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Policies of Developing Publishing Activities in the Current Context of Vietnam

Dang Thanh Le¹, Do Thanh Do², Luc Anh Tuan³, Cao Thanh Hung⁴, Nguyen Thi Le Thu⁵

Abstract

This study aims to understand the current state of publishing activities in Ho Chi Minh City, Vietnam, as well as to identify future development trends. The research seeks to recommend necessary policies to further promote the growth of these activities within the city. The study was carried out by analyzing and summarizing secondary documents, and conducting a sociological survey. This survey involved a questionnaire distributed to 186 leaders and employees from publishing companies, businesses, and individuals involved in the fields of printing, publishing, and distribution, along with 533 readers. The research findings highlight both the achievements and limitations of current publishing activities. It outlines five future development trends and proposes eight essential policies aimed at enhancing the publishing landscape in Ho Chi Minh City.

Keywords: Publishing activities, developing publishing activities, development trends, policies, Vietnam.

Introduction

Publishing activities play a crucial role in promoting national culture and shaping the cultural values of countries. Over time, these activities have become increasingly engaging and have developed significantly in various nations. In France, issues related to copyright, contracts, and financing in publishing have been addressed in the legal documents of the French Republic (Emmanuel Pierrat, 2005). In Australia, the rise of digital technology has had a profound impact on the business model of the country's book publishing industry (Xuemei Tian, 2008). Additionally, the World Intellectual Property Organization (2022) has noted that the publishing industry has experienced significant changes due to the rise of digital publications.

In Vietnam, several studies have highlighted the history of publishing activities and the leadership of the Party in this sector (Dao Thi Hoan, 2020). Research has also focused on innovative political and ideological approaches to enhance publishing in the country in the future (Nguyen Thi Ngoc Lam, 2023). Additionally, specific areas of publishing, such as the theoretical and practical foundations of electronic publishing and the criteria for electronic publications in the current context, have been examined (Ngo Thi My Hanh, 2017). In 2022, the National

¹ National Academy of Public Administration, Hanoi City, Vietnam; Email: dangthanhle69@gmail.com . ORCID: <https://orcid.org/0009-0005-1934-1950>

² University of Finance and Marketing, Quang Ngai Province, Vietnam; Email: dothanndo@tckt.edu.vn ; ORCID: <https://orcid.org/0009-0003-9959-02279> (The sole Corresponding Author)

³ Central Theoretical Council of the Communist Party, Hanoi City, Vietnam; Email: tuanluc.dfr@gmail.com , ORCID: <https://orcid.org/0009-0000-6518-1111>

⁴ People's Security University; Email: caothanhhung.annd@gmail.com .

⁵ National Academy of Public Administration, Hanoi City, Vietnam; Email: lethuhvhc@gmail.com . ORCID: <https://orcid.org/0009-0000-8781-7678>



Scientific Conference titled “Vietnamese Publishing: 70 Years of Building and Development” was jointly organized by the Central Committee’s Publicity and Education Commission, the Ministry of Information and Communications, and the Vietnam Publishing Association. This conference featured several articles related to publishing activities in Ho Chi Minh City. However, existing studies have not yet addressed the future development trends of publishing activities in Ho Chi Minh City or the necessary policies that the city should implement to further promote its growth.

The purpose is to learn about the current status of publishing activities in Ho Chi Minh City as well as its development trends in the future and to find out the necessary policies to enhance the development of publishing activities in Ho Chi Minh City. The questions set forth by the study are:

Question 1: How are publishing activities in Ho Chi Minh City currently?

Question 2: How will publishing activities in Ho Chi Minh City develop in the coming time?

Question 3: What are the necessary policies for publishing activities in Ho Chi Minh City?

2. RESEARCH METHODS

Research methods: Combining the methods of analyzing and summarizing secondary documents and conducting the sociological investigation. The method of analyzing and summarizing secondary documents was carried out by analyzing and summarizing documents related to publishing activities such as reports of the Publication, Printing and Distribution Authority, Department of Information and Communications, and reports of the Vietnam Publishing Association. The sociological investigation method was carried out through a questionnaire survey on the Google Form application.

Research sample: The study surveyed two groups of subjects including leaders, employees from publishers, businesses, individuals participating in printing, publishing, and distribution, and readers in Ho Chi Minh City. The survey forms were sent to 190 leaders, employees of publishers, businesses, individuals participating in the fields of printing, publishing, and distribution; and 562 readers, however, the number of responses received was 186 and 533 respectively.

