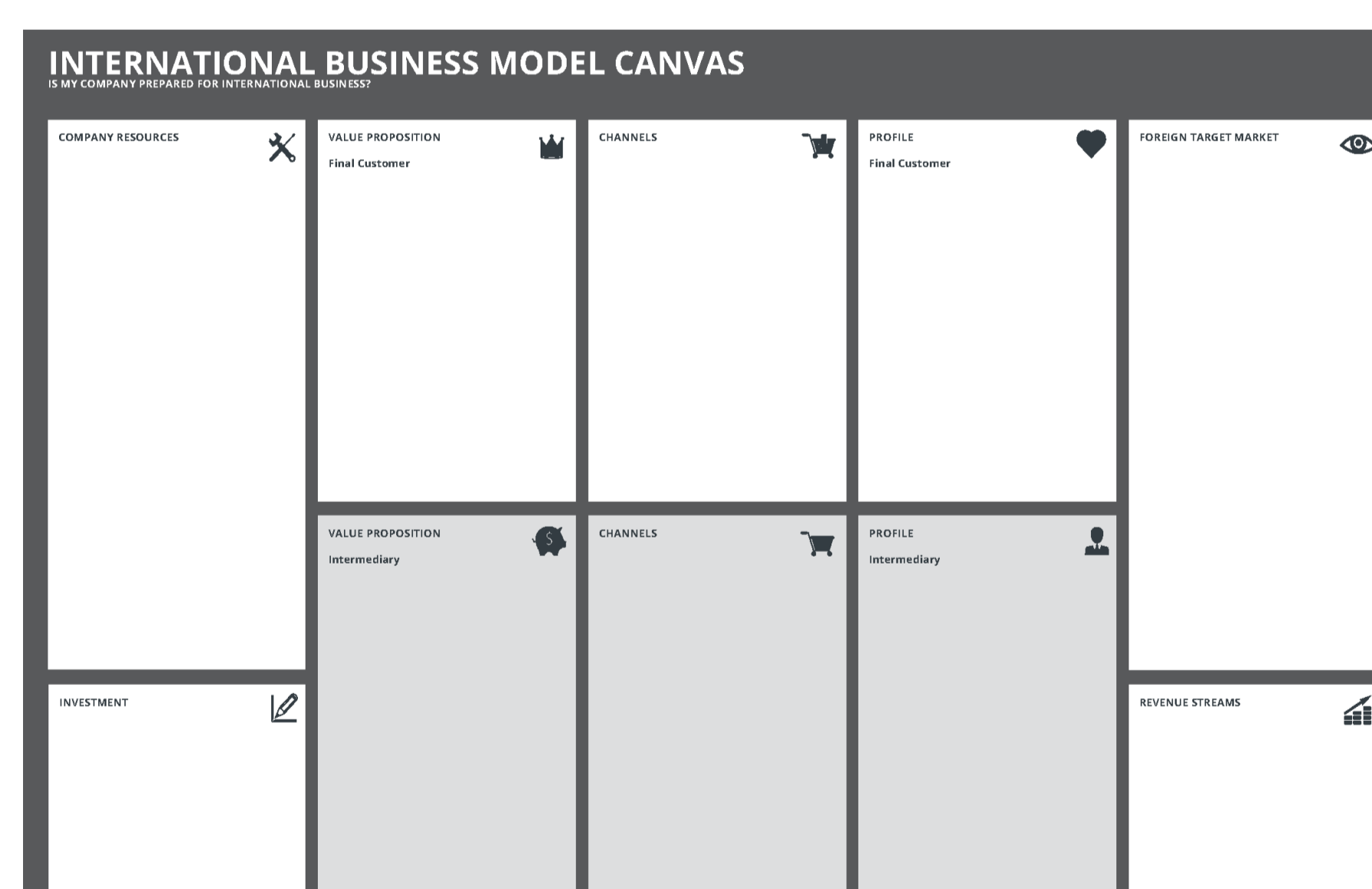
The fundamental theories influencing IntVET consist of:

- Structure-Conduct Performance Paradigm (SCP)
- Resource-based view (RBV)
- Relationship Marketing
- Dynamic skills
- Business Model Research

Methodology

The setting of the research project requires a methodology that allows to investigate different opinions and experiences within the broad context of internationalization. Semi-structured interviews will be conducted in Vietnam and Germany to get insight from both perspectives and reach a suitable sample size. The qualitative interviews will be conducted along predeveloped guidelines and will take between 60-90 minutes. The questionnaire will be adapted country-specific to the different actors in Vietnam and Germany, as the previously introduced guiding research questions also differ from country to country. In order to prepare for the interviews with the VET providers themselves, IntVET will approach key experts from all three regions to get an updated overview on the situation of the industry. These key expert interviews will help to sharpen the guiding questions and shall contribute to build an image of the meso-level of the investigation context.

The described approach will enable the research team to develop the necessary knowledge base and understanding to build the business models of the respondents with the respective tools for regular and international BM. For the context of German and other international players our own International Business Model Canvas shall be used as the instrument of research.



International Business Model Canvas (Dornberger, Friebe, Kaßberg 2018)

Goals of IntVET

1. Competence analysis of German providers of vocational and further training in Vietnam.
2. IntVET will provide a deeper insight into the VET exporters who have been active in the Vietnamese context.
3. Analysis of Vietnamese VET providers after having been in German-Vietnamese and/or international transfer projects. IntVET will generate insight on how international cooperation has impacted the Vietnamese VET providers and their services in terms of offering, communication, customer groups and other factors influencing their business model.
4. Research into international business models of American, Australian and other international vocational training providers in Vietnam.
5. The internationalisation competencies and business models of vocational education providers from the USA, Australia and other Asian countries in Vietnam will be analysed to enable a broader view of the business models of vocational training providers in an international context.
6. Formulation of recommendations to improve the long-term success of internationalisation plans in Vietnam and in general.

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