

Creativity and Innovation in Vietnam – A Perspective

Freda Swaminathan

Professor

FORE School of Management

New Delhi - 110 016

e-mail: freda@fsm.ac.in

Abstract

Vietnam as a nation has been on the path of growth, and aspires to modernity, industrialization and growth. In a nation where Government has joint ventures with key organizations, it becomes critical for growth to take place with social goals. Creativity and innovation in marketing becomes an important business strategy. There is in fact a significant commitment from the Government to bring about innovative and creative policies that contribute to economic growth. This paper looks at the role that these dimensions play in Vietnam and further explores the communications of five key organizations in Vietnam. The study suggests that the top companies in Vietnam are able to bring about creativity and innovative practices in order to grow in spite of facing the challenges of an economy that has made economic reforms only since 1986. Secondary research on this subject raises the issues that Vietnam faces on bringing about creativity and innovation in business practices, and a look at the top five organizations in Vietnam gives insights on how organizations are carrying out creative and innovative strategies.

Key Words: Creativity, Innovation, Change, Challenges, Productivity.

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