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## Current Status of State Management of Publishing Activities - A Case Study in Ho Chi Minh City – Vietnam

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### Abstract

*State management of publishing activities is becoming increasingly vital for countries, as it helps promote national culture, guides the cultural values of ethnic communities, and shapes the ideologies of political parties and systems. This study aims to assess the current state management of publishing activities in Ho Chi Minh City, which serves as Vietnam's leading center for economics, finance, culture, society, education, training, science, and technology. Data for this study was gathered through an analysis and summary of secondary documents, along with sociological surveys conducted using questionnaires distributed to 120 state management personnel involved in publishing activities, as well as 186 leaders and employees from publishing houses, enterprises, and individuals engaged in printing, publishing, and distribution in Ho Chi Minh City. The research findings indicate that, despite some successes, there are still certain limitations in the management of publishing activities in Ho Chi Minh City. These results will serve as a foundation for developing appropriate solutions to enhance the efficiency of management in the city.*

**Keywords:** Publishing, publications, publishing activities, state management, management of publishing activities

### Introduction

State management of publishing activities has long been not only a local issue but also a national and global issue. Although each country has a different system of policies and laws, state management of publishing activities still plays an important role in promoting the country's culture, orienting the cultural values of ethnic communities, and orienting the ideology of parties, political systems, and political viewpoints. In many countries, state management of publishing activities is also facing difficulties and challenges. For example, Lin et al. (2013) pointed out the challenges for the e-book publishing industry in Taiwan, in which government regulations, quality content, e-book with book name, e-book price, and reading device price are considered the most challenging factors for the Taiwan e-book publishing industry. The study of Ihebuzor, L. A., & Ihebuzor, N. A. (2016) considered the activities in the book Publishing Industry and the factors influencing the decisions of book publishing houses in Nigeria in accepting or rejecting manuscripts. The study of Lawrence (2023) showed that digital technology has not been applied in the provision of material sources, and publications on public policy, and researchers must face many barriers to the use of research, including the cost of registration for academic journals, the

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ability to search and retrieve reports and data, and poor management of publications by organizations including the government. On a smaller scale, Bertuzzi (2020) described and analyzed the activities of the Neuquino Editorial Fund, in Neuquén province, Argentina, and proposed amendments and supplements to the contents of the law to help consolidate the state's book publishing strategy, promote and increase diversity in the book ecosystem in Argentina. The focus of this study is the issue of book publishing with the requirement to add personnel and budget to the content of the law to ensure the maintenance and development of the Neuquino Editorial Fund.

In Vietnam, this topic has also received research attention. A typical example is the study by Nguyen Anh Tu (2015), in which the author clarified the current status of state management of publishing activities according to the management process, including the work of building strategies, policies, and regulations of the law; the work of organizing the implementation of policies, regulations of the law and the work of controlling the publishing activities, at the same time proposed 04 groups of solutions to improve this management work. The study by Pham Hong Thai (2019) has analyzed and clarified theoretical issues on publishing activities, state management of security and order for publishing activities, functions and tasks of the People's Police force in state management of publishing activities, as well as proposed 07 solutions to improve the efficiency of state management of publishing activities. However, the approach and solutions in the study of Nguyen Anh Tu (2015) focused on the content related to economic management, while the study of Pham Hong Thai (2019) approached the role of the management subject as the People's Police force in the approach of state management of security and order for publishing activities. The study of the current status of state management of publishing activities towards public management is still left open.

The purpose of this study is to examine the current status of state management of publishing activities in Ho Chi Minh City, Vietnam. As the leading economic, financial, cultural, social, educational, training, and scientific-technological center of Vietnam, Ho Chi Minh City is proud of having the highest number of local publishing houses in the country, as well as the second-largest number of publishing house branches. Additionally, more than one-third of the country's printing and publishing companies are located in this city. The central research question is: What is the current state of management regarding publishing activities in Ho Chi Minh City? The findings from this research will provide a foundation for the city to develop appropriate solutions aimed at enhancing the effectiveness of state management in this sector.

## **Theoretical Frameworks**

### *Concept of publishing activities and state management of publishing activities*

#### *Publishing activities*

The viewpoints on the term “publish” have similarities in countries. In English, “xuất bản” means “publish”, similar to the French word “publier”, both originate from the Latin word “publicare” - meaning “to make known to everyone” (Vietnam Academy of Social Sciences, 2011). In China, the term “publish” is understood as “the activity of editing, reproducing works and releasing them to the public” (Vietnam Academy of Social Sciences, 2011). Thus, many countries in the world believe that publishing means widely disseminating by receiving manuscripts, editing, printing and releasing publications (including: books, newspapers, magazines, pictures, electronic games to serve education, etc.).

In Vietnam, at each time and context, the term “publish” is approached in different ways, expressed through some typical viewpoints. According to the 2005 Vietnamese Encyclopedia: “Publishing is an activity in the field of culture and ideology through the production and dissemination of publications to many people. Publishing is a dissemination activity, which does not include the stage of creating works. Publishing exploits, disseminates and popularizes works, is a continuous stage, improves cultural values, replicates and brings them to the general public. Publishing includes 3 stages: editing, printing, and distributing publications” (National Council for Directing the compilation of Vietnamese Encyclopedia, 2005, p.1057). According to Pham Thi Thu (2014), “Publishing is the activity of editing, publishing, printing works and distributing them to the public” (p.6).

The above approach may cause confusion between the term “publishing field” and the term “publishing activities”, because according to the regulations of the 2012 Publishing Law (National Assembly of the Socialist Republic of Vietnam, 2012), Article 1 clearly states: “Publishing activities include the fields of publishing, printing and distributing publications”, or in Clause 1, Article 4, also explains the term “publishing”: “Publishing is the organization, exploitation of manuscripts, editing into templates for printing and distribution or for direct distribution through electronic means”. This regulation shows that the term “publishing” only stops at the organization, exploitation of manuscripts, editing into templates, while the process of organizing printing and distribution are other fields. The term “publishing” in this context is “publishing field”. From this, it can be seen that the law-making technique in this content is not really accurate and consistent in the use of terms.

In this study, publishing activities are understood as the overall process consisting of three stages: Organization, exploitation of manuscripts, editing into templates including content editing and technical editing (publishing field); printing to create publications (publication printing field) or use of electronic means to create publications; distribution of publications in society.

### **State management of publishing activities**

Within the scope of this study, the concept of state management of publishing activities is approached and implemented in a narrow meaning. Specifically, state management of publishing activities is the activity of state management agencies (executive agencies) using management tools and management methods to influence and adjust publishing activities conducted by organizations and individuals, based on regulations of the law to create a favorable environment for publishing activities to develop and implement following the orientation and goals of the state, contributing to building and protecting the Fatherland.

### **Contents of state management of publishing activities**

Based on the research of the scientific theory system of public management, research works, the 2012 Publishing Law, legal documents showing the functions, tasks, and powers of the Ministry of Information and Communications, the Publication, Printing and Distribution Authority and the functions, tasks and powers of the People’s Committees of provinces and cities directly under the central government, the Department of Information and Communications, and the practical development of publishing activities, state management of publishing activities in Ho Chi Minh City includes the following contents:

*Creating and organizing strategies, plans, and policies for the development of publishing activities.*

To develop and organize the implementation of strategies, plans, and policies for publishing activities, specific requirements are essential to determine overall or partial goals, long-term or short-term goals for the development process of publishing activities. The above process is carried out when there is research and analysis of the current status of publishing activities, evaluation of the advantages, development opportunities, difficulties, challenges, and negative factors affecting publishing activities, and state management of publishing activities, clearly defining the roadmap and level of completion of criteria through each stage. Strategies, planning, plans, and policies must ensure a scientific, modern nature, and long-term vision of the developing agency.

To effectively develop and organize the implementation of strategies, plans, and policies for enhancing publishing activities, it is essential to have a clear understanding of the current landscape. This requires systematic, proactive, and creative thinking. Additionally, it is important to ensure proper division of labor, decentralization, and coordination based on the specific functions, tasks, and practical conditions of both the industry and the local context.

For the content of strategies, planning, plans, and policies for the development of publishing activities: meeting the demand of enjoying publications, developing reading culture among the people, distributing publications to areas with difficult socio-economic conditions, mountainous areas, border areas, islands, and foreign countries, actively contributing to the development of fields of life and society; creating favorable mechanisms and attracting social resources to participate in publishing activities.

For the process of building and implementing strategies, planning, plans, and policies in publishing activities, including: (i) Analyzing and evaluating the current status of publishing activities, comparing and checking with countries, the emergence of typical factors, typical localities that need to replicate the model; (ii) Building strategies, planning, plans, and policies; (iii) Deploying, disseminating, and propagating; (iv) Organizing the implementation of strategies, planning, plans, and policies (organizing pilot implementation if deemed necessary); (v) Checking and evaluating the quality of strategies, planning, plans, and policies.

