

## عنوان مقاله:

(Model designing of Student Relationship Management (SRM

## محل انتشار:

دومین کنفرانس بین المللی نوآوری در مدیریت کسب و کار و اقتصاد (سال: 1399)

تعداد صفحات اصل مقاله: 8

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## خلاصه مقاله:

Today, customer orientation and satisfaction play such critical role in organizations that failure to comply with these approaches eliminates organizations from the competitive market. Organizations accepted that in the present business environment, customer relationship creation and management are the main determinants of competition. There are few studies on student relationship management; they have focused on related concepts to this attitude but have not directly developed this concept. This study aims at developing the model of Student Relationship Management (SRM) using a new approach.. In this study, we express the mentioned factors; finally, the model of student relationship management was designed

## کلمات کلیدی:

student relationship management, education, universities, customer satisfaction

## لینک ثابت مقاله در پایگاه سیویلیکا:

<https://civilica.com/doc/1121078>

