

عنوان مقاله:

Implementing Customer Relationship Management (CRM) in the Framework of Electronic- Government

محل انتشار:

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خلاصه مقاله:

Electronic government is a new concept that governments according to level of development implement in different ways. Utilizing informational systems in business sections has created potential context for developing electronic government. Customer relationship management (CRM) is an important system in management that helps to develop electronic government and promote citizenship-based in organizations. There are a few studies about implementing customer relationship management in framework of electronic government. However, this article surveys electronic government in technical approach and supply chain, then it develops graphical model for implementing customer relationship management in framework of electronic government. This survey is done with Delphi method and presents electronic-government model based on customer relationship management. It is surveyed with modular factors, flexibility and criterion definition. Finally, it develops suggestions for implementing customer relationship management in framework of electronic- government.

کلمات کلیدی:

Customer Relationship Management (CRM), Electronic- Government, Enterprise resource planning, Supply Chain Management

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