

Research on electronic payment in e-commerce and its application for IMUS Investment Development Joint Stock Company

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Abstract: In the context of the increasingly developing digital economy, research on electronic payment in e-commerce to understand and propose solutions for improving the payment system for IMUS Investment Development Joint Stock Company has become necessary. The objective of the project is to analyze trends and challenges related to electronic payment, thereby building a solution to optimize the payment process to enhance business efficiency for the company. The research method is based on a combination of theory and experimentation through surveys, data analysis, and evaluation of the existing system. The expected results of the project not only contribute to improving operational performance but also open up potential for sustainable development for IMUS in the 4.0 era.

Keywords: electronic payment, e-commerce, IMUS Investment Development Joint Stock Company, optimization solutions