



Customer Relationship Management, Innovation Capability, Technological Environment, and Performance of Small and Medium Scale Enterprises: A Research Framework and Proposition

Rufina Betzoom Tuamyil ^{*}, Silas Gontur ^{*} and Makrop Davireng ^{*}

^{*} *Department of Business Education, School of Vocational and Technical Education, Federal College of Education, Pankshin, Nigeria.*

Authors' contributions

This work was carried out in partnership among all authors. Author RBT wrote the introduction, part of the research method and the references. Author SG designed the study, construct the proposed model, part of research method and wrote the first draft of the manuscript. Author MD managed the literature reviews and contributes to the references. All authors approved the final manuscript.

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ABSTRACT

This study looked into the consequences of customer relationship management by creating empirical evidence grounded in relationship marketing theory and dynamic capability theory. The study proposed a direct as well as an indirect relationship between customer relationship management and firm performance, recognizing technological environment as the interacting variables of customer relationship management that influences the performance of small and medium scale enterprises (SMEs), suggesting that technology environment as a moderator in the customer relationship management model. The study explained the theoretical and practical contributions of the model in our understanding of customer relationship management practices and the intervening role of innovation capability. Technological environment was also discussed especially from the perspective of SMEs.

^{*}Corresponding author; E-mail: sgontur@gmail.com;

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Katrin Zwirglmaier



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