

Building and completing the management of e-commerce services at the EcomViet E-commerce Development Center - Hanoi

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Abstract: In the context of the strong development of E-Commerce (EC), improving the efficiency of service management at the EcomViet E-Commerce Development Center in Hanoi has become an urgent need. This topic focuses on building and perfecting the EC management system, aiming to optimize operational processes and improve service quality for customers. Through theoretical research combined with experimentation at EcomViet, the topic expects to achieve a balance between technological efficiency and user experience. This result not only contributes to the sustainable development of EcomViet but also provides a reference solution for other EC centers in the future.

Keywords: E-commerce, service management, e-commerce management system, EcomViet, Hanoi