3. RESULTS AND DISCUSSION

3.1. Publishing activities and the role of publishing activities

There are many different viewpoints on “publishing activities”, but in this study, publishing activities are understood as the overall process consisting of three stages: Organizing, exploiting manuscripts, editing into templates including content and technical editing (publishing field); printing to create publications (publication printing field) or using electronic means to create publications; and distributing publications in society. In which, the concept of publications here has been adjusted and supplemented towards the regulations of Article 4, Publishing Law 2012 (National Assembly of the Socialist Republic of Vietnam, 2012) to suit the practice of state management and the scope of publications in Vietnam as follows: “A publication is a work or document expressing one or more fields in society that is licensed for publication by a publisher or a competent agency or organization in Vietnam. Publications are expressed in one or more different languages with two basic forms namely printed and electronic publications.

Publishing activities in Vietnam play an important role in many aspects. A specific publication,

when formed, will have a role in one or more different fields, being determined by the organization or individual author of the publication. In other words, depending on the purpose of the organization or individual author, publications have their specific roles.

Firstly, in political and ideological aspects, publishing activities participate in protecting the Party's ideological foundation, fighting and protesting wrong and hostile viewpoints, preventing and combating "peaceful evolution", "self-evolution", "self-transformation"; publishing activities participate in propagating, disseminating, and organizing the implementation of the Vietnamese Party's guidelines and viewpoints, and the State's policies and laws.

Secondly, in the cultural aspect, publishing activities contribute to preserving and promoting national cultural identity, absorbing the quintessence of human culture, guiding people to perfect themselves according to the standards of "truth - goodness - beauty", creating a valuable connection between culture and economy, culture and tourism, culture and education, culture and diplomacy. Then, creating a driving force for developing Vietnamese culture in the context of international integration.

Thirdly, in the social aspect, publishing activities show the author's viewpoints in capturing and evaluating public opinion on positive and negative issues arising in society, requiring attention, sharing, and response from the social community. On the other hand, publications show the role of social supervision and criticism and participate in preventing and combating bureaucracy, corruption, and negativity among cadres and party members. From there, it sets requirements for party organizations, state agencies, political systems, and social communities to recognize, evaluate, resolve, and properly address social issues.

Fourthly, in educational and training aspects, publishing activities play a vital role in connecting, transmitting, storing, retrieving, and looking up knowledge. Publications currently play the middle role between the person imparting knowledge and the person acquiring that knowledge. In addition to imparting knowledge through publications at educational and training institutions, self-study and receipt of publications also have similar value for those who actively acquire knowledge. This contributes significantly to the development of the knowledge economy, accessing and applying quickly and efficiently the scientific and technological achievements of the world, especially in the context of the 4.0 industrial revolution, thereby creating other economic and social values.

Fifthly, in the economic aspect, through the production and business processes in terms of publication, printing, and publication distribution, publications have created direct sources of income. The development of publishing activities brings professional values, and attracts human resources to participate in production and business in the Publishing Industry, especially intellectual employees, creating stability and development in the employees' income.

3.2. Current status of publishing activities in Ho Chi Minh City

Publishing aspect

For scale, Ho Chi Minh City has a diverse composition of publishers, operating with different models, goals, scales, and influences. Currently, Ho Chi Minh City has 06 publishing houses headquartered in Ho Chi Minh City (including 04 publishing houses belonging to universities and colleges); 27 publishing house branches; and 05 representative offices of foreign publishers (see Table 1). The publishing houses with headquarters have different operating models, in which

Ho Chi Minh City General Publishing House, Ho Chi Minh City University of Education Publishing House, and Ho Chi Minh City National University Publishing House are public non-productive units that ensure regular expenditures; Tre Publishing House is a 100% state-owned LLC; Ho Chi Minh City University of Industry Publishing House is a public non-productive unit that partially ensures regular expenditures; and Ho Chi Minh City Economic Publishing House is a public non-productive unit whose regular expenditures are guaranteed by the State. In addition, in Ho Chi Minh City, there are many enterprises, organizations and individuals participating in domestic and foreign publishing. This creates diversity and richness in the composition of publishing activities, the quality of publications is focused on by publishers and enterprises participating in publishing activities to comprehensively improve the quality of topics, content, and form of publications.

