عنوان مقاله:

Investigating the impact of factors affecting the successful implementation of customer relationship management

محل انتشار:

یازدهمین کنفرانس بین المللی پژوهش های مدیریت و علوم انسانی در ایران (سال: 1401)

تعداد صفحات اصل مقاله: 6

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خلاصه مقاله:

The current research was conducted with the aim of influencing factors in the success of customer relationship management implementation. The current research is applied in terms of purpose and based on the descriptive method of correlation type. The statistical population١ of the present researcher includes ٣٠٠ employees of the administrative department and the para clinic of Shiraz Organ Transplantation Hospital, the sampling method in this research is stratified sampling, and the sample size is determined with the help of Cochran's sampling formula of ١۶٨ people. A standard questionnaire data collection tool was used to test path analysis hypotheses using LISREL software. The inferential findings of the research showed that all variables are expected based on the Kolmogorov-Smirnov test and the researcher can use parametric statistics to analyze the data. The results showed that the variables of support, managers' commitment, employees' trust, knowledge management employees, and knowledge sharing have a direct and significant relationship with customer management.

کلمات کلیدی:

customer relationship management, organizational trust, organizational commitment, knowledge management

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