### **Consulting on the development of laws and implementation of laws on publishing activities**

The State must conduct research and development to establish and refine a legal framework for publishing that aligns with the practical advancements in society and the trends of international integration. This work should not be done solely by a specialized agency; it should also involve input from various relevant agencies engaged in the state management of publishing activities.

The agency advising on the development of laws includes the process of reviewing, proposing adjustments, amendments, and supplements to legal documents on publishing activities, appraising and evaluating the practical suitability of legal documents, avoiding obsolescence and inappropriateness, overcoming overlaps and contradictions in the system of legal documents related to state management of publishing activities.

Regarding the concept of law implementation, the Textbook of State and Law Theory of Hanoi Law University (2020, p.396) states: “Law implementation is a practical, legal, purposeful act of legal entities to realize the regulations of the law, making them come into life”. Forms of law

enforcement include: compliance with the law, enforcement of the law, use of the law, and application of the law.

Accordingly, the process of advising on the development and implementation of laws on publishing activities, related to publishing activities, includes: the 2013 Constitution; the 2012 Publishing Law, the 2015 Criminal Code (amended and supplemented in 2017); the 2015 Civil Code, the 2022 Intellectual Property Law, the 2012 Law on Handling of Administrative Violations, the 2022 Inspection Law, the 2011 Law on Complaints, the 2018 Law on Denunciation;... the system of Decrees and Circulars guiding the implementation of the 2012 Publishing Law; the international legal system: treaties, conventions, agreements related to publishing activities.

### **Apparatus organization and training, professional improvement in publishing activities**

#### **On apparatus organization**

The state apparatus organization is the organization of the system of state power agencies at all levels established and operating according to certain principles to perform state management functions, including the organization and operation of the Government; organization and operation of ministries and ministerial-level agencies; organization and operation of local governments. Due to the different nature of sectors, specialties, and management fields, the state management functions for publishing activities of ministries are also different, in which the authority to preside belongs to the Ministry of Information and Communications.

The organization of the state management apparatus for publishing activities is regulated by the 2013 Constitution, the 2012 Publishing Law, the Law on Government Organization and the 2019 amended Law on Organization of Local Government, and the Government's Decrees guiding the implementation of the 2012 Publishing Law.

On that basis, research and evaluate the current status of implementation according to the model of apparatus organization, arrange staff in each state management agency, survey the suitability with practical requirements, especially in localities with dynamically developed publishing activities, and implement specific mechanisms in state management such as Ho Chi Minh City.

#### **On training and professional improvement in publishing activities**

Training and professional and operations improvement in publishing activities is the process of providing professional knowledge and necessary skills to the leadership team, managers, editors and others involved in publishing activities. During the research process, it is necessary to clarify the following contents:

The team of managers of publishing activities and the team of editors, technicians, and staff participating in publishing activities currently have met practical requirements, especially kept up with the trend of digital transformation or not. What is the current status of building a strategy for training, fostering, and developing the team of leaders, managers, editors, technicians, and staff participating in publishing activities?

Has the organization of training and fostering programs ensured the requirements for research and grasped the Party's guidelines and policies, the State's policies and laws, professional expertise, occupational skills, and the world's new and modern knowledge system yet? Especially, to clarify the suitability of training and fostering programs with the reality of

publishing activities of Vietnam and the general trend of the world. Has the system of training facilities and fostering centers ensured the implementation of training and fostering programs to meet practical requirements yet?

In summary, training, and improvement are key issues in publishing activities and state management of publishing activities, so it is necessary to evaluate the current status of training and improvement of human resources, aiming at more complete solutions for human resource development in publishing activities.

### **Implementing administrative procedures in publishing activities**

#### **Organizing reading, checking, and appraising deposited publications**

Reading, checking, and appraising deposited publications to promptly detect and handle publications that violate the regulations of the 2012 Publishing Law (National Assembly of the Socialist Republic of Vietnam, 2012). Article 29 of the 2012 Publishing Law regulates the authority to read, check, and appraise deposited publications. Accordingly, publications of publishing houses, and non-business documents of central agencies, organizations, and foreign organizations are read, checked, and granted publishing licenses by the Ministry of Information and Communications. Non-business documents from other agencies and organizations with legal status, including branches and local representative offices of central agencies, are granted publishing licenses by the Chairman of the Provincial People's Committee.

#### **Issuing and revoking types of licenses in publishing activities**

Circular No. 01/2020/TT-BTTTT dated 07 February 2020 of the Ministry of Information and Communications (2020) regulating in detail and guiding the execution of some articles of the Publishing Law and Decree No. 195/2013/ND-CP dated 21 November 2013 of the Government regulating in detail some articles and measures to execute the Publishing Law, regulating procedures for granting for change of types of licenses in publishing activities. Accordingly, it is necessary to evaluate whether the implementation of these regulations and implementation procedures in practice ensures transparency and efficiency such as: whether the requirements on dossier components are consistent with reality; whether the time for processing dossiers and licensing authority are ensured under the regulations of the law; and problems arising in the licensing organization process and the process of enterprises registering to participate in publishing activities.

In short, it is necessary to evaluate the overall current status of implementing administrative procedures in publishing activities to promote the achieved successes, detect limitations, shortcomings, and objective and subjective problems to propose solutions to overcome them.

#### *Organizing propaganda and dissemination of laws; information, report, statistics, emulation, reward; selection and awarding in publishing activities*

Propaganda and dissemination of laws are activities of state management agencies through various forms to bring information to management subjects and the masses to help them understand and comply with the regulations of the law. Propaganda and dissemination of laws in publishing activities focus on propagating and disseminating the system of legal regulations related to publishing activities such as Constitution, Publishing Law, Intellectual Property Law, Civil Code, Criminal Code, Law on Handling of Administrative Violations, Law on Protection of state secrets, etc. through forms of propaganda and widespread dissemination through mass

media, forums, seminars and forms of propaganda and dissemination by special subject and target group.

Information, reports, statistics, emulation, and reward are important activities not only to manage, store, and exploit information on publishing activities and state management of publishing activities but also to help evaluate the current status of publishing activities and state management of publishing activities, thereby making timely adjustments and orientations in the process of state management. Besides, emulation and reward activities aim to evaluate the quality of state management agencies and ensure efficiency in the process of implementing state management of publishing activities.

Selection and awarding of awards in publishing activities include the overall activities of building a system of awards, regulations for selecting awards in publishing activities, ensuring transparency, fairness, encouragement, and recognition of the achievements of organizations, enterprises, and individuals participating in publishing activities in a certain period. Thereby, promoting the development of Vietnamese publishing activities and integration with the world publishing activities.

### **Review, verification, resolution of complaints, reports, and enforcement of laws in publishing activities.**

According to the 2022 Law on Inspection: “Inspection is the activity of reviewing, evaluating, and handling according to the order and procedures regulated by the law of the agency performing the inspection function for the implementation of policies, laws, tasks, and powers of agencies, organizations, and individuals” (National Assembly of the Socialist Republic of Vietnam, 2022). On that basis, it is possible to determine the content of inspection in publishing activities focusing mainly as follows: (i) Publishing field: Inspecting the operating licenses, inspecting the process of publishing publications; the subjects of inspection are publishing houses; (ii) Printing field: Inspecting operating licenses, inspecting publication publishing process, printing, and post-printing processing processes...; the subjects of inspection are organizations and individuals participating in printing activities such as Printing companies, printing establishments, photocopy establishments; (iii) Distribution field: Inspecting operating licenses, import-export licenses,...; the inspection subjects are organizations and individuals participating in distribution activities such as book companies, bookstores, and bookselling establishments.

The content of complaints and denunciations is regulated in Article 9 of the 2012 Publishing Law: “Complaints and denunciations in publishing activities will be implemented following the regulations of the law on complaints and denunciations” (National Assembly of the Socialist Republic of Vietnam, 2012). Accordingly, the 2011 Law on Complaints states: “A complaint means that a citizen, agency, organization or cadre, public servant according to the procedures regulated by this Law, requests a competent agency, organization or individual to review an administrative decision or administrative act of a state administrative agency or a competent person in a state administrative agency or decide to discipline a cadre or public servant when there is base to believe that such decision or act is illegal and infringes his/her legitimate rights and interests” (National Assembly of the Socialist Republic of Vietnam, 2011). Meanwhile, the 2018 Law on Denunciation states: “Denunciation means that an individual, by the procedures regulated by this Law, informs a competent agency, organization or individual about any violation of the law by any agency, organization or individual that causes damage or threatens to cause damage to the interests of the State, the legitimate rights and interests of agencies,

organizations or individuals” (National Assembly of the Socialist Republic of Vietnam, 2018). Thus, organizations, enterprises, and individuals participating in publishing activities have the full right to complain and denounce violations of the law by state administrative agencies, competent persons in state administrative agencies, other organizations, and individuals.