Table 1. Statistics of publishing houses in Ho Chi Minh City

Publishing houses headquartered in Ho Chi Minh City	Branches of Publishing houses	Representative offices of foreign publishing houses
1. Ho Chi Minh City National University 2. Ho Chi Minh City University of Education 3. Ho Chi Minh City University of Industry 4. Ho Chi Minh City Economics 5. Ho Chi Minh City General 6. Tre	1. Truth National Politics 2. Justice 3. People's Army 4. People's Police 5. Kim Dong 6. Youth 7. Labor 8. Writers' Association 9. Social Sciences 10. News Agency 11. Information and Communications 12. Science and Technology 13. Finance 14. Statistics 15. Transport 16. Agriculture 17. Medicine 18. World 19. Literature 20. Ethnic Culture 21. Vietnamese Women 22. Resources - Environment and Maps of Vietnam 23. Sports and Tourism 24. Vietnamese Education 25. Construction 26. Dong Nai 27. Hong Duc	1. Oxford University Press (UK) 2. Cambridge University Press (UK) 3. Pearson Publishing House (Singapore) 4. MIMS Corporation (multinational corporation) 5. MacMillan Inc (UK)

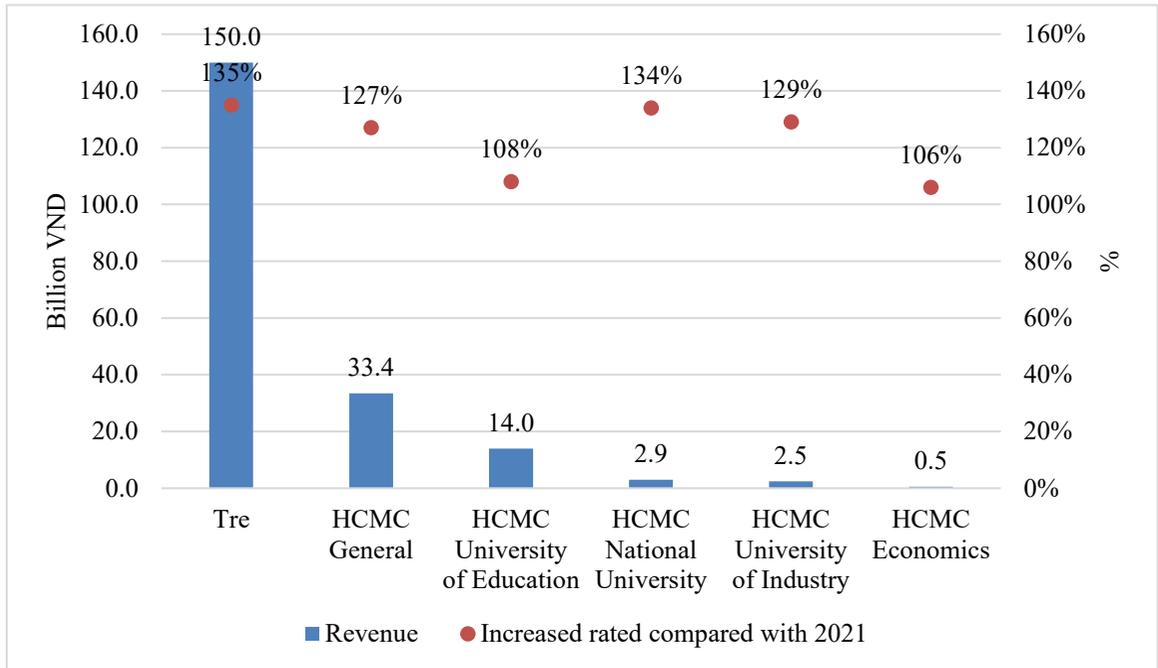
Source: Author's summary from the Publication, Printing and Distribution Authority

For professional activities, Ho Chi Minh City's publishing houses have undertaken well in the role of propaganda, political and ideological education, serving educational, training, cultural, tourist, scientific and technological activities, etc., contributing to the socio-economic development of Ho Chi Minh City. The publishing houses have completed well the publications ordered by the State, and directed the publishing by Ho Chi Minh City Party Committee and People's Committee to serve important political events in each period. At the same time, the publishing houses have developed the self-employed book sector, implemented Plan A, and been proactive in researching, searching, and ordering new topics, focusing on topics oriented towards politics, history, culture and people of Ho Chi Minh City. During the operation, the publishing houses have thoroughly grasped and implemented well the policies and viewpoints of the Party, the City Party Committee and regulations of the law, not pursuing pure profit, boldly rejecting poor quality manuscripts, and content that violates the rules of the law, and goes against traditional national values.

Along with that, many new literary works published by Ho Chi Minh City publishing houses were adapted into films. They created new values in culture, tourism and economy such as: the group of works by Nguyen Nhat Anh (Mac biet, Co gai den tu hom qua, Toi thay hoa vang tren co xanh); the work of Canh dong bat tan by Nguyen Ngoc Tu. Especially, the publications of Ho Chi Minh City publishing houses have always been recognized and highly appreciated by the public, won many important prizes, typically the National Book Award with excellent books winning high prizes such as: the French colonial regime in Cochinchina (1859-1954), Saigon - Ho Chi Minh City Heritage, Hung Binh, collected and researched Vietnamese folk paintings, Panorama Universe, East and West Stories, Literature Brief, My Saigon, History of press regimes in Vietnam, Hello world, now I have arrived, Teaching children finance, ...

