

عنوان مقاله:

Knowledge Process Capability, Customer Relationship Management, and Service Quality of Bank Industry (Case Study: Mellat Bank of Mashhad)

محل انتشار:

کنفرانس بین المللی پژوهش در علوم و مهندسی (سال: 1395)

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خلاصه مقاله:

Knowledge Management is seen as a key competitive factor in the global knowledge economy but for being successful in today's dynamic market, client should also be considered. In this age, which is the IT and networks age, best solution for improving of performance is ecommerce. This study aimed to investigate the effect of knowledge processes capability on the success of customer relationship management and service quality in banking industry (Case Study: Mellat Bank, Mashhad province). This is a descriptive-analytic study that, due to practical purpose, has been done in the cross-sectional survey. Therefore, a sample of 211 employees of Mellat Bank were selected; the method of collecting information was through questionnaires and data were analyzed by SPSS and Liserat software. The data analysis was done in two stages by structural equation modeling, confirmatory factor analysis and path analysis by Liserat software. The research findings indicate that the knowledge processes capability has a positive effect on customer relationship management and service quality of banks.

کلمات کلیدی:

knowledge, knowledge process capability, customer relationship management, service quality, bank industry

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