Handling violations of the law means considering and deciding to apply forms of legal responsibility to individuals and organizations that violate the law. As presented in the above contents, publishing activities are not only governed by the Publishing Law but also governed by many other codes, laws, sub-law documents, and international legal regulations that Vietnam has signed. Therefore, the content of handling violations of the law in publishing activities is quite broad, related to many different fields but all aim to ensure the effectiveness and efficiency of legal regulations, which are meaningful in educating, deterring and ensuring fairness and healthy competition for organizations and individuals participating in publishing activities.

#### *Management of scientific research, the application of technology, and international cooperation in publishing activities.*

Scientific research and the application of technology in publishing are essential tasks, particularly in the context of the fourth industrial revolution. The advancements in science and technology that are applied to the management of publishing activities contribute significantly to increased productivity, save costs, and bring many values to related fields, especially the application of digital transformation in editing, publishing, printing, and distribution of publications; application in implementing administrative procedures, report, emulation, rewards, management, storage, and exploitation of digital data. Through activities of scientific research and scientific research management, technology application contributes to creating new human resources to meet the requirements of high qualifications and skills, approaching the level of editors and technicians in developed countries. On the other hand, scientific research activities contribute to supplementing, amending, and perfecting the system of policies and laws in publishing activities to ensure the development of publishing activities.

International cooperation in publishing activities involves several key areas:

a/ The dissemination of publications that promote the Party's guidelines and policies, as well as the State's policies and laws, along with Vietnam's traditional cultural and historical values to the international community.

b/ Collaborative efforts in the rights management and exploitation of publication copyrights.

c/ Joint initiatives focused on the application of science and technology in publishing activities, which include electronic publications, copyright protection technologies, intellectual property rights management, and advancements in printing technology.

d/ Collaborative efforts in the processing, import, and export of publications, among other activities.

### **Research Methodology**

*Method of analyzing and summarizing secondary documents:* Analyzing and summarizing documents related to state management of publishing activities such as reports of the Publication, Printing and Distribution Authority, Department of Information and Communications, and reports of Vietnam Publishing Association.



*Sociological investigation method:* Surveying by questionnaire through Google Form application of state management staff for publishing activities (including those at the Publication, Printing and Distribution Authority; the Department of Internal Political Security; Ho Chi Minh City Department of Information and Communications; Ho Chi Minh City Public Security, staff managing publishing activities at district level of Ho Chi Minh City) and the team of leaders, staff of publishing houses, enterprises, and individuals participating in the fields of printing, publishing and distribution in Ho Chi Minh City. A total of 120 Forms of managers and 186 Forms of leaders and staff of publishing houses, enterprises, and individuals participating in the fields of printing, publishing, and distribution were valid for use in analyzing the survey results.

## **Research Results and Discussion**

*Creating and organizing the implementation of strategies, plans, and policies for developing publishing activities.*

Over the past time, Ho Chi Minh City has organized consultation, and opinion contribution, and implemented a system of strategies, planning, plans, and policies for the development of publishing activities as shown in the 2012 Publishing Law and documents guiding the implementation of the Publishing Law, with specific contents as follows:

In Article 19 Amending, supplementing some Articles of the Publishing Law of Law No. 35/2018/QH14 dated 20 November 2018, the Law on Amending, supplementing some Articles of 37 laws related to planning which has been amended Clause 1, Article 7, showing the content of policies for the publishing field. The system of some strategies, planning, plans, and policies for the development of publishing activities is shown in other documents such as: Decision No. 115/QĐ-TTg dated 16 January 2014 of the Prime Minister on approving the planning for the development of publishing, printing, and distribution of publications until 2020, with a vision to 2030; Decision No. 329/QĐ-TTg dated 15 March 2017 of the Prime Minister on approving the Project on developing reading culture in the community until 2020, with a vision to 2030; Decision No. 284/QĐ-TTg dated 24 February 2014 of the Prime Minister on Vietnamese Book Day; Decision No. 1497/QĐ-TTg dated 08 November 2018 of the Prime Minister on approving the National Information Development Strategy until 2025, with a vision to 2030; Decision No. 1862/QĐ-TTg dated 04 November 2021 of the Prime Minister on organizing Vietnamese Book and Reading Culture Day; Decision No. 1377/QĐ-TTg dated 02 August 2021 of the Prime Minister on approving the program for ordering publications using the state budget in the period of 2022-2026.

Based on organizing the implementation of regulations of higher levels, Ho Chi Minh City develops strategies, planning, plans, and policies for the development of specific publishing activities such as:

Decision No. 3978/QĐ-UBND dated 13 August 2015 approved the list of projects for planning the development of key industries, fields, and products in Ho Chi Minh City (including the planning of the Publishing, Printing, and Distribution Industry). Currently, the Department of Information and Communications is actively completing the planning for the development of publishing, printing, and distribution of publications until 2030, submitting it to the Chairman of Ho Chi Minh City People's Committee for approval and implementation throughout Ho Chi Minh City.

Decision No. 15/2017/QĐ-UBND dated 16 March 2017 of the Chairman of Ho Chi Minh City

People's Committee promulgating the regulations on supporting enterprises to invest in developing production in the fields of industry and supporting industry, including supporting loans with low interest rates for enterprises operating in the printing field. Thereby, creating conditions for enterprises to have conditions to invest in technology and equipment for production.

Resolution No. 16/2018/NQ-HDND dated 08 October 2018 of Ho Chi Minh City People's Council on investment stimulus in the field of supporting industry of Ho Chi Minh City from 2018 to 2020, which created conditions for the printing industry to develop in the form of loans with supported interest rates. Ho Chi Minh City is the first and only locality in the country to the current time to identify the printing industry as a supporting industry of Ho Chi Minh City. This is a very important policy contributing to the development of the printing industry of Ho Chi Minh City, becoming a pilot model for other localities to approach, research, and apply.

Official document No. 3139/VP-VX dated 17 March 2017 of the Chairman of Ho Chi Minh City People's Committee on leading and directing the implementation of Circular No. 19-TB/TW of the Secretariat on continuing to implement Directive No. 42-CT/TW dated 25 August 2004 of the Central Party Secretariat on Improving the comprehensive quality of publishing activities.

Based on the contents of direction, orientation, and the process of implementation organization, the Department of Information and Communications of Ho Chi Minh City has proactively advised on the development of specific programs such as the plan to organize the annual Lunar New Year Book Street Festival (since 2010); Plan to organize Vietnamese Book Day - 21 April (since 2014); Plan to coordinate the construction of Ho Chi Minh City Book Street (since 2016); Plan to develop the printing industry in Ho Chi Minh City in 2020-2025; Plan to organize the Children's Book Festival (in 2019, 2020 and 2022); Develop and implement the Children's Book Award Project; Plan to provide and equip books for communes, wards and townships in Ho Chi Minh City.

Especially, the Department of Information and Communications of Ho Chi Minh City is researching and building the reading culture of Ho Chi Minh City to become a domestic and international brand, aiming to be recognized by the world under the title "World Book Capital". This is an important condition for Ho Chi Minh City to spread the great values of reading culture to the whole country.

The Department of Information and Communications of Ho Chi Minh City proactively coordinates with departments, branches, sectors, and mass organizations to organize book programs for children, book awards for children that Ho Chi Minh City is interested in and develops, along with developing a reading culture in difficult areas, providing and equipping books for communes and townships in 05 suburban districts and provinces with difficult economic conditions. Along with that, Ho Chi Minh City also coordinates with the Representative Office of the Southern Publishing Association to participate in sharing the Book Street model for provinces in the Southeast and Southwest regions.

The survey results showed that managers agreed that the state had many policies to develop the publishing industry (Mean = 3.78; SD = 0.780), with more than four-fifths (83.3%) of managers agreeing/highly agreeing with this judgment. On the other hand, according to the general evaluation of leaders and employees of publishing houses, enterprises, and individuals participating in the fields of printing, publishing, and distribution, the implementation of policies

for publishing activities is currently at a good level (Mean = 3.61; SD = 1.140). The majority (86.0%) of leaders and employees of publishing houses, enterprises, and individuals participating in the fields of printing, publishing, and distribution evaluated this implementation as a good level or more.