E-publishing activities have also had new thriving, with outstanding development when 4/19 publishing houses have registered for e-publishing, including Ho Chi Minh City General Publishing House, Tre Publishing House, Ho Chi Minh City National University, and Ho Chi Minh City University of Education. Publishing houses in Ho Chi Minh City have the material facilities and long time to build pilot programs and achieve initial results, creating conditions for readers to access publications more quickly and conveniently, serving a more diverse audience, and serving different demands.

For revenue, publishing houses in Ho Chi Minh City ensure profits, maintain good production and business activities, contribute to the tax collection source of Ho Chi Minh City and contribute to developing other sectors such as culture, tourism, and business. From 2013 to now, the revenue of publishing houses in Ho Chi Minh City has increased from 100 billion to nearly 200 billion VND/year. In which, Tre Publishing House currently has the highest revenue (see Figure 1) and is in the group of three publishing houses with the largest number of publications and the highest revenue in the country, from 111 billion VND in 2021 to 150 billion VND in 2022. Currently, Tre Publishing House and Ho Chi Minh City General Publishing House are the two leading local publishing houses in the country in many important criteria such as number of publications, number of prints and revenue. The remaining publishing houses of Ho Chi Minh City National University, Ho Chi Minh City University of Economics and 02 universities have annual revenue increased to ensure self-balancing of budgets, and operate in accordance with the principles and purposes of the publishing houses (Publication, Printing and Distribution Authority, 2023).

Figure 1. Revenue of publishing houses in 2022

Source: Author's summary from the Publication, Printing and Distribution Authority

Regarding international integration, publishing activities in Ho Chi Minh City have made progress and international integration following the Party's guidelines and orientations and the State's policies and laws, especially when Vietnam joined the Berne Copyright Convention on 26 October 2004. Tre Publishing House and Ho Chi Minh City General Publishing House have invested in exploiting manuscripts, purchasing copyrights, translating foreign publications, ensuring intellectual property rights, and helping readers access information, culture, and knowledge of humanity. The publishing houses of universities have strengthened the organization of international cooperation in publishing books as international scientific summary records, exploiting translated books for research and teaching. Five representative offices of foreign publishing houses in Ho Chi Minh City operate according to Vietnamese law, representative offices of foreign publishing houses and enterprises participating in joint publishing activities in Ho Chi Minh City have proactively exploited, cooperated, and purchased copyrights with many publishing houses around the world, bringing about profit value contracts from publications up to tens of thousands of US dollars...; propagandizing and introducing many publications and documents such as: On medicine (MIMS representative office) to hospitals and medical centers in Ho Chi Minh City; introducing English books for children to schools and foreign language centers in Ho Chi Minh City, Dong Nai, Ben Tre (Cambridge University representative office); promoting cooperation in buying and selling English textbooks (representative office of Pearson publishing house).

Printing field

There are 631 out of 2,402 enterprises operating in the printing sector (accounting for more than a quarter of enterprises nationwide) in Ho Chi Minh City. In which, 384 enterprises have registered

to print publications (Ho Chi Minh City Department of Information and Communications, 2023). Printing enterprises have focused on applying technology to bring new, modern products, contributing significantly to improving the value of publications. Organizing printing industry exhibitions to transfer modern printing technology in the world.

The average annual revenue growth of the printing industry remains stable at 6% to 8%, creating jobs for tens of thousands of employees. In 2022 alone, the network system of printing establishments was maintained, the industry's revenue increased by 9% compared to 2021, and the number of establishments with foreign investment capital and joint ventures between Vietnam and foreign countries increased by 3.2%. Besides, this field also attracts resources from many economic sectors, including FDI capital. In addition, there are some large-scale printing enterprises with revenue from 300-1,000 billion VND, focusing mainly on packaging printing, and participating in the supply chain of big commodity manufacturers.

The process of equitization, privatization, the growth demand of economic sectors and the potential of economic components have created conditions for printing enterprises to proactively upgrade and modernize production processes, improve professional capacity, meet orders with high technical and aesthetic requirements, and satisfy international standards. Printing enterprises focus on investing in the application of new technology in management, operation, production, and business, investing in modern printing equipment to improve product quality. Offset printing is still the main printing technology, with an investment value of 35.5% of the total equipment. Digital printing with outstanding features such as large-size printing, diverse materials, and high printing speed, meets the diverse demands of customers. Printing output increased by an average of more than 10% per year compared to the previous year.

