

SUMMARY INFORMATION ON THE NEW CONCLUSIONS OF THE DOCTORAL DISSERTATION

1. Dissertation title: Brand communication management for Vietnamese singers on social networks today
2. Major: Public Relations
3. Code: 9320108
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7. New conclusions of the dissertation

Through the process of surveying, analyzing, and systematizing research materials, it is evident that the issues of brand communication management for singers on social networks have attracted the attention of numerous domestic and international scholars and scientists from various approaches. Among hundreds of accessed and studied works, the PhD candidate selected and reviewed nearly 100 typical domestic and international works from the early 20th century to the present, focusing specifically on the period from 2020 to 2026. This indicates that research on artist brand communication management on social networks has formed a rather rich, multi-dimensional academic stream with strong development in content, approaches, and research scope. These works do not exist in isolation but inherit, supplement, and interconnect with one another, creating an important system of theoretical and practical arguments for the dissertation to continue inheriting, developing, and applying to the study of brand communication management for Vietnamese singers on social networks today.

In general, the research works have provided a relatively rich system of theoretical and practical arguments related to singer brand communication management. However, up to now, there has been no comprehensive, systematic, and in-depth study on the brand communication management of Vietnamese singers on social networks from the perspective of Public Relations in the current context of the social media explosion and the strong promotion of cultural industry development. This is the exact scientific gap that the dissertation continues to focus on researching and elucidating.

The dissertation has the following main new contributions:

First, based on inheriting existing research results, the dissertation contributes to further clarifying several theoretical issues regarding singer brand communication management from the perspective of the Public Relations major. The dissertation explains and clarifies the concept of singer brand communication management on social networks; simultaneously, it supplements and clarifies the

constituent elements, subjects, objects, content, methods, roles, and factors influencing singer brand communication management in the current context.

Second, through practical surveys and analyses at enterprises implementing brand communication management for Vietnamese singers under various models, the dissertation helps clarify the current status of singer brand communication management on social networks today; pointing out achieved results, limitations, causes of these limitations, and generalizing several emerging issues that need to be further resolved in the coming time.

Third, based on the results of theoretical research and practical surveys, the dissertation proposes directions and solutions to enhance the brand communication management of Vietnamese singers on social networks today. The solutions are formulated on the basis of bridging theoretical and practical requirements, contributing additional scientific and practical arguments for enterprises, organizations, individuals, and relevant stakeholders in the process of managing singer brand communication on social networks.

Thus, the above contents not only helps the dissertation thoroughly resolve the identified scientific gaps but also brings profound theoretical and practical significance to improving the effectiveness of brand communication management for Vietnamese singers on social networks in particular, and Vietnamese artists in general. These results serve as an important foundation contributing to the supplementation and perfection of the theory of singer brand communication; at the same time, they provide valuable scientific and practical arguments that practically serve the formulation of guidelines and policies, as well as the innovation of brand communication management methods and the development of Vietnam's cultural industry in the current period.

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