

Building an e-Marketing application to enhance business operational efficiency at VNPT Thai Nguyen, Thai Nguyen province

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Abstract: In the context of increasingly fierce competition in the information and communication technology (ICT) market, this topic focuses on building an e-Marketing application to enhance business performance at VNPT Thai Nguyen. The objective of the research is to identify the key success factors in e-Marketing strategy and design a system suitable for the company's actual conditions. The applied methods include both theoretical research on the ICT market and practical application deployment at VNPT Thai Nguyen. The topic is expected to make a significant contribution to improving the company's competitiveness and enhancing its business performance.

Keywords: Electronic marketing, mobile applications, business strategy, ICT, VNPT Thai Nguyen