Particularly in the field of printing publications, the printing technology capacity of enterprises has made significant progress in recent times. Books such as textbooks and most educational publications are now printed in many colors in high quality, which has significantly increased the efficiency of teaching and learning, especially at present, some special publications with high printing quality, handmade leather covers, and emulsion-sprayed, metallic-plated edges are popular. The diversity and richness in form in the same content and publication genre have helped the public have more choices compared to their demands, tastes and financial ability.

Printing enterprises in Ho Chi Minh City have approached the international market, and accepted printing for foreign countries with high technical quality, diverse products, meeting the requirements of partners. Foreign language textbooks and picture books are also exported to Singapore, the US, Thailand, Korea, Japan, etc. by cooperative printing enterprises...

Printing companies focus on applying science and technology, especially attaching special importance to investing in science and technology to create unique and distinct products to combat counterfeit and unauthorized books and attract customers. For example: Vi Na Science and Technology Development Corporation (Vina CHG) has researched and created anti-counterfeit stamps for books as a basis and sign for publishing houses, readers, and state management agencies to have tools to identify and distinguish between genuine and counterfeit books on the market. At the same time, it manages and controls the quantity of books that publishing houses have released on the market. Thereby, contributing to promoting Vietnam's printing and publishing fields to approach the advanced level of the world's printing industry, at the same time directly participating in protecting intellectual property rights and copyrights of publications.

Besides, Ho Chi Minh City Printing Association plays an important role not only in Ho Chi Minh City printing industry but also has an influence on the entire Southern region in gathering, orienting, and supporting the Association's members; contributing to helping Ho Chi Minh City printing industry affirm its position domestically and professionally approach the international market, meeting the requirements, techniques, and standards set by partners. Currently, the Ho Chi Minh City Printing Association consists of 210 members, accounting for about 35% of establishments related to the printing industry nationwide, mostly with large printing establishments, accounting for about two-thirds of the output of the entire Ho Chi Minh City printing industry.

Distribution field

There are 141 publishing units, nearly 1,000 private bookstores, and book business stores located in Ho Chi Minh City. Publishing companies actively research the market and direct toward potential customers such as Trung Nguyen Franchising Corporation, Hanoi Book Newspaper Cultural Commodity Company Limited, Asia Book Company Limited, Hochiminh City Book Distribution Corporation (FAHASA), Phuong Nam Retail Company Limited, Book and Educational Equipment Joint Stock Company of Ho Chi Minh City, VietCreating Company Limited, Vivi Education Solution Development Joint Stock Company, Dai Truong Phat Education Joint Stock Company... Especially, Hochiminh City Book Distribution Corporation (FAHASA) is the leading publishing unit in the country with a widespread bookstore system, an average annual revenue of about 3,000 billion VND, FAHASA's products have been awarded the title of high-quality Vietnamese goods for 15 consecutive years, the enterprise is in the group of 500 leading retailers in Asia - Pacific, the group of 10 leading retailers in Vietnam voted by Retail Asia magazine (Singapore). As of April 2022, FAHASA has opened its 115th bookstore nationwide, including 07 smart bookstores, with revenue increasing from 1,600 billion VND in 2013 to more than 3,977 billion VND in 2022 (Ho Chi Minh City Department of Information and Communications, 2023).

Publishing houses and enterprises participating in publishing invest in comprehensive technology applications in all activities from system management, to using methods of introduction and sales via the Internet such as building websites, social networks, phone applications, etc. Bookstore systems and online sales systems have a good growth rate of 60 to 70%.

