

NEW CONTRIBUTIONS OF THE THESIS

- Doctoral Candidate: Dai Sy Nam
- Student ID: 28A2010005
- Research Topic: “Promoting Digital Transformation for Businesses in Thanh Hoa Province Today”.
- Field: Political Science. Specialization: Ideological Work. Code: 9310201
- Training Institution: Academy of Journalism and Communication

Through a review of previous research, the author found that most previous approaches focused on digital transformation itself but rarely discussed the promotion of digital transformation, especially the promotion of digital transformation for businesses. Through a synthesis of previous studies, the author found that the aforementioned shortcomings create a gap in research related to promoting digital transformation for businesses, particularly for businesses in Thanh Hoa province. Through the research process, the thesis results have made new contributions in the following areas:

Firstly, the thesis has clarified some theoretical issues regarding digital transformation communication and digital transformation communication for businesses. In particular, the thesis identifies the constituent elements (subject, object, content, method, criteria for evaluating results) and determines the subjective and objective factors influencing digital transformation communication activities for businesses in Vietnam, including Thanh Hoa province. These issues can be considered to form a "framework" for approaching topics on digital transformation communication and digital transformation communication for businesses in provinces and cities nationwide.

Secondly, the thesis has clarified the current situation, causes, and issues arising from the practical implementation of digital transformation communication for businesses in Thanh Hoa province during the 2020-2025 period.

In practice, the dissemination of information has yielded many positive results, such as: businesses are increasingly aware of the benefits of digital transformation; some pioneering units have successfully applied digital platforms, electronic invoices, online business, and smart management models. The image of exemplary businesses is disseminated through the press, media, seminars, and forums, contributing to the formation of digital habits and culture within the business community. These results stem from various factors related to politics and institutions, organization and implementation, and society and technology.

Besides the advantages, the thesis points out some limitations and shortcomings: the digital infrastructure is not yet synchronized in some localities; SMEs still have limited capacity to apply technology; some informational messages are not truly aligned with practical needs; and the information reception culture of the business community is still uneven. Objective factors such as the socio-economic environment, industry structure, globalization, international competition, and the Fourth Industrial Revolution also have a strong impact, posing challenges; at the same time, they create opportunities for more innovative, creative, and effective communication.

Thirdly, the thesis has clarified the direction and solutions to strengthen digital transformation communication for businesses in Thanh Hoa province in the coming time (up to 2030, with a vision to 2045).

Specifically, the thesis proposes the following directions: Communication about digital transformation for businesses in Thanh Hoa province needs to ensure adherence to the Party's viewpoints and guidelines, the State's policies and laws, and Thanh Hoa province's policies on digital transformation and digital transformation for businesses; Communication about digital transformation for businesses needs to ensure conditions that promote rapid and sustainable business development, thereby contributing to the achievement of socio-economic development goals and political tasks of the province; Digital transformation

campaigns should prioritize the practical benefits for businesses and employees, fostering a competitive spirit among businesses; linking digital transformation campaigns with building trust and responsibility within businesses in the digital environment.

The thesis proposes several groups of solutions: Solutions to raise awareness and clearly define the responsibilities of stakeholders, especially promoting the pioneering role of business owners in digital transformation campaigns; Solutions to tailor the campaign to the characteristics and interests of the target audience, encouraging proactive action; Solutions to innovate the content of the campaign to suit the actual situation of national digital transformation and businesses in Thanh Hoa province; Solutions to continue innovating the methods of campaigning, increasing the use of new, lively, and engaging media; Solutions to build a digital competency framework for businesses in Thanh Hoa province; Solutions to ensure the conditions for conducting effective and efficient digital transformation campaigns.

These directions and solutions are valuable for reference and application in policy planning, program development, and practical activities related to promoting digital transformation in businesses in Thanh Hoa province in the next phase.