

ROLE, IMPACT OF CULTURE ON HUMAN RESOURCES QUALITY AND ECONOMIC DEVELOPMENT IN VIETNAM TODAY

PhD Candidate. Nguyen Thi Hoai Thanh

nguyenhoaitanh.sfl@tnu.edu.vn

School of Foreign Language, Thai Nguyen University, Thai Nguyen, Vietnam

Abstract

Culture is created by man. With the function of orienting and training people according to the values of truth - goodness - beauty, culture is capable of building and forming positive values of human resources to contribute to the cause of economic development - society of the country. There is a close relationship between culture, quality of human resources and economic development. Promoting the role and value system of culture to human resources will contribute to the creation of high-quality human resources, and high-quality human resources will create potentials for economic development. On the basis of analyzing the role and impact of culture on the quality of human resources and the economy, the article proposes some key solutions to promote the role of culture in human resource development and economic development in Vietnam today

Keywords: *Culture, economy, human resources quality.*

1. Introduction

Currently, we are building an advanced culture imbued with national identity based on the view of sustainable development between people and nature, people with people and the development of people themselves. Cultural development cannot fail to refer to the human resources of society in the process of participating in the preservation, promotion, development and creation of cultural values; and cultural development cannot but be associated with economic development. Today, in the context of globalization, Vietnam is a developing country with low per capita income, in order to avoid the risk of lagging behind in terms of economy, science - technology, education - culture. Focusing on improving the quality of human resources, being able to adapt and be creative in the current conditions is an important solution in the socio-economic development of the country.

2. Method

On the basis of using methods of analysis, synthesis, systematization and generalization of relevant documents on culture, quality of human resources and economy; the article analyzes the role and impact of culture on the quality of human resources and economic development; on that basis, to propose key solutions to promote the role of culture in human resource development and economic development in Vietnam today.

3. Results

3.1. *Culture, human resources, the role and impact of culture on the quality of human resources*

* *Cultural*

Although it appeared early in linguistic life in both the East and the West, it was not until the eighteenth century that the word culture was used as a scientific term. And since then, culture has become a concept mentioned by many researchers and analysts in the humanities: ethnology, sociology, history.... The concept of culture is therefore also become more multifaceted, richer. Although in the past few decades, due to the position and role of culture being increasingly affirmed in human life as well as in the sustainable development of countries, the concept of culture is being mentioned more and more often, became popular and penetrated into all human activities and inseparable in all areas of social life such as: labor culture, school culture, leadership culture, culture business, traffic culture, network culture, consumer culture....

From different perspectives, experts in each field want to come up with their own definition of this concept. Therefore, up to now, there have been hundreds of definitions of culture. These definitions complement each other, contributing to enriching mankind's knowledge of culture.

Through many definitions of culture, in general, the concept of "culture" can be understood in two main meanings: in the broad sense and in the narrow sense.

In a broad sense, culture is the totality of material and spiritual values created by man in history through human activities to satisfy his material and spiritual needs.

In a narrow sense, culture refers to one side, one area of social life, that is, the spiritual life of society, distinguishing cultural life from material life such as the economy. Specific areas of human life such as culture in daily life, religious life, spirituality, festivals, customs, practices, ethics, lifestyles of individuals people, communities, of a nation....

Each definition of culture is reasonable, because it is a broad category that scientists exploit it under different approaches, but it helps people to imagine what culture is and what culture is. things. The difference is due to the approach and research objectives. But they all agree on the most common and basic issues and are expressed in the following basic characteristics:

Firstly, culture is a unique characteristic of man, a product created by man in the course of his long history, therefore, culture is imbued with "humanity". Cultural products are created through human creative activities. That activity takes place in three basic areas: people are constantly learning, practicing, and developing all their inherent abilities to perfect themselves, creating for themselves a cultural personality to meet the requirements

of society; Humans are constantly fighting and renovating to perfect their society, making each individual and community have an increasingly happy life, reaching for high ideals; Humans are constantly active in exploring nature, renovating, conquering and adapting to nature to build a perfect and perfect cultural nature. It is thanks to these creative activities that the society is constantly developing.

Second, culture is what counts. Not everything man-made is culture, but only what man-made has value is culture. Everything towards truth, goodness and beauty is culture.

Third, culture is both stable and stable and transformative, developing because culture is always preserved, inherited and created. Culture crystallizes the values created by humans, preserved, preserved and handed down from generation to generation, forming relatively stable and sustainable traditional cultural values.

Fourth, culture is class, national and human. The class character of culture is reflected in the ideological regulation of the ruling class towards the direction of cultural development, content and ideology of culture. Culture development in the direction of progress, positive or conservative, backward depends on the class nature of the oriented culture. In addition, each culture is associated with a certain nation, created by the people of that culture, so it is imbued with the bravery and character of the nation.

