

# **Current status of online communication activities of ECP Vietnam Electronic Commerce Promotion Joint Stock Company**

**Nguyen Thi Phuong**

**Abstract:** This topic aims to explore and analyze the current state of online communication activities at ECP Vietnam Electronic Commerce Promotion Joint Stock Company, in order to identify challenges and opportunities in the process of applying digital technology. The objective of the research is to build a comprehensive methodology to improve the effectiveness of internet communication. The method combines theoretical analysis with experimentation based on real data. The expected results of the topic will provide useful recommendations for the company and contribute to the field of e-commerce communication research.

**Keywords:** Current situation, Online communication, ECP Vietnam, Digital technology, Applied research