

Customer Relationship Management in

Electronic Markets



Gopalkrishnan R. Iyer, PhD • David Bejou, PhD
Editors

Customer Relationship Management In Electronic Markets

Gottschalk, Petter



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Customer Relationship Management in Electronic Markets Gopalkrishnan R Iyer, David Bejou, 2014-02-04 Discover an important tool in the development of new marketing strategies for satisfying online customers Edited by two experts in the fields of business and marketing Customer Relationship Management in Electronic Markets is designed to help you build Internet relationships that lead to customer retention and long term loyalty With this book you will be able to offer customers the benefits they seek in the virtual marketplace and serve their best interests Examining Web sites e mail data mining and other technology this valuable tool can help you attract and keep the customers who will be the most profitable for your business Despite many predictions that electronic marketing would create high profits for lower costs many businesses have been discouraged by low yields due to ineffectual methods of obtaining and maintaining customers Customer Relationship Management in Electronic Markets provides multiple frameworks strategies and techniques around which to organize your company s electronic marketing plans It shows you how to calculate trends predict customer loss and gain and prevent dissolution through analysis of the customer s ever changing needs This volume also utilizes examples of real successful companies that have used the Internet to the fullest extent like Staples Dell and Amazon com Customer Relationship Management in Electronic Markets is an excellent resource for individuals engaged in any aspect of business relationships from customer service managers consultants and corporate trainers in marketing to owners of major corporations online businesses and entrepreneurs and students in the field Specifically you will gain information on the following business to business B2B and business to customer B2C exchanges similarities differences and how the Internet has changed these relationships the prospects of the Internet for marketing and customer relationships predictions positive effects and negative effects from its inception to today how to develop and maintain a loyal customer base via the Internet improving B2B exchanges and business buyer relationship management through seamless Internet integration how to create a Web site that satisfies loyal customers and draws in new customers Featuring several charts tables and graphs this guide provides effective measures that you can institute to ensure your company s longevity Customer Relationship Management in Electronic Markets will help you create marketing strategies that will successfully meet the needs of your customers and enhance your business reputation

Customer Relationship Management Andreas Muther, 2012-12-06 New information technologies above all tools in the area of the Internet enable new forms of collaboration between supplier and customer With ever increasing competition represented by concepts like globalization deregulation buyers market companies can secure competitive advantages through targeted use of information technology in the supplier customer relationship To realize existing and future potential current information technology developments must be addressed This book is about Customer Relationship Management CRM The first version of the book was written for the German market however since the term CRM was not yet established in Europe I called my book Electronic Customer Care Electronic Customer Care has since

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Electronic Customer Relationship Management Jerry Fjermestad, Nicholas C. Romano, 2006 Sustainable strategic management refers to strategic management processes that seek competitive advantages consistent with a core value for environmental sustainability This volume has been designed as a supplement to traditional texts in graduate and undergraduate strategic management courses

Electronic Customer Relationship Management Jerry Fjermestad, Nicholas Romano, Successful Customer Relationship Management Programs and Technologies: Issues and Trends Eid, Riyadh, 2012-03-31 This book offers case studies methodologies frameworks and architectures and generally the cutting edge in research within the field of customer relationship management Provided by publisher

Collaborative Customer Relationship Management Alexander H. Kracklauer, D. Quinn Mills, Dirk Seifert, 2012-11-07 Driven by rapidly changing business environments and increasingly demanding consumers many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM This book presents a new strategic framework that has been tested successfully with various global companies New management concepts such as Collaborative Forecasting and Replenishment CRM Category Management and Mass Customization are integrated into one holistic approach Experts from companies like McKinsey and Procter Gamble as well as authors from renowned academic institutions offer valuable insights on how to redesign organizations for the future