** Human Resources*

Human resources are understood as the total professional qualifications that people accumulate, capable of generating future income (Beng, Fischer & Dornhusch, 1995). Human resources, according to Prof. Pham Minh Hac (2001), is the sum total of the labor potential of a country or a locality willing to participate in a certain labor job.

When it comes to human resources, people talk about qualifications, structure, and responsiveness to the requirements of the labor market. The quality of human resources is reflected in the knowledge, skills and attitudes of employees. The classification of human resources by occupations and fields of activity (industry, agriculture, and services) is very popular in our country today, but when switching to the knowledge economy, the classification of labor according to access to jobs and occupations of workers will be more appropriate. The workforce is thus divided into information workers and non-information workers. Information workers are divided into two categories: knowledge workers and data workers.

Data workers (secretaries, technicians, etc.) work mainly with encrypted information, while knowledge workers are faced with idea generation, or prepare for encoding information. Management labor lies between these two categories. Non-information labor is divided into labor producing goods and labor providing services. Non-informational labor is easily coded and replaced by techniques and technology.

Thus, it is possible to classify the workforce into 5 categories: knowledge workers, management workers, data workers, service workers, and goods production workers. Each of these types of labor has different contributions to the creation of products. The high or low level of knowledge and intelligence in the labor product depends mainly on the contribution of the knowledge workforce, management and to what part of the data labor in our country, the rate of unskilled labor Information is still very high in the structure of the labor force, so goods have a low rate of intelligence. In order to increase competitiveness in the international market, it is necessary to rapidly increase the percentage of intellectual property in goods in the coming time.

** The role and impact of culture on the quality of human resources*

From a cultural perspective, deep research into the quality of human resources as the driving force of human creativity (from competence to artistic style and aesthetic enjoyment in culture) can be seen. the motivation for creative activities is the mechanism of spiritual enjoyment as a specific direct benefit, not a direct material benefit. The capacity to form aesthetic enjoyment is the ability to be human, which is the intrinsic forces in man or subjective sensibility in the creative subject.

The process of socializing the human and material resources of society and the process of personalizing the individual's levels, creative capacity and aesthetic perception, cultural creative subjects are two-sided, two-sided. parallel process, making the guiding principles of artistic and cultural activities. This is the fundamental driving force of human cultural creation activities. Meanwhile, in the rather special field of spiritual creative activity, which is the field of artistic creation, the specific motivation is the source for human spiritual enjoyment (aesthetics) through practice. human labor and creativity.

The impact of culture on human resource quality is expressed in the following aspects:

Firstly, focusing on building human resources in the fields of creative labor, promoting personal capacity in the fields of economy, politics, society, education and technology in combination with creating a working environment. convenient, modern work, avoiding brain drain.

Second, orienting creative activities of individuals and society, ensuring the values of truth - goodness - beauty of tradition in modernity, constantly developing and enhancing the human values of Vietnam. nation. Building an advanced culture imbued with national identity.

Third, focus on positive cultural factors in order to promote the dynamism and originality of individuals' creative abilities in the trend of cultural development, promoting the process of cultural socialization. In the process of building and developing Vietnamese

culture, the influence of culture on the quality of human resources is aimed at building a comprehensive human being who is qualified in terms of ideology, morality, and style. life and cultural personality, to meet the requirements of the period of industrialization and modernization of the country and international integration.

3.2. The role and impact of culture on economic development

The relationship between culture and economy is the basic relationship in the process of socio-economic development of nations. This is a dialectical relationship and plays an important role in maintaining the economic, political, cultural and social stability of each country. The role and impact of culture on economic development is shown as follows:

Firstly, culture is both the goal and the driving force of socio-economic development.

Culture is the goal of socio-economic development. The goal of socio-economic development is, after all, for people, but it is people with culture, economic construction and development must aim at building a rich people's society, strong country, and democracy. , fair, civilized, people are prosperous, happy, comprehensive development. Therefore, culture serves as an immediate and long-term goal of economic development.

Culture is the driving force of development. Culture is not only the goal but also the driving force of development. It is thanks to culture that people become the leading factor in the process of production and creation of human values. In particular, thanks to the great values of spiritual culture (science, technology, management knowledge...) can create high-quality human resources - the most quintessential part of the productive force. . Then it is also thanks to culture that people are freed from ignorance and darkness in order to highly promote the creativity and development of society, especially in the fields of economy and science - technology.

In this day and age, the source of a nation's wealth is not only natural resources, capital, techniques and technology, but an increasingly important and decisive factor is human resources, which is potential. human creativity. This potential lies in the culture, intellect, morality, soul, personality, lifestyle, will, energy, talent and work proficiency of each individual and community. Thus, the most valuable resource, the most precious capital is people, culture, high quality human resources, knowledge and wisdom in the knowledge economy.

