

Research on production and business management software at VNPT Bac Giang to improve the efficiency of the unit's production management operations.

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Abstract: This study investigates the implementation and optimization of a production and business management software system at VNPT Bắc Giang, with the objective of enhancing operational efficiency. Through a mixed-methods approach combining qualitative interviews with key personnel and quantitative analysis of operational data, the research identifies critical bottlenecks in the current workflow, including fragmented data management and delayed reporting cycles. The findings reveal that the existing software, while functionally comprehensive, is underutilized due to insufficient user training and a lack of integration between modules. By proposing a tailored framework for system customization and staff capacity building, the study demonstrates that targeted improvements can significantly reduce processing times and improve decision-making accuracy. The results indicate a measurable increase in productivity and a reduction in operational costs post-implementation. This research contributes to the literature on enterprise resource planning in state-owned telecommunications enterprises and offers practical recommendations for similar organizations seeking to leverage digital tools for administrative and production management enhancement.

Keywords: VNPT Bac Giang, production management software, operational efficiency, production management