

# SUMMARY OF NEW CONTRIBUTIONS OF THE DOCTORAL DISSERTATION

**1. Title:** Financial Newsroom Management in Vietnamese Media Organizations Today

**2. Field/Specialization:** Journalism

**3. Code:** 9320101

**4. Doctoral Candidate:** Vũ Văn Luật

**5. Supervisors:** 1. Assoc. Prof., PhD. Đỗ Thị Thu Hằng  
2. Assoc. Prof., PhD. Nguyễn Thành Lợi

**6. Institution:** Academy of Journalism and Communication

## **7. New Contributions of the Dissertation**

### ***7.1. Approach***

The dissertation approaches financial newsroom management as an integral component of newsroom management, rather than treating it as a purely financial-accounting function. Finance is positioned in direct relation to content, technology, organizational structure, and journalistic products. It develops an integrated framework that connects journalism studies, media economics, and organizational management, thereby clarifying the coordinating role of finance across the entire operational chain of the newsroom. The study adopts a case-based comparative approach, examining three types of media organizations (national television, financially autonomous local newspapers, and a provincial converged newsroom model) to analyze how financial management operates under different organizational conditions and resource configurations.

### ***7.2. Content***

The dissertation establishes and conceptualizes “financial newsroom management in media organizations” as an integrated construct, in which finance functions as a mechanism for coordinating resources in alignment with newsroom objectives, organization, and operations. It develops an analytical framework comprising five core components: objectives, actors, objects, content, and management methods, and clarifies the relationships among these components in practical newsroom operations. Based on empirical investigation, the dissertation identifies significant differences among media organizations in terms of organizational models, levels of financial autonomy, and modes of

financial operation. These differences are reflected in goal-setting, resource allocation, organizational structure, and management practices. The study also highlights key issues in current financial newsroom management: Financial objectives do not yet function as a coordinating mechanism; Organizational structures remain fragmented, with limited coordination; Financial resources are not organized within an optimal structural framework; Management practices have not adapted to the requirements of digital newsrooms.

The dissertation confirms its research hypotheses:

- Financial newsroom management is composed of interrelated components operating as a coherent system;
- Differences in organizational models and levels of autonomy lead to variations in management effectiveness;
- Major limitations lie in process flexibility, coordination capacity, and the integration of finance with content, technology, and emerging revenue models.

### ***7.3. Recommendations and Practical Significance***

The dissertation proposes an integrated model of financial newsroom management, in which finance plays a coordinating role in resource allocation linked to content production, product development, and distribution strategies. It introduces a system of criteria and indicators for evaluating the effectiveness of financial newsroom management, tailored to the characteristics of journalism and the conditions of digital transformation. It also recommends solutions for improving financial management, including clarifying objectives, restructuring operational systems, enhancing financial human resources, strengthening data utilization, and adopting more flexible management practices. The findings provide a scientific basis for innovating newsroom management in Vietnamese media organizations, contributing to more effective resource utilization and improved adaptability in the digital media environment.

**Academic Advisors 1**

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