INFORMATION OF THE NEW CONTRIBUTIONS
OF THE THESIS

1. Opening summary
Thesis title: Culture and arts marketing of theatres in Hanoi
Major: Cultural studies
Major code: 62310640
Name of PhD student: Nguyen Thi Anh Quyen
Name of supervisors: 1. Asso. Prof. Dr. Phan Van Tu
                            2. Dr. Tran Dinh Ngon
Educational institution: Hanoi University of Culture

2. The Contents of summary information
   - In term of theory, the thesis has synthesized, analyzed and contributed a
     number of theoretical issues of culture and arts marketing, at the same time
     recommended a suitable arts marketing model for theatres in Hanoi. This
     theoretical framework provides up-to-date knowledge on culture and arts
     marketing, giving theatres the foundation to apply better culture and arts
     marketing. At the macro level, the thesis could help policy makers establish
     better culture and arts organization management mechanism.

   - In term of practice, the thesis has introduced and analyzed the current
     landscape in culture and arts marketing among theatres in Hanoi, based upon
     which it evaluates and draws lessons learnt. The thesis provides a set of tools
     and skills for culture and arts organizations in general and theatres in particular
     to enhance marketing activities, making themselves more dynamic and efficient
     and able to meet practical needs as [Vietnam] engages in further international
     integration.

   Hanoi, 27th October 2014

   PhD student

   Nguyen Thi Anh Quyen