

## ABSTRACT OF THE DISSERTATION

**Doctoral candidate:** Thai Thu Hoai

**Dissertation title:** Managing publishing activities in Ho Chi Minh City in the context of international integration

**Major:** Cultural Management

**Code:** 9229042

**Scientific supervisor:** Assoc.Prof.Dr. Pham Thi Thanh Tam

**Institution:** Vietnam National Institute of Culture and Arts Studies

### Content of the abstract

#### 1. Aims and object of the study

- *Aims of the study:* Collect and analyze research works from scholars both domestically and internationally related to the dissertation topic to inherit, assimilate, and address the research objectives and tasks. Conduct theoretical and applied research, construct a framework for analysis applicable to the study of the specific situation regarding the management of publishing activities, namely the management of publishing activities in Ho Chi Minh City in the context of international integration. Survey, analyze, and evaluate the current state of publishing management in Ho Chi Minh City in the context of international integration as well as identify its strengths, limitations, and causes. Propose solution groups to enhance the effectiveness of publishing management in Ho Chi Minh City in the context of international integration.

- *Object of the study:* The management of publishing activities in Ho Chi Minh City in the context of international integration.

#### 2. Research methods used

*The method of synthesis and analysis of secondary documents:* Systematize the theoretical basis of cultural management and publishing management, policies, orientations, and legal regulations from documents issued by the Party and the State related to the state management of culture in general and publishing activities in Ho Chi Minh City. Explore and summarize previous research related to issues of publishing management; collect reports, evaluations, surveys, and statistics related to publishing management from the Ministry of Information and Communications; Publishing Department; Propaganda Committee, City Party Committee of Ho Chi Minh City; Department of Information and Communications of Ho Chi Minh City, publishing activities, and publishing businesses in Ho Chi Minh City, as well as relevant units.

Researching secondary sources: Researching studies, scientific projects, theses, and dissertations related to the dissertation topic.

*Observation Participation Method:* In implementing this method, research participants engage in publishing activities to understand the process of publication, distribution of published works in practice within Ho Chi Minh City. They participate in activities organized by organizational management entities such as attending workshops, conferences, and book fairs both domestically and internationally in Ho Chi Minh City. They also attend programs organized by the People's Committee of Ho Chi Minh City, the Department of Information and Communications of Ho Chi Minh City at Book Street and various locations within the city

#### *The in-depth interview method*

The doctoral candidate used in-depth interview methods to gather opinions and qualitative data, like assessing the management of publishing activities in Ho Chi Minh City in the context of international integration. The interviews focused on the strategies and solutions proposed by experts to enhance the effectiveness of publishing management in Ho

Chi Minh City in the context of international integration. A total of 58 individuals were interviewed.

*The survey method using questionnaires*

The doctoral candidate used the survey method with questionnaires to collect quantitative data. The survey targeted various levels of management involved in publishing activities in Ho Chi Minh City, including managers and staff at publishing houses and distribution units, as well as consumers of published products. A total of 215 questionnaires were distributed, and 200 were collected. The purpose of using this method was to examine the current state of publishing activities, publishing business, as well as the state management and corporate governance of entities in Ho Chi Minh City.

**3. Main results and Conclusions**

Applying the theories of cultural management and "visible hand" theory, the dissertation provides an overview of the research situation and the research area. It investigates and evaluates the current state of publishing activities and their management in Ho Chi Minh City in the context of international integration. Based on the current state of publishing management in Ho Chi Minh City, the primary research theory applied is the "visible hand" theory to establish scientific propositions with the following conclusions:

- Due to its unique and representative characteristics for the entire country, Ho Chi Minh City is an area with large-scale publishing activities, diverse in types, rich in genres, and is also an area with advanced and modern publishing technology compared to the rest of the country. Ho Chi Minh City is a major international trade gateway, providing favorable conditions for the publishing activities in the city to gradually integrate strongly into the international arena.

- To promote publishing development in Ho Chi Minh City, the management of publishing activities in the context of international integration should implement main solution groups: Improving the legal framework; Organizing the implementation of strategies, planning, and plans; Building an advanced and modern publishing management organizational system; Enhancing material resources and training human resources for publishing activities and management; Strengthening inspection and supervision activities to limit negative aspects and promote positive aspects; Seizing every opportunity to promote the international integration process through collaborative programs and development.

- The content of the dissertation provides scientific rationale for formulating policies to strengthen and enhance the effectiveness of publishing management in Ho Chi Minh City. It can serve as a reference model for other localities throughout the country.

**Scientific Supervisor**

**Doctoral Candidate**

Assoc. Prof. Dr. Pham Thi Thanh Tam

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