

SUMMARY OF NEW CONCLUSIONS OF THE DISSERTATION

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

Major: Cultural Management

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Institution: Vietnam National Institute of Culture and Arts Studies

New conclusions of the dissertation

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.

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