

## **SUMMARY INFORMATION ON NEW FINDINGS OF THE DOCTORAL DISSERTATION**

**1. Dissertation Title:** *Place Brand Communication in Vietnam's External Affairs today*

**2. Major:** Public Relations

**3. Code:** 9320108

**4. Doctoral Candidate:** Tran Thu Thuy

**5. Supervisors:** Assoc. Prof. Dr. Pham Minh Son

Assoc. Prof. Dr. Le Hai Binh

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

**7. New findings of the dissertation:**

This dissertation has generated several findings of both theoretical and practical significance for the field of public relations, particularly in the study of place brand communication in relation to the external affairs of localities in Vietnam within the context of international integration.

First, the dissertation contributes to systematizing and further clarifying the theoretical foundations of place brand communication in external affairs. This includes an in-depth analysis of relevant concepts, characteristics, roles, and core contents of place brand communication in the context of international integration, digital transformation, and the evolving media environment. Building upon both domestic and international scholarship, the study initially elucidates the relationship between place brand communication activities and the enhancement of a locality's image, reputation, and attractiveness in its external engagement.

Second, the dissertation develops and empirically tests a research model to examine the relationship between place brand communication activities and the effectiveness of external affairs at the local level. The findings indicate that place brand image plays a mediating role in the relationship between communication activities and external affairs performance, thereby clarifying the mechanism through which brand communication influences the perceptions and evaluations of key stakeholder groups toward the locality.

Third, through surveys and empirical analysis conducted in several representative localities in Vietnam in recent years, the dissertation provides an

initial description and examination of the frequency, characteristics, and extent of implementation of place brand communication in the practice of external affairs. The findings offer empirical evidence that helps to more clearly identify the current situation, key achievements, as well as existing limitations and their underlying causes in place brand communication activities.

Fourth, the dissertation employs an integrated approach combining qualitative and quantitative research methods in communication studies, thereby contributing to methodological enrichment in the field of place brand communication research in Vietnam. The use of survey data across multiple localities, together with appropriate analytical techniques, provides a solid scientific basis for evaluating and interpreting the research issues.

Fifth, based on both theoretical and empirical findings, the dissertation proposes several orientations and groups of solutions aimed at enhancing the effectiveness of place brand communication in Vietnam's external affairs in the coming period. These recommendations may serve as useful references for the design and implementation of communication strategies, contributing to strengthening the image and positioning of localities in the context of international integration.

*Hanoi.....*

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