Assoc. Prof., Dr. Nguyen Thi Thu Phuong

Director, Vietnam Institute of Culture, Arts, Sports and Tourism (VICAST)

Associate Professor, Dr. Nguyen Thi Thu Phuong is currently working as Director of the Vietnam Institute of Culture, Arts, Sports and Tourism, under the Ministry of Culture, Sports and Tourism of Vietnam. As a leading expert and researcher on cultural institutions, cultural industries, and cultural soft power, Associate Professor, Dr. Nguyen Thi Thu Phuong has many years of experience and contributions to the development of Vietnamese culture in general and Vietnamese cultural industries in particular.

She is the first person to pursue research on Vietnamese cultural soft power with many books related to this topic such as the book "Vietnamese Cultural Soft Power in the Context of International Integration" which is the result of a state-level research project that received an award for outstanding achievements in scientific research in Vietnam.

In addition to the topics and research projects at the State and Ministry levels, Ms. Phuong also participated in building national strategies on culture such as: Strategy for the development of Vietnam's cultural industries to 2020, vision to 2030 (2016); Strategy for cultural development to 2030 (2021). Regarding Vietnam's Creative Cities, Ms. Phuong is also the team leader in charge of professional content for Hanoi city and preparing documents for Da Lat city as well as consulting for Hoi An city.

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