Customer Relationship Management Roger J. Baran, Robert J. Galka, 2016-12-08 This book balances the behavioral and database aspects of customer relationship management providing students with a comprehensive introduction to an often overlooked but important aspect of marketing strategy Baran and Galka deliver a book that helps students understand how an enhanced customer relationship strategy can differentiate an organization in a highly competitive marketplace This edition has several new features Updates that take into account the latest research and changes in organizational dynamics business to business relationships social media database management and technology advances that impact CRM New material on big data and the use of mobile technology An overhaul of the social networking chapter reflecting the true state of this dynamic aspect of customer relationship management today A broader discussion of the relationship between CRM and the marketing function as well as its implications for the organization as a whole Cutting edge examples and images to keep readers engaged and interested A complete typology of marketing strategies to be used in

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Enterprise Information Systems: Concepts, Methodologies, Tools and Applications Management Association, Information Resources,2010-09-30 This three volume collection titled Enterprise Information Systems Concepts Methodologies Tools and Applications provides a complete assessment of the latest developments in enterprise information systems research including development design and emerging methodologies Experts in the field cover all aspects of enterprise resource planning ERP e commerce and organizational social and technological implications of enterprise information systems

Social Customer Relationship Management Rainer Alt,Olaf Reinhold,2019-08-29 Social media has received considerable attention and many potential benefits as well as concerns are now being discussed This book explores how social media can successfully support business processes in marketing sales and service in the context of customer relationship management CRM It presents the fundamentals of Social CRM and shows how small and large companies alike have implemented it In turn the book presents analytic and operational software tools that offer features for enhancing and streamlining interactions with customers The book concludes with an overview of essential design areas that businesses need to bear in mind when introducing social media into their CRM strategies In this regard it also points out key success factors limitations and data protection aspects

Handbook of Research on Managing and Influencing Consumer Behavior Kaufmann, Hans-Ruediger,2014-10-31 In recent years all types of businesses have increasingly focused on the importance of the relationship with the customer Customer knowledge management has become a well known term used in the business and academic worlds for understanding how to control consumer behavior The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior and is of great use to marketers businesses academics students researchers and professionals

Social Customer Relationship Management (Social-CRM) in the Era of Web 4.0 Ammari, Nedra Bahri,2022-06-24 The advent of Web 2 0 has led to a rebalancing of power between the customer and the company through the consumer s voice about the brand and referral behavior via electronic word of mouth Customer opinions within the virtual brand communities can have a vast impact on a company s sales and image It is crucial for companies to promote and use customer contributions in order to enhance their brand image retain customers and develop their marketing strategy Social Customer Relationship Management Social CRM in the Era of Web 4 0 provides relevant theoretical frameworks and the latest results of empirical research on the strategic role of marketing 2 0 digital customer experience and social customer

relationship management on social networks Covering a range of topics such as disruptive marketing artificial intelligence and customer behavior this reference work is ideal for marketers IT practitioners CRM specialists industry professionals researchers scholars practitioners academicians instructors and students

Diverse Methods in Customer Relationship Marketing and Management Lee, In, 2018-05-25 Consumer interaction and engagement are vital components to help marketers maintain a lasting relationship with their customers By developing positive relationships with consumers businesses can better maintain their customers loyalty *Diverse Methods in Customer Relationship Marketing and Management* is a critical scholarly resource that examines how marketing has shifted to a relationship oriented model Due to this there is an increased need for customer relationship marketing and management to emerge as an invaluable approach to strengthening companies and the customer experience Featuring coverage on a wide range of topics such as relational marketing technology acceptance model and consumer buying behavior this book is a vital resource for marketing professionals managers retailers advertising executives academicians and researchers seeking current research on the challenges and opportunities in customer relationship marketing and management

E-Business Strategy, Sourcing and Governance Gottschalk, Petter, 2005-12-31 This book is based on the premise that it is difficult if not impossible to manage a modern business or public organization without at least some knowledge of the planning use control and benefits of information technology Provided by publisher

Lectures in E-Commerce Hannes Werthner, Martin Bichler, 2012-12-06 Although only a few years old electronic commerce offers new ways of doing business that no business can afford to ignore This book is a collection of selected contributions from renowned researchers who specialize in the various facets of electronic commerce namely economics finance information technology and education The basic goal is to give an overview of some of the most relevant topics in E Commerce