### **Consulting on the development of laws and implementation of laws on publishing activities**

From 2013 to 2022, the Department of Information and Communications of Ho Chi Minh City directly developed documents with comments and recommendations through the People's Committee of Ho Chi Minh City to report to the Prime Minister and the Minister of Information and Communications to amend, supplement and perfect legal regulations on the fields of publishing, printing, and distribution, contributing to removing difficulties and obstacles in the process of state management of publishing activities in the country in general and under the authority of Ho Chi Minh City in particular, to create favorable conditions and mechanisms for publishing houses, enterprises, organizations and individuals to contribute to the development of the Publishing Industry. Typically: Report on the results of 07 years of implementing the Publishing Law (2013-2020) and 10 years of implementing the Publishing Law (2013-2022). Through the activities of preliminary summing-up and final reports, the specialized agency has assessed the current status, limitations, and difficulties and proposed, and recommended the construction of a new Publishing Law that is more suitable to practical requirements.

Along with advisory work, under the direct direction of the Chairman of the People's Committee of Ho Chi Minh City, Department of Information and Communications of Ho Chi Minh City has proactively deployed, applied and guided relevant agencies, enterprises and individuals on the contents of documents such as: Decree No. 119/2020/ND-CP dated 07 October 2020 of the Government regulating the penalty of administrative violations in press activities and publishing activities; Decree 18/2014/ND-CP dated 14 March 2014 of the Government regulating the royalty regime in the press and publishing fields; Circular No. 01/2020/TT-BTTTT dated 07 February 2020 of the Minister of Information and Communications guiding the Publishing Law and Decree No. 195/2013/ND-CP guiding the Publishing Law issued by the Ministry of Information and Communications; Circular No. 43/2020/TT-BTC regulating the collection and payment levels of fees for assessing the content of non-business documents to grant publishing licenses, fees for granting licenses to import non-business publications, fees for registering to import publications for business purposes issued by the Minister of Finance...; consolidated Document 07/VBHN-BTTTT dated 20 July 2022 of the Minister of Information and Communications on consolidating the Decree regulating the penalty of administrative violations in press activities, publishing activities and printing activities of products other than publications; Circular 32/2021/TT-BTTTT dated 31 December 2022 of the Minister of Information and Communications on guiding the implementation of publications using the state budget; Circular No. 42/2020/TT-BTTTT dated 31 December 2020 of the Minister of Information and Communications on promulgating economic - technical norms for publishing activities; Circular No. 214/2016/TT-BTC dated 10 November 2016 of the Minister of Information and Communications regulating the collection levels, regimes of collection, payment, management and use of fees for assessing the content of non-business documents to grant publishing licenses, fees for granting licenses to import non-business publications and fees for registering the import of publications for business issued by the Minister of Finance,...

As the role of an agency presiding, in charge of state management of publishing activities, the

Department of Information and Communications of Ho Chi Minh City has issued more than 2,518 documents with content guiding the implementation of the 2012 Publishing Law and related laws such as: regulations on copyright, intellectual property rights under Berne Convention, the 2005 Intellectual Property Law (amended, supplemented in 2009, 2019, 2022) and related legal documents such as: Promulgating Plan No. 340/KH-STTTT dated 7 March 2019 on coordinating the meeting on publishing and periodic information in the direction and management of publishing activities in Ho Chi Minh City and Plan No. 385/KH-STTTT dated 13 March 2019 on organizing Conference on state management of printing activities; Developing and promulgating Notice No. 58/TB-STTTT dated 12 June 2019 on coordinating the review, inspection and recovery of publications; Plan 163/KH-STTTT on organizing regular meetings and information on publishing activities; Instruction 470/HD-STTTT on publishing non-business documents; Guidance notice No. 85/TB-STTTT on guiding the implementation of administrative procedures in the fields of publishing, printing and distribution, notice on updating newly issued legal documents, guidance on removing difficulties and obstacles in handling administrative procedures.

The survey results showed that in general, state management officials agreed that legal regulations have ensured effectiveness and efficiency (Mean = 3.68; SD = 0.870) and that the law on publishing ensured consistency with other laws (Mean = 3.86; SD = 0.702) (see Table 1). Nearly three-quarters (73.3%) of managing cadres agreed/strongly agreed with the judgment that legal regulations have ensured effectiveness and efficiency; and the proportion of managing cadres who agreed/strongly agreed with the judgment that the publishing law ensured consistency with other laws was up to more than four-fifths (83.4%).

**Table 1. Descriptive statistics on the law implementation process**

<b>Item</b>	<b>N</b>	<b>Min</b>	<b>Max</b>	<b>Mean</b>	<b>SD</b>
Legal regulations ensured effectiveness and efficiency	120	1.00	5.00	3.68	0.870
Publishing law ensured consistency with other laws	120	1.00	5.00	3.86	0.702

Thus, it can be seen that the typical criteria for law implementation are assessed at a fairly high level. However, specific measures are still needed to improve these assessment indicators in practice.

**Apparatus organization and training, professional improvement in publishing activities**

The apparatus organization of state management of publishing activities is specifically regulated by the 2012 Publishing Law, Decree No. 195/2013/ND-CP dated 21 November 2013 of the Prime Minister regulating in detail some articles and measures to implement the Publishing Law and other legal documents. Specifically:

**General competent authority**

Government: Based on the regulations in the 2013 Constitution (National Assembly of the Socialist Republic of Vietnam, 2013), Article 94 regulates: “The Government is the highest state administrative body of the Socialist Republic of Vietnam, exercising executive power, and is the executive body of the National Assembly” and Article 96 regulates: “The Government agrees to manage the national administration”, Clause 2, Article 6, the 2012 Publishing Law (National

Assembly of the Socialist Republic of Vietnam, 2012) regulates on the implementation of state management of publishing activities: “The Government agrees to the state management of publishing activities nationwide”. Thus, the Government agrees with the state management of publishing activities nationwide and directs the ministries, ministerial-level agencies related to publishing activities, and provincial People’s Committees.

The People’s Committee of Ho Chi Minh City is responsible for the state management of publishing activities, following the principles of both sectoral and territorial management. The guidelines for the implementation of state management in publishing by the People’s Committee are outlined in Article 4 of Consolidated Document No. 04/VBHN-BTTTT, dated December 17, 2018, issued by the Minister of Information and Communications. This document details specific articles and measures for enforcing the Publishing Law.

### **Separate Competent Authority**

**Ministry of Information and Communications:** This government agency oversees the implementation of state management functions related to publishing, as outlined in Article 6 of the 2012 Publishing Law and Article 2 of the consolidated Document No. 04/VBHN-BTTTT, issued by the Minister of Information and Communications on December 17, 2018. Specifically, the Ministry manages all aspects of state oversight for publishing activities nationwide, including professional and temporary publishing carried out by central agencies and organizations under its management. The Ministry assigns the Publication, Printing, and Distribution Authority to assist in fulfilling these state management functions, providing consultancy, and addressing tasks within the Authority's scope. The Ministry's authority in the field of publishing is defined in Clause 6, Article 2 of Decree No. 48/2022/ND-CP, dated July 26, 2022, from the Prime Minister, which details the Ministry's functions, tasks, powers, and organizational structure. Additionally, various other state agencies contribute to the management of publishing activities according to their respective functions and responsibilities. These agencies include the Ministry of Culture, Sports and Tourism, the Ministry of Public Security, the Ministry of Industry and Trade, the Ministry of Natural Resources and Environment, the Ministry of Planning and Investment, and the Ministry of Finance.

The Department of Information and Communications of Ho Chi Minh City serves as a professional agency for the People's Committee of Ho Chi Minh City. It assists the Chairman of the People's Committee in the state management of publishing activities following legal regulations. This department falls directly under the management of the People's Committee of Ho Chi Minh City and is also subject to the vertical sectoral management of the Ministry of Information and Communications. The Department of Information and Communications is accountable to the People's Committee for the state management of publishing activities. Additionally, several other agencies participate in the state management of publishing activities in Ho Chi Minh City, including the Public Security of Ho Chi Minh City, the Department of Culture and Sports, the Department of Tourism, the Department of Finance, the Department of Industry and Trade, the Department of Natural Resources and Environment, and the Department of Planning and Investment.

Recently, the Department of Information and Communications in Ho Chi Minh City has carried out its functions and responsibilities by Clause 5, Article 2 of Circular No. 11/2022/TT-BTTTT, dated July 29, 2022. This circular, issued by the Minister of Information and Communications, outlines the functions, tasks, and powers of the Department of Information and Communications

under the Provincial People’s Committee, as well as the Department of Culture and Information under the District People’s Committee.

