

Research and application of customer relationship management program in competitive strategy at the e-commerce development center - Ecomviet

Le Thi Tinh

Abstract: In the context of an increasingly dynamic e-commerce market, the application of Customer Relationship Management (CRM) tools has become a key factor in building an effective competitive strategy. This study aims to analyze the current state of CRM application at the Ecomviet center and propose solutions to optimize this system. By combining theoretical research with experimental implementation, the study is expected to provide important insights for e-commerce business operations.

Keywords: CRM, E-commerce, Competitive Strategy, Customer Relationship Management, Ecomviet