

# **Building a personnel and salary management program for Alpha Vietnam - Hanoi Media and Advertising Joint Stock Company**

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**Abstract:** In the increasingly competitive context of the media market, optimizing work performance while ensuring fairness in the salary system is an urgent requirement for Alpha Vietnam Media and Advertising Joint Stock Company. This topic aims to build a human resource and salary management program (HRMS) that integrates process automation and data analysis to enhance resource management efficiency. Through the process of researching, designing, and implementing the HRMS system based on a theoretical model combined with experimentation at the company, the topic hopes to contribute a sustainable solution for optimizing personnel costs and improving employee satisfaction. This result not only strengthens the enterprise's competitive capacity but also creates a development foundation for future applications in human resource management.

**Keywords:** HRMS, payroll management, process automation