The Office of Publication, Printing, and Distribution, which operates under the Department of Information and Communications of Ho Chi Minh City, is a unique unit compared to the provincial-level administrative offices found in other localities, where the equivalent is referred to as the Office of Press, Publishing, and Communications. This office is responsible for advising and assisting the Department Director in managing state affairs related to publishing activities in Ho Chi Minh City.

The Office of Culture and Information, which is part of the District People’s Committee, has the role of advising and supporting the District People’s Committee in state management concerning various sectors, including press, publishing, printing, distribution, radio, electronic information, grassroots information, external information, postal services, telecommunications, information technology, and digital transformation. These responsibilities are outlined in Article 3 of Circular No. 11/2022/TT-BTTTT, dated July 29, 2022, from the Ministry of Information and Communications.

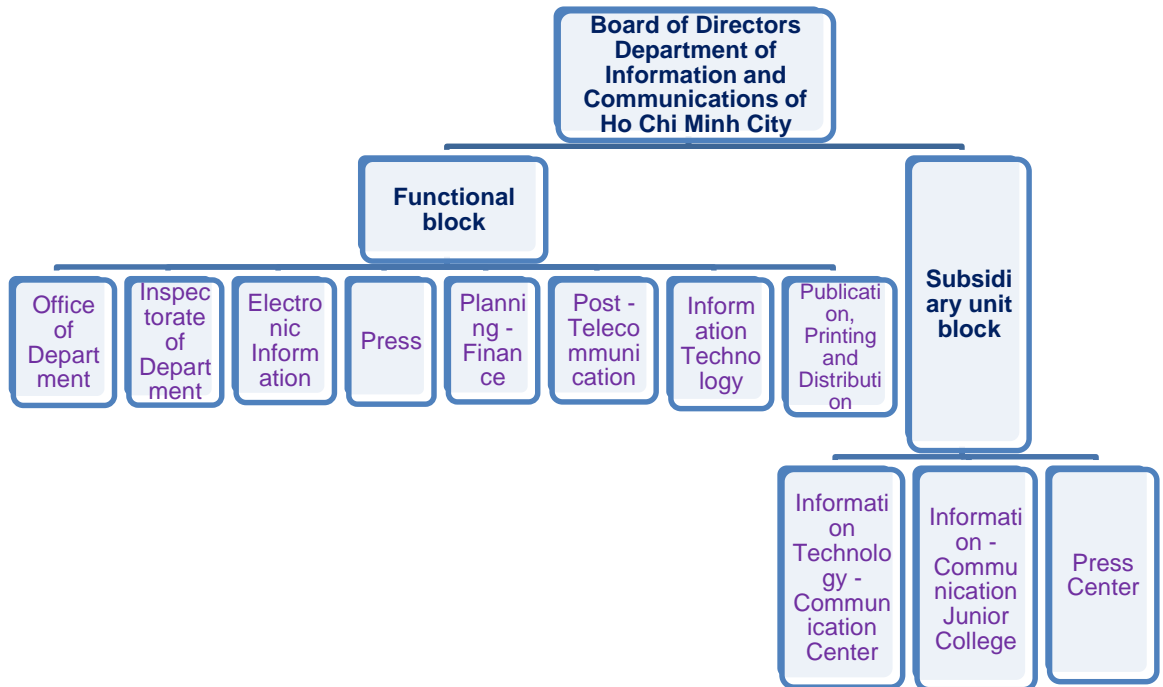
The current organizational model for state management of publishing activities related to Ho Chi Minh City is illustrated in Diagram 1. Additionally, Diagram 2 outlines the organizational structure of the Department of Information and Communications of Ho Chi Minh City.

**Diagram 1. Current organization model of the state management of publishing activities in Ho Chi Minh City**



Source: Summary of the author

**Diagram 2. The organizational structure of the Department of Information and Communications in Ho Chi Minh City**



Source: Summary of the author

Table 2 below is the descriptive statistics of the managers' evaluation of the organizational structure of the state management apparatus for publishing activities. According to the general evaluation, the managers agreed that the organizational structure of the management apparatus of publishing activities is streamlined and scientific (Mean = 3.75; SD = 0.791) and that management decentralization is appropriate (Mean = 3.46; SD = 0.925). The proportion of managers who agreed/highly agreed with the above two judgments is high, more than three-quarters (77.5%) and nearly two-thirds (60.8%), respectively.

**Table 2. Descriptive statistics of the organizational structure of the state management apparatus for publishing activities**

Item	N	Min	Max	Mean	SD
The organizational structure of the management apparatus of publishing activities is streamlined and scientific	120	1	5	3.75	0.791
The current decentralization of state management is appropriate	120	1	5	3.46	0.925

**Coordination of state management of publishing activities**

Based on functions, tasks, and powers, the Department of Information and Communications of Ho Chi Minh City proactively coordinates with units to conduct state management of publishing activities in the area, specifically as follows:

The Department of Information and Communications coordinates with the Public Security of Ho Chi Minh City to grasp information, security, and order situations related to publishing activities; coordinates in ensuring security and order at major events related to publishing activities such as Lunar New Year Book Street, Book Festival, exhibitions, etc.; coordinates in inspecting and examining printing establishments to comply with legal regulations, appraising the content of publications that violate the law and violate the copyright; issuing Certificates of eligibility for security and order in the business of printing field; propagandizing on fire prevention, fire fighting, and environmental security.

The Department of Information and Communications coordinates with the Department of Finance to study and develop mechanisms and policies for enterprises participating in publishing activities, especially printing enterprises participating in the supporting industry group. From there, propose the People's Council of Ho Chi Minh City to issue Resolution No. 16/2018/NQ-HDND dated 08 October 2018 on stimulating investment in the supporting industry field, supporting loans for printing enterprises.

The Department of Information and Communications works in collaboration with the Department of Culture and Sports, the Department of Tourism, the Vietnam Publishing Association, the Department of Education and Training, the Ho Chi Minh City Youth Union, as well as various academies and universities. Together, they aim to promote reading culture by organizing seminars and discussion programs. They also focus on protecting the rights of organizations and individuals involved in publishing activities, and they engage in international cooperation in the fields of publishing, printing, and distribution.

The Department of Information and Communications is working with the Department of Planning and Investment to further develop and finalize the plan for publishing, printing, and distributing publications in the city until 2030. This effort aligns with Decision No. 3978/QĐ-UBND, dated August 13, 2015, from the Chairman of the People's Committee of Ho Chi Minh City, which approves the list of planning projects aimed at developing industries, sectors, and key products in the city.

The Department of Information and Communications is collaborating with the Department of Science and Technology to manage and implement scientific projects and initiatives related to publishing activities. This collaboration currently emphasizes projects focused on applying printing technology.

The Department of Information and Communications coordinates with the Ho Chi Minh City Customs Department to carry out administrative procedures for "Issuing licenses to import non-business publications" and procedures for "Issuing licenses to print, process publications for foreign countries", inspecting the activities of import and export of publications, and printing, processing publications for foreign countries. Actively preventing and combating illegal activities of import and export of publications across the border.

The Department of Information and Communications collaborates with the Interdisciplinary



Team for Anti-Illegal Printing to inspect, verify, and address violations of the law concerning illegal printing and distribution of prohibited publications in the region.

Table 3 below is descriptive statistics on the coordination of state management of publishing activities. Accordingly, managing cadres agreed that the coordination between state management agencies is currently unified, synchronous, and smooth (Mean = 3.69; SD = 0.786). Nearly four-fifths (79.2%) of managers agreed/strongly agreed with the above judgment.

**Table 3. Descriptive statistics on the coordination of state management of publishing activities**

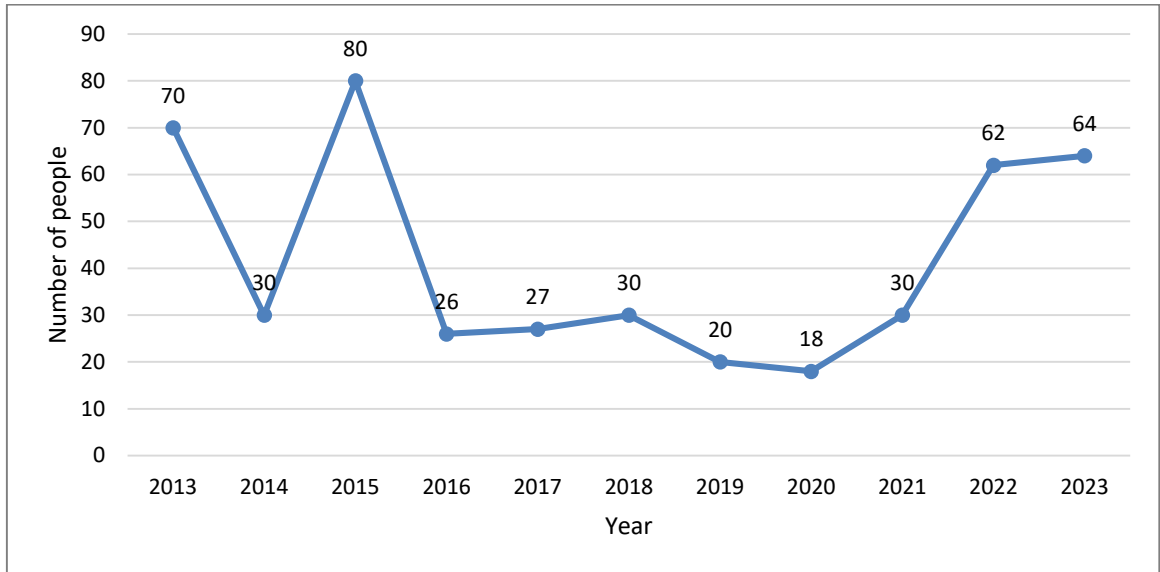
Item	N	Min	Max	Mean	SD
The coordination among state management agencies is currently unified, synchronous, and smooth	120	1	5	3.69	0.786