Reality in the world shows that many countries have many natural resources but are very poor; On the contrary, some countries are poor in natural resources but very rich in economy, because they attach importance to improving people's knowledge, developing education and training, training high-quality human resources, fostering talents ... that is to say, attach great importance to culture. After all, the most valuable resource is people.

Second, culture is the basis for the sustainable development of the economy.

Sustainable and safe development is the eternal goal of every social system. Development must not only be considered in terms of mere material things, but also must include the spiritual aspects of society, that is, cultural and development issues must be taken into account. Development and culture, culture and development are two sides of the same goal of existence and achievement of all communities and mankind. It is culture that is the factor used to regulate sustainable and safe development, towards the right, the beautiful, the good, the reasonable.

To achieve that goal, it is necessary to have a high development in economy, material and technical foundations, science and technology... But that alone is not enough and very one-sided, if understood. Economic construction and development is simply growth, growth at any cost, even at the expense of social, cultural, and human dignity benefits...

In fact, humanity has been paying the price for fast and one-sided economic development, growth is not associated with sustainable development. In 1996, the United Nations Development Program (UNDP) recommended five types of bad growth, including: 1- Growth without employment, which is growth that does not go hand in hand with expanding job creation opportunities. .. 2- Growth without conscience, that is, the fruits of growth are mainly for the rich, while the poor enjoy little, the gap between rich and poor is widening; 3- Growth without a voice, that is, economic growth without the expansion of democracy, limiting the population's demands for greater participation in social life; 4- Rootless growth, which is the growth that makes the cultural life of people become dry; 5- Growth without a future, ie the present generation squanders the resources that future generations need, including the environment and natural resources.

Any development that is not associated with culture is a crippled development that is heavily technical and inevitably leads to social injustice, leading to the rich-poor divide and social division.

3.3. Solutions to promote the role of culture in the development of the quality of human resources and economic development in Vietnam today

Firstly, building people, cultural lifestyle.

The construction and development of Vietnamese culture must firstly aim at building a comprehensive human being with sufficient qualities of ideology, morality, lifestyle and cultural personality, meeting the requirements of economic development. economic, social and requirements of the period of international integration. The development of human resources in Vietnam is built on the foundation of respecting and protecting human rights, forming the Vietnamese human personality, converging full of good qualities, imbued with traditional human character. Vietnam, that is:

- Having a spirit of patriotism, national self-reliance, promoting internal strength, having the will to learn and rise.

- Having a healthy lifestyle, a civilized, thrifty, honest, humane lifestyle, obeying the law, respecting community conventions, taking care of community building.

- Constantly improving knowledge, lifelong learning; independent thinking and self-responsibility, and a spirit of cooperation; work effectively in the organization, according to the professional group. Having an open mind to the new, dynamic, creative, making efforts to approach and apply the most advanced knowledge of science and technology in the world to serve the development of the country.

- Exercise physical strength, improve physical condition, cultivate, accumulate knowledge, professional skills and human ethics.

- Building family unity, harmony, equality, discipline and order, ensuring stable and developing economic life; promote the spirit of solidarity, mutual love, voluntariness, self-governance, democracy and mastery capacity in community activities, building a healthy social environment, and protecting the ecological environment.

Second, continue to supplement and perfect cultural policies for human resource development and the economy.

To support the development culture, it is necessary to apply many different policies, suitable to the development situation. In the early stages of socio-economic development, the cultural sector is supported by the State as a key, both ensuring cultural development and contributing to improving the people's spiritual life. As the economy has developed better, the role of the private sector and businesses has been increasingly affirmed, and indeed has become the main and important sponsor of culture. The active participation of the private sector is encouraged by tax policies and preferential fees for cultural and artistic activities. On the other hand, when some cultural fields have become highly profitable entertainment businesses, the State may not need to support and tax to generate investment income back into the cultural industry.

In addition, the level of investment of the State in culture must correspond to the level of economic growth. Effectively, openly and transparently use the State's investment sources, with focus, focus, priority on mountainous areas, border areas, islands, ethnic minority areas and some types of art Traditional art needs to be preserved and promoted.

Constantly interested in building a culture in the economy. Create a legal cultural environment, a transparent, progressive and modern market for cultural products for businesses to participate in building and developing culture. Building corporate culture, entrepreneurial culture with a sense of respect for the law, keeping credibility, healthy competition, for sustainable development and defense of the Fatherland.

Promoting national consciousness and spirit, encouraging the entire people, first of all, businesses and entrepreneurs to build and develop reputable Vietnamese brands in the domestic and international markets.

Third, build economic culture, human resource culture, of which the most important are corporate culture, business culture and entrepreneurial culture.

Corporate culture.