Encyclopedia of Organizational Knowledge, Administration, and Technology Khosrow-Pour D.B.A., Mehdi, 2020-09-29 For any organization to be successful it must operate in such a manner that knowledge and information human resources and technology are continually taken into consideration and managed effectively Business concepts are always present regardless of the field or industry in education government healthcare not for profit engineering hospitality tourism among others Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals gaining competitive advantage and ultimately ensuring sustainability The *Encyclopedia of Organizational Knowledge Administration and Technology* is an inaugural five volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts issues challenges innovations and opportunities covering all aspects of modern organizations Moreover it is comprised of content that highlights major breakthroughs discoveries and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization's internal health and performance Insights are offered in key topics such as organizational structure strategic leadership

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Value Creation from E-Business Models Wendy Currie,2004-08-21 Value Creation from E Business Models provides a thorough analysis of what constitutes an e business model Unlike many e business books available this text draws together theoretical and empirical contributions from leading academic scholars in the field of management information systems Divided into four parts E Business Models and Taxonomies E Business Markets E Business Customer Performance Measurement and E Business Vendor Applications and Services this book is the critical dissection of E Business that today s academic community needs World class academic contributors brought together in one volume Demonstrates that there are e business models which create value for customers and vendors alike Learn from the lessons of the past five years in developing and implementing e business models

Customer Relationship Management Samit Chakravorti,2023-02-23 Customer Relationship Management A Global Approach provides a uniquely global holistic strategic and tactical grounding in managing customer and other stakeholder experiences and relationships across the value chain cultures and countries Reflecting the global structures of companies operating today the author draws on his research knowledge alongside industry and teaching experience to connect Customer Relationship Management CRM core concepts processes and strategies with international business opportunities and challenges including globalization and cross cultural marketing Emphasis is placed on the need for developing cross cultural skills and cultural intelligence for identifying and fulfilling cross country CRM opportunities through analytical strategic operational and social CRM projects Written in an accessible style throughout the eleven chapters provide ample depth to support a full course related to CRM spanning CRM foundations planning and implementation managing stakeholder relationships improving global CRM implementation Wide ranging case studies include Royal Bank of Scotland the Nike hijab Instagram HubSpot and the pharmaceutical industry in India The text will appeal to advanced undergraduate and graduate students studying CRM Relationship Marketing and International Marketing as well as CRM and marketing practitioners Samit Chakravorti is an Associate Professor of Marketing at Western Illinois University in the United States

The COVID-19 - Health Systems Nexus Lazarus Chapungu,David Chikodzi,Kaitano Dube,2023-01-12 This contributed volume based on papers presented at a conference held in Zimbabwe in mid 2021 examines the nexus between Zimbabwe s health systems and the COVID 19 pandemic The collection of papers contained here is diverse and covers topics from how health systems handled or didn t handle surges to health communication during a

global pandemic to economic and environmental impacts of the pandemic in Zimbabwe Editors Drs Edward Kunonga Lazarus Chapungu and David Chikodzi set the stage for these pieces with an introductory chapter that describes the health systems in Zimbabwe and offers an overview of the effects of the pandemic felt in the country Their concluding chapter synthesizes trends and issues emerging from the chapters and recommends policy directions regarding health management systems in Zimbabwe and elsewhere in the face of this and future pandemics

Competitiveness in Emerging Markets Datis Khajeheian, Mike Friedrichsen, Wilfried Mödinger, 2018-05-14 This book presents a collection of interrelated research advances in the field of technological entrepreneurship from the perspective of competition in emerging markets Featuring contributions by scholars from different fields of interest it provides a mix of theoretical developments insights and research methods used to uncover the unexplored aspects of competitiveness in emerging markets in an age characterized by disruptive technologies

Arun Deep's Self-Help to I.C.S.E. Commercial Studies 10 : 2024-25 Edition (Based on Latest ICSE Syllabus) K.D. Singh, 2024-03-21 This book has been meticulously crafted to align with the most recent syllabus outlined by the Council for the I C S E Examinations effective from 2025 onward It contains comprehensive answers to the questions featured in the Commercial Studies textbook written by CB Gupta and published by Goyal Bros Prakshan Pvt Ltd

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