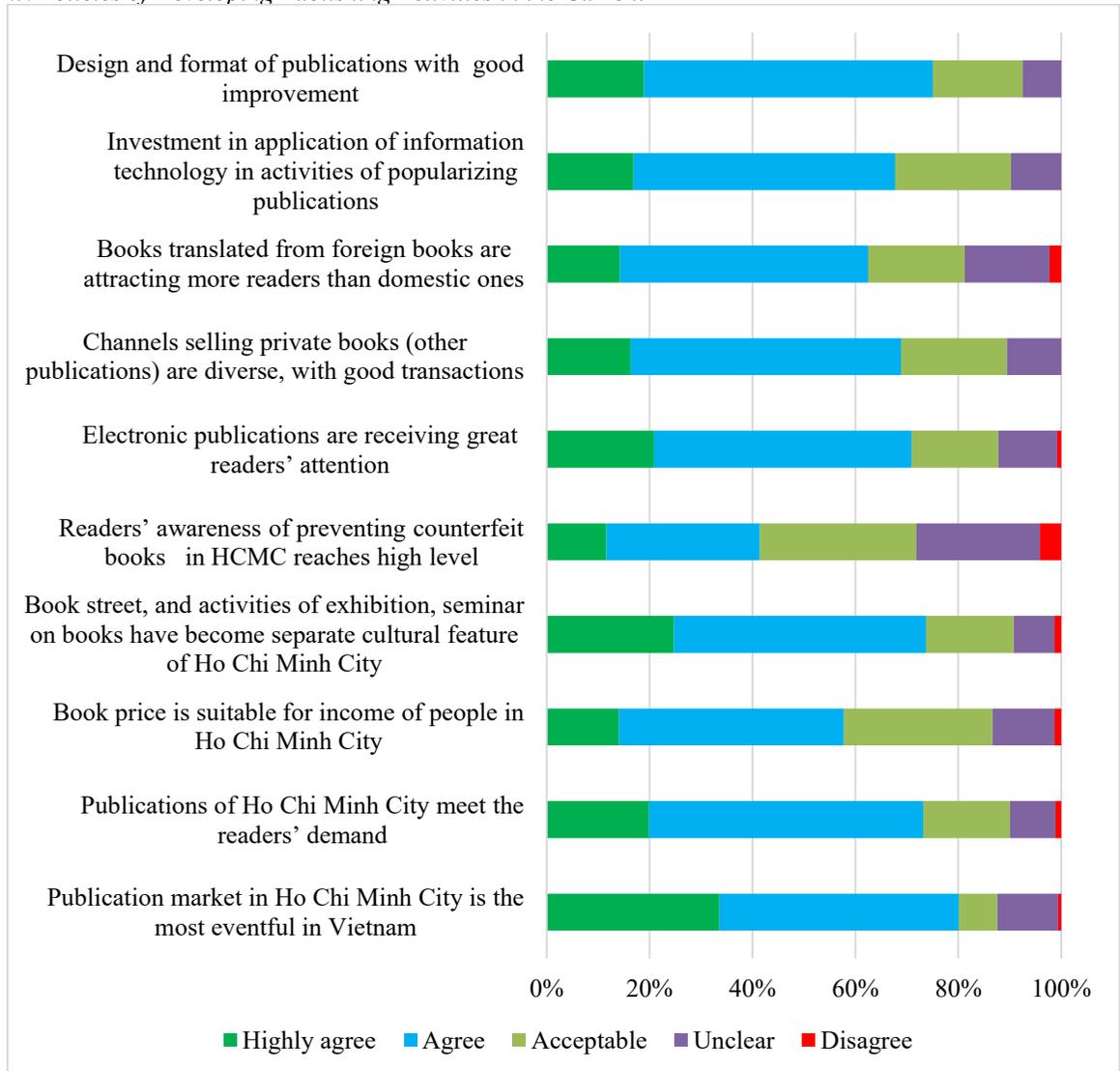
Meanwhile, book publishing activities associated with book festivals are held regularly and attract the attention of Ho Chi Minh City residents and foreign tourists, typically Ho Chi Minh City Book Street (established in 2016). Up to now, 1,344 events have been organized in Ho Chi Minh City Book Street, attracting over 11.5 million readers and tourists to visit and participate. In which, 98 thematic activities are serving political, social, cultural, and educational tasks; 97 activities display and exhibit typical publications in many cultural and artistic fields; 761 events to exchange and introduce authors, works, and sign to give books; 40 programs to exchange and perform traditional and modern arts; 30 cultural and artistic exchange activities of foreign organizations; 36 programs to exchange and discuss careers in the field of publishing activities and development of reading culture; 67 exchange programs to develop reading culture for pupils, students; 170 interactive playgrounds attracting a large number of readers and tourists, especially pupils. These activities have brought in revenue of over 205 billion VND, 3,977,641 copies of books sold, and 60,394 new titles released (Vietnam Publishing Association, 2023).

The electronic publication publishing activities of publishing houses and audiobook publishing companies established in Ho Chi Minh City have had good developments and achieved big revenues such as: website: www.sachweb.com of Ho Chi Minh City General Publishing House, website: www.nxbtre.com.vn. Especially, the emergence and development of companies specializing in audiobooks have attracted a lot of attention of the public such as: Fonos Corporation (Fonos application), Wewe Technology Company Limited (Voice FM application)... The number of electronic publications in 2022 in Ho Chi Minh City was estimated at 3,224 copies with more than 4 million users (equivalent to 3.4 million audio and reading books), an increase of 312% compared to 2021 (252% higher than the whole country in 2022) (Ho Chi Minh City Department of Information and Communications, 2023).

