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**Author**

MADDEN, Meggan

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**Abstract**

Although Vi?t Nam's experiences with quality assurance (QA) policy development have been influenced by its relationships with, and funding from, the World Bank and regional organizations, the state-centric values of the Socialist Republic of Vi?t Nam still navigate the implementation process. The development of QA in Vietnamese higher education has walked a fine line between neo-liberal, free market strategies and state-centric, protectionist perspectives. Policy document analysis and key informant interviews show that the implementation of QA policies in Vi?t Nam is an example of how one developing country walks the line between state-centric values and neoliberal principles. (HRK / Abstract übernommen) Madden, Meggan, E-Mail: mmadden@miss.edu