

SUMMARY INFORMATION ABOUT THE NEW CONCLUSIONS OF THE DOCTORAL DISSERTATION

1. Dissertation title: *Green brand building communication of FDI enterprises in Vietnam.*
2. Sector/Specialization: Public Relations.
3. Code: 9320108
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6. Training institution: Academy of Journalism and Communication.
7. New conclusions of the Dissertation:

Firstly, based on the absorption of research results from previously published studies, the dissertation systematizes, supplements, and develops theoretical issues on green brand communication (GBC) of FDI enterprises; constructs a conceptual framework and the constituent elements of GBC; clarifies the nature of GBC of FDI enterprises; analyzes and compares the relationship between the terms green brand, green economy, green consumption, and sustainable development; identifies the model of GBC, communication factors, and proposes a set of criteria for evaluating the quality of GBC of FDI enterprises.

Secondly, the dissertation conducted a comprehensive survey and analysis of the content, form, and methods of GBC of FDI enterprises and provided an objective and scientific assessment of the successes, limitations, and causes in the GBC of three FDI enterprises: Samsung, Heineken, and Formosa.

Thirdly, the dissertation identifies contradictions, difficulties, and challenges in the current GBC of FDI enterprises. These include: limited awareness and green actions among many FDI enterprises; difficulties in

investing resources for communication; inadequacies in coordination between FDI enterprises and stakeholders in GBC; and legal barriers...

Fourthly, the system of viewpoints and solutions to enhance GBC of FDI enterprises in Vietnam is proposed from the perspective of public relations, based on theoretical studies and practical summaries, with updated content. The dissertation clearly presents recommendations for the subjects managing GBC, and recommendations to the State and local authorities. Notably, the dissertation emphasizes that, for GBC to be highly effective, FDI enterprises must commit to building green brands, creating green products, green activities, and green services that benefit the community and society. At the same time, the dissertation proposes that the State should focus on improving the legal environment, promulgating laws on green consumption and green branding, thereby facilitating the GBC of FDI enterprises in association with the development of a green economy, circular economy, and sustainable development. Local authorities should also establish mechanisms to actively and practically support the GBC activities of FDI enterprises...

Fifthly, the research results of the dissertation provide a scientific database and practical experience for all levels and sectors in formulating and issuing policies, and employing methods to enhance communication for green and sustainable development, and GBC of FDI enterprises in Vietnam. The dissertation can serve as a reference for research and teaching in public relations and media management.

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