Readers' evaluation on publishing activities in Ho Chi Minh City

Figure 2 shows readers' evaluation of publishing activities in Ho Chi Minh City. Accordingly, publishing activities in Ho Chi Minh City have also achieved positive results. The majority (80.11%) of readers believe that the publishing market in Ho Chi Minh City is the most eventful in Vietnam. In addition, the design and format of publications have been improved, publications meet readers' demand, and activities such as book streets, activities of exhibitions, and seminars on books have become a unique cultural feature of Ho Chi Minh City, with the percentage of readers agreeing with the above judgments reaching about three-quarters (73.17% - 75.05%). However, there are still certain limitations in publishing activities in the city. In which, a significant number of readers believe that the awareness of preventing counterfeit books among readers in Ho Chi Minh City is not high (4.13%), books translated from foreign books do not attract readers compared to domestic ones (2.25%), or book prices are not suitable for the income of Ho Chi Minh City residents (1.32%).

Figure 2. Readers' evaluation on publishing activities in Ho Chi Minh City



3.3. Forecasting the development of publishing activities in Ho Chi Minh City

The world situation in the coming time will have major changes, directly affecting all activities of life and society in the country, including the Fourth Industrial Revolution, especially the strong development of digital technology, creating breakthroughs in many fields, creating both opportunities and challenges for all countries. In that trend, Vietnam is gaining position and strength, national general strength, international prestige, and people's trust are increasingly improved, creating important premises for building and defending the Fatherland. For Ho Chi Minh City, the city continues to maintain its role as the economic locomotive of the whole country, taking the lead in implementing the new growth model, at the same time receiving great attention from the Party and State on the socio-economic development policy of Ho Chi Minh City. Resolution No. 24-NQ/TW dated 07 October 2022 of the Politburo on socio-economic development and ensuring national defence and security in the Southeast region by 2030, with a

vision to 2045, which defines the goal by 2030: “Ho Chi Minh City must be a civilized, modern, dynamic and creative city, a place to attract talents, experts, scientists, especially high-quality human resources to live and work; an international financial center, developing equally to major cities in the Asia region, playing the role of a growth pole of the region; a place where international financial institutions and big economic groups in the world gather” (Politburo, 2022). Therefore, Ho Chi Minh City will always attach importance to the orientation and building of a comprehensive and solid Publishing Industry. However, with objective impacts, publishing activities are forecasted to have the following issues:

Firstly, publishing houses, enterprises and individuals participating in publishing activities will proactively cooperate with international partners on the policy mechanism of expanding international cooperation in the field of publishing, printing and distribution of Ho Chi Minh City, especially in exploiting copyright, transferring management and business operation experience related to production, business and sales in publishing activities, applying technology in publishing activities, expanding cooperation activities in processing publications and exporting publications abroad. Especially introducing the image of the country, Vietnamese people, culture, tourism, and development potential of Ho Chi Minh City through publications.

Secondly, Publishing houses, businesses, and individuals involved in publications are becoming more proactive in securing capital resources, utilizing science and technology, and pioneering the exploration of manuscripts. They are also focusing on promoting and distributing publications effectively. Additionally, there is an effort to adopt and invest in advanced global technologies that enhance publishing, printing, and distribution processes, while also preventing copying and protecting intellectual property rights as well as the interests of enterprises, authors, and readers. This presents a significant opportunity for the publishing industry in Vietnam, particularly in Ho Chi Minh City, to bridge the gap in modern science and technology applications, management practices, and business experiences compared to the advanced publishing industries worldwide..

Thirdly, programs and activities related to publishing activities also contribute significantly to promoting the development of the Publishing Industry, such as: Book Street, Book Fair, seminar programs, exchange of experiences, business management, especially the contribution of opinions from enterprises to state management agencies to remove problems and difficulties in the production and business process and comply with the regulations of the law. On that basis, state management agencies will adjust and supplement policies, amend regulations of the law in accordance with reality, contribute to the sustainable development of publishing activities, and ensure fairness, objectivity, and transparency among enterprises participating in publishing.

Fourthly, the role of associations in publishing activities continues to be promoted, such as: Publishing Association, Printing Association... in organizing activities to improve the operational capacity of enterprises, ensuring the rights and responsibilities of enterprises following the regulations of the law, proactively researching, sharing experiences in publishing activities, participating in criticism, supervising the activities of state management agencies to contribute to implementing administrative reform and socio-economic development. In particular, associations will be the starting source of cultural and educational activities related to publishing, including the improvement of the quality of reading culture of Vietnamese people in general and Ho Chi Minh City in particular, programs, promoting, introducing and sharing books among subjects who do not have conditions to access to books.

