

SUMMARY OF NEW CONCLUSIONS OF THE DOCTORAL THESIS

1. Title of the thesis: Business strategy of Vietnamese press agencies in the digital era
2. Major: JOURNALISM
3. Code: 9320101
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6. Training institution: Institute of Journalism and Communication, Academy of Journalism and Propaganda
7. Updated conclusions of the thesis:

Firstly, the Thesis is the first research work to in-depth systematize the basic theoretical issues on the business strategy of press agencies, such as concepts, characteristics, roles, classifications, business strategy building process, etc. The Thesis also studies the practical activities of press economics and business strategies in the world as lessons for Vietnam, emphasizing that press agencies can and always develop new business activities, but are always guided by the sacred and noble values of journalism.

Second, based on the analysis and clarification of the current status of business strategy development of Tuoi Tre Newspaper and Vinh Long Radio and Television Station in the period of five years (2019 - 2023), the Thesis has pointed out the successes, limitations, causes of successes and limitations of the business strategies of these two press agencies.

Third, from the current situation, the Thesis has proposed business strategies, identified issues, and recommended solutions to implement business strategies of press agencies in Vietnam in the digital age.

Hanoi, May 12, 2025

Instructors

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