عنوان مقاله:

Designing and Validating an Electronic Customer Relationship Management Model in Private Banks

محل انتشار:

مجله بین المللی مدیریت محتوای دیجیتال, دوره 4, شماره 7 (سال: 1402)

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خلاصه مقاله:

Purpose: The purpose of this research was primarily to design the electronic customer relationship management model and explain its consequences.Method: Validation of electronic customer relationship in private banks based on mixed research and descriptive-exploratory method were used. On this basis, with the help of data-based theorizing method, the categories forming the model were identified by open coding, and then with the benefit of central and selective coding, the desired model was presented. Also, in the following, the validation of the model among the studied population was discussed using the method of structural equation modeling. The statistical population for presenting the model includes banking industry experts (consisting of senior bank managers with at least ۱۰ years of work experience and academic experts in the field of digital marketing with at least ۵ years of experience working in the banking system) and for validating the model two categories of managers and employees of private banks. The research is limited to the city of Tehran and the local customers . The statistical sample of experts up to the stage of theoretical saturation is ۱۶ people using a purposeful judgemental method, and for the model validation stage, ۲۳۰ people were selected based on the rules of sample size in the structural equation method. The data collection tool included a semi-structured interview for the modeling stage and a questionnaire with a five-point Likert scale for the validation stage.Findings: The findings showed that ۶۷ basic themes (selective concepts) were categorized and after reviewing, ۲۰ organizing themes (dimensions) were obtained and finally these dimensions were divided into ۷ general categories: organizational factors, individual factors, contextual factors, environmental factors, frameworks, strategies, consequences were categorized. The main category identified in this research is "Implementation of E-CRM" and other categories are presented under the headings of causal conditions, background factors, strategies, and consequences.Conclusion: The results of the calculated value (GOF) for the structural model of the research was calculated as ۰.۳۸۷, which indicates the overall strong performance of the structural equation model of the research. Also, the findings of the quantitative part have confirmed the validity of the structural model of the research and demonstrated the truth of hypotheses of the research (except for hypotheses No. ۹, ۱۱, ۱۵, ۱۶, and ۱۷)

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