

TOWARDS A MARKET ECONOMY: THE “SOCIALISATION” POLICY AND ITS IMPACT ON STATE-OWNED THEATRES IN VIET NAM

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Abstracts: *In the reform (Đổi mới) era in Viet Nam, there was a progressive shift of legislation towards a market economy in the cultural sector from the late 1990s up till now. The most noteworthy are the enactment of the ‘Socialisation’ policies which aimed to mobilise non-government resources, diversify actors for cultural and arts activities, enable public organisations to have a certain level of autonomy and promote a market-responsive management manner. In this paper, I investigate the impacts of the Socialisation policies to State-owned theatres and ask: What are the changes in organisational management of the State-owned theatres under the influence of the Socialisation policies? What are the constraints and obstacles? The paper concludes by highlighting the dilemmas and experimental nature of the policies in the transition period and suggests that the government should provide strategic solutions to be able to make theatres adapt successfully in the transitional period.*

Keywords: ‘Socialisation’ policies, reform, theatre management.