### **Organizational structure and personnel situation**

The Department of Information and Communications of Ho Chi Minh City currently has 181 public servants, officials, and employees, while the Office of Publication, Printing, and Distribution has 07 people. Currently, the cadres and public servants of the Office of Publication, Printing, and Distribution in terms of quantity only meet the basic requirements for performing tasks, in terms of professional expertise, it is necessary to organize improvement and perfection to meet the work demand. The work of developing a team of state managing cadres for publishing activities, including: Reviewing, planning, and implementing regimes and policies; organizing political and ideological education, training, and professional improvement to serve the management of publishing activities for the team of staff, public servants, and officials.

### **For training and improvement**

The Department of Information and Communications of Ho Chi Minh City regularly organizes activities in coordination with training institutions to focus on training and improvement for cadres, public servants, and permanent editors in politics, professional expertise, and working skills. Through a survey at Ho Chi Minh City University of Culture, from 2013 to 2023, the university organized 16 short-term training courses with more than 800 participants, enrolling and training 457 Bachelors of Publishing Business (see Figure 1).



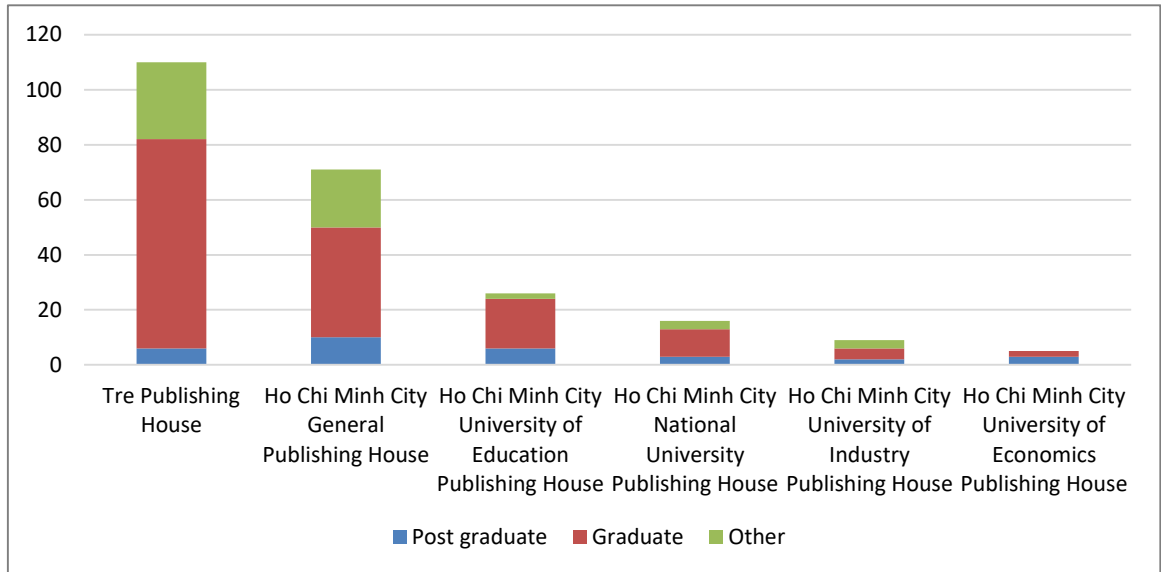
**Figure 1. Quantity of students who have been and are being trained in the Bachelor of Publication Business at Ho Chi Minh City University of Culture in the period of 2013-2023**

*Source: Author’s survey from Ho Chi Minh City University of Culture*

The Department of Information and Communications of Ho Chi Minh City is dedicated to developing a team of leaders, staff, and key editors at publishing houses. They focus on organizing training courses to enhance awareness, political knowledge, legal understanding, and management skills related to publishing operations. Specifically, the department collaborates with the Department of Propaganda and Training of the City Party Committee to implement Directive No. 16-CT/TU, dated June 1, 2004, which aims to promote the development of the Party and the training of reporters and editors within the press and publishing system of Ho Chi Minh City. Additionally, to ensure the effective planning, training, and elevation of the leadership team at publishing houses, the Department of Information and Communications has proactively suggested to the Department of Propaganda and Training of the Ho Chi Minh City Party Committee the organization of an intermediate political theory course for reporters and editors in the city’s press and publishing agencies.

The current team of leaders, staff, and employees at publishing houses meets the established requirements and goals. The number of leaders, staff, and employees varies based on the needs of publishing activities and the specific organizational structure and operational mechanisms of each publishing house. In practice, while some publishing houses employ a large number of leaders and staff—such as Tre Publishing House with 110 employees and Ho Chi Minh City General Publishing House with 71 employees—others have a smaller workforce. For instance, Ho Chi Minh City University of Industry Publishing House has 9 employees, and Ho Chi Minh City Economic Publishing House has 5. Additionally, publishing houses affiliated with universities and colleges benefit from a diverse and talented group of part-time editors who contribute to publications in both natural sciences and social sciences. According to the general

assessment of the managers, leaders, and editors have been trained and fostered according to the regulated standards (Mean = 3.77; SD = 0.817) and the expertise of the managing cadres has been improved (Mean = 3.92; SD = 0.805) (see Table 4), with the majority (83.4%) of survey participants agreeing/highly agreeing with this judgment.



**Figure 2. Quantity of leaders, staff, and employees of publishing houses in Ho Chi Minh City by training qualification**

*Source: Author’s summary from publishing houses in Ho Chi Minh City*

**Table 4. Descriptive statistics on the expertise of the team**

Item	N	Min	Max	Mean	SD
Leaders and editors have been trained and fostered according to regulated standards	120	1	5	3.77	0.817
The expertise of managers has been improved	120	1	5	3.92	0.805

**Performing administrative procedures in publishing activities**

Based on the assignment and decentralization of implementing administrative procedures, the Publication, Printing and Distribution Authority has the authority to perform the following administrative procedures:

In the publishing sector, the following activities are conducted:

- a/ Issuing licenses for the establishment of representative offices of foreign publishing houses.

- b/ Reissuing licenses for representative offices of foreign publishing houses in Vietnam.
- c/ Extending licenses for the establishment of representative offices of foreign publishing houses.
- d/ Adjusting and supplementing information on licenses for establishing representative offices of foreign publishing houses in Vietnam.
- e/ Approving the appointment of the general director (or director) and the editor-in-chief of publishing houses.
- f/ Approving the dismissal or removal of the general director (or director) and the editor-in-chief of publishing houses.
- g/ Issuing confirmations of publishing registration.
- h/ Issuing licenses for the publication of non-business documents.
- i/ Registering the activities related to publishing and distributing electronic publications.
- j/ Issuing licenses for the establishment of publishing houses.
- k/ Issuing changes to licenses for the establishment of publishing houses.
- l/ Issuing certificates for editing practice.
- m/ Reissuing certificates for editing practice in cases of revocation.
- n/ Reissuing certificates for editing practice in cases of loss or damage.

For the printing field, including Issuance of printing operation license; Re-issuance of printing operation license; Registration of operation of printing establishment; Change of information of operation registration of printing establishment; Issuance of printing equipment import license; Issuance of publication printing operation license; Re-issuance of publication printing operation license; Issuance for change of publication printing operation license; Issuance of license for printing and processing publications for foreign countries.

For the distribution field, including: Issuance of publication import business license; Re-issuance of publication import business license; Registration of publication distribution activities; Issuance of confirmation of registration of imported publication list for business; Issuance of non-business publication import license; Issuance of license to organize exhibitions and fairs for publications.

