

عنوان مقاله:

Investigating factors affecting electronic customer relationship management (E-CRM) in the field of banking

محل انتشار:

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خلاصه مقاله:

The purpose of this research was investigate the effective factors on electronic customer relationship management (E-CRM) in the field of banking. Therefore, by using the theoretical foundations of research and interviews with ۳۵ university professors and senior managers of banks, factors, components and important indicators affecting E-CRM in the banking industry were investigated. According to the results of survey; Causal factors (human, technology and support); Background factors (culture and industry) and organizational factors (organization design and customer) were identified as effective variables on E-CRM.

کلمات کلیدی:

Electronic customer relationship management, causal factors, background factors, organizational factors

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