Fifthly, it will be easy for complex security and order problems to arise without initiative and strict management of the process of enterprises and individuals participating in publishing activities. These problems can arise from objective and subjective factors but mainly originate from different purposes of enterprises and individuals participating in publishing activities, including two basic purposes: profit and political purpose: (i) Profit purpose: For profit, some publishing houses will associate with enterprises to exploit topics, accept to publish publications with sensational content, inconsistent with ethical and cultural standards, historical distortions, and violations of the law to attract readers and arouse curiosity among readers. Also for profit, enterprises and entities organize illegal and counterfeit printing and commit acts of violating the copyright and intellectual property rights of publishing houses, enterprises, and individual authors. (ii) Political purpose: There is the possibility of collusion between hostile forces, political opportunists, and reactionaries to collect secret state information through forums and scientific seminars; integrate contents with wrong, hostile viewpoints, opposing the leadership of the Party, the management of the State, defaming the image of leaders, leaders of the Party, the State, undermining national unity, and the international spirit between Vietnam and other countries.

3.4. Necessary policies for publishing activities

According to the evaluation of cadres, editors, publishing house staff and enterprises participating in publishing activities, all policies are necessary/very necessary (Mean ranges from 4.02 – 4.45), in which 7/8 policies are evaluated as very necessary (see Table 2).

Table 2. Statistics describing the level of necessity of policies for publishing activities

Item	N	Min	Max	Mean	SD
Support expenditure for construction investment, modernize material facilities, and apply and transfer advanced technology - techniques for publishing houses in Ho Chi Minh City, including investment in publishing electronic publications.	186	1	5	4.37	0.934
Incentives on investment, tax, and land rental for printing and publishing activities serving political, defense, security tasks, and other important tasks of the country following the regulations of the law.	186	1	5	4.02	1.226
Order and purchase copyrights for valuable publications related to political, security, defense, and external information, catering to the residents of Ho Chi Minh City.	186	2	5	4.35	0.919
Continue to offer incentives of loan interest rates, and reduce value-added tax for production and business activities of publications.	186	1	5	4.31	0.876
Promote investment in the use of science	186	1	5	4.25	1.117

and technology, as well as environmentally friendly equipment that ensures the safety and health of employees.

Prioritize investment in land funds and expenditure for building material facilities for the system of publication distribution facilities in suburban districts.

186 1 5 4.45 0.720

Support freight for publications serving political and public tasks; reduce or exempt freight for pupils, students, and low-income residents in Ho Chi Minh City.

186 1 5 4.37 0.940

Support expenditure for organizing events related to publications associated with promoting the image of Ho Chi Minh City.

186 1 5 4.34 0.888

Prioritizing investment in land funds and expenditures for building material facilities is evaluated as the most essential policy (Mean = 4.45; SD = 0.720), with a significant majority, 95.1%, of cadres, editors, and staff of publishing houses and enterprises involved in publishing activities consider this policy necessary or very necessary. Following closely is the policy aimed at supporting expenditures for the investment in building and modernizing material facilities (Mean = 4.37; SD = 0.934) and supporting the freight of publications (Mean = 4.37; SD = 0.940). For both of these policies, 86.6% of participants evaluated their necessity or importance as either necessary or very necessary.

In contrast, the incentive policies related to investment, taxation, and land rental for printing and publishing activities are viewed as the least necessary (Mean = 4.02; SD = 1.226). Only about 76.3% of the cadres, editors, and staff of publishing houses and enterprises involved in publishing activities consider this policy to be necessary or very necessary.

4. CONCLUSION

Publishing activities in Ho Chi Minh City have experienced dynamic development, aligning with political, ideological, and cultural goals while actively contributing to socio-economic growth. The city is home to two prestigious and high-quality publishing houses: the General Publishing House and Tre Publishing House. Additionally, there are four university and college publishing houses that operate under the Party Committee of Ho Chi Minh City. Together, these entities have effectively implemented the core mission of supporting education, training, and scientific research. The activities of the Vietnam Publishing Association, the Ho Chi Minh City Printing Association, and various branches of publishing houses and enterprises in the printing and publishing sectors have greatly enriched and diversified publishing in the region. However, there are still certain limitations in publishing activities in Ho Chi Minh City. For instance, translated books from foreign authors do not seem to attract readers, and the prices of books are not always aligned with the income levels of the public.

The future development trends of publishing activities in Ho Chi Minh City will be informed by research findings and practical surveys of the publishing sector, both in general and within the city specifically. Additionally, the impact of current international and domestic issues, along

with eight essential policies for these activities, will serve as important foundations for management levels. These insights will help identify solutions to enhance state management of publishing activities.

The study has a limitation in that it focuses solely on the publishing activities and the necessary policies to promote their development in Ho Chi Minh City, Vietnam. Future research could broaden the scope to compare and contrast the publishing landscape in Ho Chi Minh City with that of other provinces and cities, while also examining the factors that influence this development.

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