Specifically, from 2013 to 2022, the Publication, Printing, and Distribution Authority issued licenses to a total of 42,462 registered publications, of which 30,359 publications were recorded as having been deposited. For 03 publishing houses directly under Ho Chi Minh City, the total number of registered publications was 28,832, and 22,112 publications were deposited. On average, Ho Chi Minh City publishes about 02 million copies of books each year, with a growth rate of about 10%/year.

Ho Chi Minh City has built an electronic information portal system to serve the implementation of online public services in aspects of publishing, printing, and distribution at levels 3 and level 4, allowing the reception, processing, and return of results as well as look-up of the status of processing records in the fields of publishing, printing, and distribution, ensuring quickness and convenience for people and state management agencies to store and exploit data more scientifically. The process of implementing administrative procedures is carried out on

www.dichvucong.hochiminhcity.gov.vn, specifically with the following 14 procedures: Issuing import licenses for non-business publications (publications must be appraised); Issuing for change of licenses of publication printing activities; Issuing printing activity licenses; Re-issuing printing activity licenses; Re-issuing publication printing activity licenses; Registering publication distribution activities; Issuing publication printing activity licenses; Issuing licenses for printing and processing publications for foreign organizations and individuals; Issuing licenses for importing non-business publications; Issuing licenses for publishing non-business documents; Issuing licenses for publication exhibition and fair activities; Re-registering publication distribution activities; Changing information on operation registration of printing establishments; Confirming operation registration of printing establishments (Department of Information and Communications of Ho Chi Minh City, 2023).

Specifically, in the past 10 years, the Department of Information and Communications of Ho Chi Minh City has issued licenses for importing non-business publications for over 100 million copies of publications; Issuing licenses for publishing non-business documents for over 150 million copies of publications, and groups of licenses and confirmation of operation registration for printing and processing of printing publications for foreign countries. Which, the appraisal and licensing of non-business publication import procedures are carried out on average for about 120,000 licenses for enterprises, agencies, organizations, and individuals in Ho Chi Minh City.

**Table 5. Descriptive statistics on the implementation of administrative procedures**

Item	N	Min	Max	Mean	SD
Administrative procedures in publishing organizations have been improved well	120	1	5	3.57	1.186
The application of information technology in administrative procedures on publishing has been organized efficiently	120	1	5	3.63	1.153

The survey results show that managing cadres agree that administrative procedures in publishing organizations have been improved (Mean = 3.57; SD = 1.186), with more than three-quarters (77.5%) of managers agreeing/highly agreeing with this judgment, and that the application of information technology in administrative procedures for publishing has been organized efficiently (Mean = 3.63; SD = 1.153), with four-fifths (80.0%) of managers agreeing/highly agreeing with this judgment (see Table 5). However, a significant number of managers are still not satisfied with the implementation process of procedures in publishing activities.

### **Organizing propaganda and dissemination of laws; information, report, statistics, emulation, reward; selection and awarding in publishing activities**

With the specialized role, the Department of Information and Communications has directly organized and coordinated the organization of propaganda and dissemination of the Publishing Law and legal documents related to publishing activities from 02 to 03 times/year; Propaganda publications (leaflets, brochures, streamers, posters, etc.); Post on the unit's electronic information page, at the agency's headquarters, issue documents (official documents, notices,

instructions sent to units, etc.). From 2013 to December 2022, Thu Duc city and districts have proactively done well the propaganda work, ensuring effectiveness and efficiency when implementing the Publishing Law and related legal documents, specifically: Radio broadcasting activities with 6,619,140 times; Organizing conferences to grasp thoroughly legal documents with nearly 130 times; Non-business documents with more than 5,142 publications; Newsletters at the unit, electronic information pages and social networks (Facebook, Zalo...) on average more than 29,960 visits/day (Department of Information and Communications of Ho Chi Minh City, 2023).

Ho Chi Minh City implemented the information work and periodic and sudden reporting according to the regulations and requirements of the Ministry of Information and Communications, Publication, Printing and Distribution Authority. Based on the regulations, the Chairman of the People's Committee of Ho Chi Minh City requested departments, branches, sectors, cities, and districts to review the regulations on the implementation of the reporting regime to send to the People's Committee of Ho Chi Minh City according to the assigned fields on publishing activities and strictly comply with the information and reporting regime according to the regulations. Besides, the Department of Information and Communications identified press agencies, Vietnam Publishing Association (Southern representative office in Ho Chi Minh City), Ho Chi Minh City Printing Association, the People's Committee of Thu Duc City, and districts as the extended arms of the City Party Committee and the People's Committee of Ho Chi Minh City in deploying, thoroughly grasping, organizing implementation and informing, propagating legal documents to publishing houses and agencies, enterprises participating in publishing, as well as authors and readers.

In the emulation and reward work, Ho Chi Minh City recognized and highly appreciated the dedication and contribution of publishing houses and enterprises participating in publishing to the overall development of Ho Chi Minh City, the rewards were associated with major events of the Publishing Industry such as: Summary of 5 years of Vietnamese Book Day, summary of 10 years of the Lunar New Year Book Street Festival, summary of 10 years, 15 years of the City Book Fair, summary of Directive 42-CT/TW on improving the comprehensive quality of publishing activities... The Department of Information and Communications coordinates with the Department of Propaganda and Training of the City Party Committee to organize rewards and honor quality works with positive spreading values in the social community, thereby continuing to select excellent works to participate in major awards organized by agencies, departments, and branches at the Central level.

The Department of Information and Communications of Ho Chi Minh City in coordination with the Department of Propaganda and Training of the City Party Committee directed the publishing houses of Ho Chi Minh City to select valuable publications to participate in the awards to honor quality works with positive spreading value in the social community, to encourage and motivate the whole society to participate in publishing activities to preserve, maintain and promoting the unique cultural values of Vietnamese nation. In which, the Department of Information and Communications urgently researched the criteria for the World Book Capital and proposed to become the World Book Capital of UNESCO in the coming time. At the same time, complete the regulations and implement the Ho Chi Minh City Children's Book Award to encourage, promote, and honor typical authors and books of the locality.

Reading culture in Ho Chi Minh City is strongly promoted through the library system with 1,509

libraries, of which 24 libraries are managed by the District Cultural Center; 322 libraries at ward and commune levels; 1,158 school libraries (Department of Information and Communications of Ho Chi Minh City 2023).

### **Inspection, checking, settlement of complaints, denunciations, and handling of violations of the law in publishing activities**

Along with the activities of inspection and handling of administrative violations by the Inspectorate of the Ministry of Information and Communications against publishing houses and enterprises participating in publishing activities in Ho Chi Minh City, the inspection, checking, settlement of complaints and denunciations and handling of violations of the law in publishing activities were proactively and coordinated to organize regularly, professionally, scientifically by the Inspectorate of the Department of Information and Communications of Ho Chi Minh City, in which there was the participation of units such as: Ho Chi Minh City Public Security, Department of Culture and Sports, Ho Chi Minh City Interdisciplinary Team for Anti-Illegal Printing. Along with that, the People's Committee of Ho Chi Minh City has established an Interdisciplinary Inspection force in the fields of culture, information, and prevention of social evils in Ho Chi Minh City (referred to as the Interdisciplinary Inspection force of culture and society) to conduct inspections and determine the acts of violations of the law in cultural and social activities, including information and communication activities. Inspection activities were implemented in the forms of planned inspections, regular inspections, and sudden inspections. Specifically, the Inspectorate of the Department of Information and Communications has: proactively developed an inspection plan and submitted it to the competent level for approval annually; conducted sudden inspections when detecting agencies, organizations, and individuals with signs of violating the law in the fields of publishing, printing and distribution, according to the requirements of the settlement of complaints and denunciations or assignment of the head of a competent state management agency; regularly conducted inspections based on the assigned functions and tasks of performing specialized inspection functions. After the inspection, the Department of Information and Communications Inspectorate has announced the inspection conclusions in the press and electronic information portals to demonstrate the objectivity, transparency and strictness of the law during the inspection process and to properly handle violations of publishing houses and enterprises participating in publishing, if any.

Summary of 10 years (2013-2022), the Inspectorate of the Department of Information and Communications has inspected and checked more than 200 organizations and individuals, fined more than 60 cases of administrative violations with a total fine of about 1.2 billion VND. Through inspection and checking activities, the Department of Information and Communications of Ho Chi Minh City discovered the acts of violations of the law as follows: (i) The Board of Directors of publishing houses and enterprises participating in publishing activities did not properly implemented the requirements and operating conditions in accordance with the regulations of the law; (ii) The content of publications provided false information, distorted history, spread superstition, promoted a degenerate, corrupt, pragmatic lifestyle, contrary to Vietnamese customs and culture; (iii) During the publishing process, organizations and individuals intentionally distorted the content of manuscripts, swapped manuscripts, violated copyright, and caused copyright disputes; (iv) Organizing activities of printing publications, printing documents that do not comply with the registered license in terms of quantity, design, content; illegal printing, counterfeit printing, copy connection printing; (v) Activities of organizations and individuals advertising, trading in fake publications on electronic trading

floors, online business, via social networks such as Facebook, YouTube, TikTok (including printed books, audiobooks and e-books),... violating copyright causing economic damage to enterprises, authors and the state budget, affecting the reputation of publishing houses and true enterprises.