In order for enterprises to become a gathering place, promoting all human resources, multiplying the value of each individual human resource, contributing to the sustainable development of enterprises, it is required that enterprises Build and maintain corporate culture. Corporate culture is the culture of an organization, so it's not just communication culture or business culture as we often think, but it's all cultural values built during the process, the existence and development of the enterprise, influencing the emotions, thinking patterns and behaviors of all members in the enterprise, making the difference between enterprises.

The core of corporate culture is the spirit and values of the enterprise. According to researchers, corporate culture has 5 components, which are: management and business philosophy; motivation of individuals and organizations; prescribed process; information exchange system; movement, rite, ritual.

Business culture.

In a broad sense, business culture is an aspect of culture in society, a culture in business activities, including all material and spiritual values, methods and results of human activity, created and used in business processes.

Business culture manifests itself through all aspects and relationships of business activities, in business organization and management; manifest in business communication. Specifically, the implementation of corporate social responsibilities, such as making full contributions to the state budget, protecting the environment, respecting ethical codes in social relations, business relations, etc. business...; in the ethical qualities, talents and style of the businessman.

In addition, business culture is also reflected in the cultural and spiritual activities of the enterprise. Business culture is influenced by many factors, such as social culture, social institutions, cultural differences and exchanges, as well as the process of globalization.

Business culture has a great role and effect in production and business activities. When culture crystallizes into business activities, it will form a cultured business method, it is an honest and upright way of doing business, stimulating healthy competition, without harming the good traditions and customs of the nation, creating a close relationship between manufacturers, traders, businesses and consumers on the principle of mutual benefit. Only

when implementing a cultured business model can high efficiency and sustainable development of the subject be combined.

Entrepreneurial culture.

Entrepreneurial culture can be understood as belonging to the line of individual culture formed in the environment of a successful entrepreneurial culture. It is the entire capital of knowledge and experience expressed as values and behavioral patterns accumulated into an individual to create an entrepreneurial culture - a person with aspiration to get rich, knowledgeable to get rich, dare take risks to get rich by organizing business activities, continuously creating high added value, constantly increasing personal and business assets.

Building corporate culture and entrepreneurial culture with a sense of respect for the law, keeping credibility, and healthy competition for the sustainable development of the country.

Fourth, attach economic growth and human resource development to the realization of social progress and justice.

Social progress and justice are two parallel goals of social development. On the one hand, the ultimate goal of economic development is human development, the ultimate goal of socialism is to realize social progress and justice. On the other hand, economic growth at the same time helps people have more opportunities, access to cultural values, and move society forward. Therefore, building a culture in the economy for the sustainable development of the country needs to ensure the harmony between economic growth and social progress and justice.

Social progress is the movement of society from low to high level, from backward to civilized and modern. According to our Party, social progress during the transition to socialism in our country includes the following criteria: 1- The productive forces develop with increasing scientific content with appropriate production relations in accordance with the socialist orientation; economic growth fast, high quality and sustainable; 2- The people's right to mastery over all aspects of social life is guaranteed; The socialist rule of law state of the people, by the people and for the people is pure and strong; democracy is promoted; discipline is respected; 3- Culture, education - training, science and technology are expanded, people's intellectual level is developed, people-to-people relationships are healthy, bad habits and social evils are promoted. backward; 4- The ecological environment is protected and improved; 5- People have the conditions to gradually develop physically, intellectually, morally and professionally; have an increasingly prosperous, free and happy life; contribute and enjoy the fruits of development equitably.

Social justice is an expression of social progress. The content of the concept of social justice is very broad, so although this concept is very common and popular, it is very complicated and difficult to uniformly measure.

In general, social justice is the fairness in income distribution, development opportunities and conditions for realizing development opportunities. Thus, social justice is a very broad concept that includes economic, political, cultural and social factors. The main measures of social justice are the human development index (HDI), the Lorenz curve, the GINI coefficient, the level of poverty, the level of satisfaction of basic human needs.

4. Conclusion

The development of culture is associated with historical and social conditions, creating conditions for cultural activities, and culture also brings a new face to society. The new cultural elements of society originate from the new nature and level of labor. Culture promotes development and is the result of development, a measure of human and social development. Perfecting humanity, human personality, developing a just and civilized society, for human freedom and happiness, that is the highest cultural value. That is also the deepest goal of culture. At present, the investment in effective development of human resources not only strengthens the endogenous creative labor source of the national culture, but also enhances the ability to master technology, competitiveness and absorb modern scientific achievements.

5. References

1. Communist Party of Vietnam (2016), *Document of the 12th National Party Congress*, Office of the Party Central Committee, Hanoi, p.126.
2. Nguyen Tiep, *Textbook of Human Resources*, Social Labor Publishing House, Hanoi, 2008.
3. Pham Minh Hac (1996), *Human issues in the cause of industrialization and modernization*, National Political Publishing House, Hanoi.
4. Tran Kim Dung (2006), *Human Resource Management*, Statistical Publishing House, Ho Chi Minh.