

Application of Information Technology in event organization at 568 Construction Joint Stock Company, Hanoi.

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Abstract: In the current context, applying information technology (IT) to event organization has become an unavoidable trend to enhance management efficiency and customer service. This study aims to analyze the current state of event organization at Construction Works Joint Stock Company 568, Hanoi, and propose optimization solutions by implementing appropriate IT technologies. Through theoretical and experimental research, the study seeks to contribute new knowledge on improving event organization processes through technology application, while enhancing the enterprise's competitiveness in the digital era.

Keywords: Information technology, Event organization, Construction company, Digital era