According to the evaluation of managing cadres, the inspection, checking, settlement of complaints, denunciations, and handling of violations of the law in publishing activities have always been proactive by management agencies (Mean = 3.59; SD = 0.794) and acts of violations of the law have been handled promptly (Mean = 3.85; SD = 0.816) (see Table 6). The proportion of managing cadres who agreed/strongly agreed with the above two judgments was 68.3% and 82.5%, respectively.

**Table 6. Descriptive statistics on inspection, checking, and handling of law violations in publishing activities**

Item	N	Min	Max	Mean	SD
State management agencies were always proactive in inspecting, checking, and handling acts of violations of the law in publishing activities	120	1	5	3.59	0.794
Acts of violations of the law were handled promptly	120	1	5	3.85	0.816

**Management of scientific research, technology application, and international cooperation in publishing activities**

**Management of scientific research, technology application**

For activities of scientific research and technology application in publishing activities, Ho Chi Minh City has proactively researched and directly applied technology to publishing activities such as building and operating software to meet the regular and continuous demand of importing non-business publications for 05 groups of companies and corporations belonging to the Asia-Pacific Shipping Association (DHL, C30, TNT, Fedex, UPS). The application of information technology in processing and resolving the demand of importing large quantities of publications of enterprises in the past time has shown its efficiency in receiving, classifying, appraising, and returning results, saving time and costs. For state management, Ho Chi Minh City has efficiently organized the application of information technology in implementing electronic administrative procedures on the online public service Portal.

The Department of Information and Communications of Ho Chi Minh City presided over organizing seminars, workshops, conferences, and survey teams related to the contents of publishing activities to mobilize and summarize comments from experts, publishing houses, local state management agencies, and enterprises operating in the fields of publishing, printing, and distribution, and completed draft programs, long-term plans, industry development projects, regulations, rules, and publishing planning in Ho Chi Minh City, specifically: Workshop “Ordering publications using the state budget” held in December 2019; Seminar “Connecting and expanding the printing and processing of publications for foreign countries in Ho Chi Minh



City” held in September 2019; Seminar “Digital transformation - Solutions for connecting and promoting products of printing sector in Ho Chi Minh City during the economic recovery period” held in September 2022. Along with that, a series of seminars and discussions related to developing reading culture and developing publishing activities in Ho Chi Minh City were also held such as: Survey to learn about “Belief - reading habits of young people in Ho Chi Minh City”; Discussion on the topic “Volunteer reading promotion activities: current status and solutions”; Discussion: “What to do to form reading habits for children”; Discussion: “How does reading habit contribute to shaping pupils’ personality?”; Discussion “What to do to make Book Street, Book Road become cultural addresses of the city?”; Discussion: “Solutions to coordinate to promote the development of reading culture for pupils in schools and at Ho Chi Minh City Book Street”; Discussion: "Reading culture - Opportunities, challenges and recommendations"; Discussion: “Bookcases for children in the family - Why not?”; Workshop: “Developing a reading culture in enterprises”.

### **International Cooperation**

International cooperation has become a decisive trend in the Vietnamese Publishing Industry in general and Ho Chi Minh City in particular. Based on the international integration strategies on culture, the process of international cooperation in publishing has contributed to promoting national cultural values and promoting economic, social, scientific, and technological potentials; at the same time, creating conditions for the public to access advanced cultural and scientific values of all mankind.

In line with Decision No. 1486/QĐ-TTg, dated November 6, 2018, issued by the Prime Minister regarding the external information plan for 2018-2020, the Department of Information and Communications has collaborated with various functional units to enhance foreign affairs. This includes promoting notable publications about the culture, people, places, socio-economic development, and investment environment of Ho Chi Minh City to an international audience. The Department has continued to facilitate connections between domestic enterprises and five representative offices of foreign publishing houses. This cooperation aims to promote investment, explore manuscript possibilities, and improve the quality of publications. Additionally, it ensures that these representative offices operate within a legal framework during a time of deep international integration, particularly in compliance with Decree No. 150/2018/ND-CP, dated November 7, 2018, issued by the Prime Minister. This decree amended several regulations related to investment, business conditions, and administrative procedures in the field of information and communications, simplifying the requirements for establishing representative offices in Vietnam for foreign publishing houses and organizations by eliminating the prior need for a designated location for the office's headquarters.

In recent times, the People’s Committee of Ho Chi Minh City has instructed the Department of Information and Communications to enhance international cooperation, exchange, and promotional activities in the fields of publishing, printing, and distribution within the city. This effort is in collaboration with the Publishing Association and the Printing Association, and it has directed two publishing houses in Ho Chi Minh City to actively participate in international book fairs and exhibitions, as well as to establish cooperation agreements with countries around the world. The Department of Information and Communications, along with other local departments—including Culture and Sports, Foreign Affairs, Education and Training, Tourism—and the Ho Chi Minh City Youth Union, have coordinated with the Consulates General of the

United States, Russia, Canada, and several Western European countries to organize a variety of international activities and events in the city. Notable events include book fairs such as European Literature Days, Russian Book Week, Japanese Book and Culture Week, and Manga Book Week...

At the same time, through the consular activities of countries in Ho Chi Minh City, sponsorship programs: Copyright purchase, translation, and printing were implemented quite diversely to promote propaganda and Vietnamese culture. Especially, enhancing international cooperation activities in managing enterprises participating in the field of printing publications, creating favorable mechanisms for domestic enterprises to cooperate in printing and processing with enterprises in countries such as the United States, Japan, Korea, Singapore, and Thailand with about 100 contracts/year, mainly publications such as Foreign language books, handbooks, calendars, pictures, etc.

The People's Committee of Ho Chi Minh City has directed the organization of various events such as exhibitions, displays, and book introductions at Ho Chi Minh City Book Street, the Lunar New Year Book Street Festival, the Ho Chi Minh City Book Fair, and Book Week. These initiatives aim to attract international organizations, publishing houses, experts, scientists, and foreign tourists to participate in publishing activities. Additionally, the People's Committee has collaborated with the Japan Publishing Association and the Vietnam Publishing Association to successfully organize the Japan-Vietnam Book Copyright Association in 2017; coordinated with the Publishing Industry Promotion Agency, the Ministry of Culture, Sports and Tourism of Korea to organize "Korea Book Copyright Association" (2018) in Ho Chi Minh City; sent publishing houses to participate in presenting on the topic "Peace - Power from Books" in "Autumn Book Forum" (2018) in Korea; attended "International Children's Content Right Fair" in Chiang Mai, Thailand (2018); coordinated with the Agency for Promotion and Foreign Trade and Foreign Investment of the Kingdom of Belgium to organize the Exhibition Week: "Wallonie - Brussels/Vietnam - Brilliantly Developing Literary Cooperation" (2019); coordinated with the European Union Delegation to organize the European Literary Book Week at Nguyen Van Binh Book Street (2019); attended the Annual Conference of ABPA, the International Conference on Education and Indonesia International Book Fair held in Jakarta, Indonesia (2019).

Especially, the delegation from Ho Chi Minh City attended the Saint Petersburg International Book Fair in Russia. Their booth welcomed over 500 international delegates and presented 500 books to the Vietnamese community in Saint Petersburg. This effort contributed to promoting the image of Vietnam and its people, with a particular focus on Ho Chi Minh City. At the same time, this is an important material source to help the Vietnamese community in Russia research and study. Publishing houses strengthened the coordination with foreign organizations and individuals to enhance joint ventures and association activities, through exhibitions and book fairs to buy and sell copyrights of books and introduce Vietnam to educational and training institutions, scholars, and students.

## **Conclusion**

The study offers a comprehensive overview of the current state of governmental management of publishing activities in Ho Chi Minh City, Vietnam. While it highlights some successes, there are also notable limitations in how these publishing activities are managed. This situation calls for the management personnel to implement appropriate solutions to enhance the effectiveness of state management in this area.

One limitation of the study is its focus solely on the status of state management in Ho Chi Minh City. Future research could broaden the scope to provide a more complete picture of state management of publishing activities throughout Vietnam. Additionally, such studies could explore the various factors influencing this management work across the country.

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