

Customer Relationship Management in

Electronic Markets



Gopalkrishnan R. Iyer, PhD - David Bejou, PhD
Editors

Customer Relationship Management In Electronic Markets

Robert R. Redfield



Customer Relationship Management In Electronic Markets:

Customer Relationship Management in Electronic Markets Gopalkrishnan R Iyer, David Bejou, 2014-02-04 Discover an important tool in the development of new marketing strategies for satisfying online customers Edited by two experts in the fields of business and marketing Customer Relationship Management in Electronic Markets is designed to help you build Internet relationships that lead to customer retention and long term loyalty With this book you will be able to offer customers the benefits they seek in the virtual marketplace and serve their best interests Examining Web sites e mail data mining and other technology this valuable tool can help you attract and keep the customers who will be the most profitable for your business Despite many predictions that electronic marketing would create high profits for lower costs many businesses have been discouraged by low yields due to ineffectual methods of obtaining and maintaining customers Customer Relationship Management in Electronic Markets provides multiple frameworks strategies and techniques around which to organize your company s electronic marketing plans It shows you how to calculate trends predict customer loss and gain and prevent dissolution through analysis of the customer s ever changing needs This volume also utilizes examples of real successful companies that have used the Internet to the fullest extent like Staples Dell and Amazon com Customer Relationship Management in Electronic Markets is an excellent resource for individuals engaged in any aspect of business relationships from customer service managers consultants and corporate trainers in marketing to owners of major corporations online businesses and entrepreneurs and students in the field Specifically you will gain information on the following business to business B2B and business to customer B2C exchanges similarities differences and how the Internet has changed these relationships the prospects of the Internet for marketing and customer relationships predictions positive effects and negative effects from its inception to today how to develop and maintain a loyal customer base via the Internet improving B2B exchanges and business buyer relationship management through seamless Internet integration how to create a Web site that satisfies loyal customers and draws in new customers Featuring several charts tables and graphs this guide provides effective measures that you can institute to ensure your company s longevity Customer Relationship Management in Electronic Markets will help you create marketing strategies that will successfully meet the needs of your customers and enhance your business reputation

[Electronic Customer Relationship Management](#) Jerry Fjermestad, Nicholas C. Romano, 2006 Sustainable strategic management refers to strategic management processes that seek competitive advantages consistent with a core value for environmental sustainability This volume has been designed as a supplement to traditional texts in graduate and undergraduate strategic management courses

[Customer Relationship Management](#) Andreas Muther, 2012-12-06 New information technologies above all tools in the area of the Internet enable new forms of collaboration between supplier and customer With ever increasing competition represented by concepts like globalization deregulation buyers market companies can secure competitive advantages through targeted use of information technology

in the supplier customer relationship To realize existing and future potential current information technology developments must be addressed This book is about Customer Relationship Management CRM The first version of the book was written for the German market however since the term CRM was not yet established in Europe I called my book Electronic Customer Care Electronic Customer Care has since generated an entirely new market that has become known under the term Customer Relationship Management Suppliers such as Siebel E piphany Clarify and many others strive for market share in this strongly growing segment This book structures the topic Customer Relationship Management and provides project leaders and consultants with a practical aid in a realistic approach to Customer Relationship Management projects Thus it helps to differentiate between hype and reality and to apply CRM on a realistic level I would like to thank Dieter Rapp for his support in translating my German best seller to English I'd also like to extend my appreciation to my partner Michelle de Rozario who was instrumental in proof reading this book and who was a great support during the difficult time of editing

Collaborative Customer Relationship Management Alexander H. Kracklauer, D. Quinn Mills, Dirk Seifert, 2012-11-07

Driven by rapidly changing business environments and increasingly demanding consumers many organizations are searching for new ways to achieve and retain a competitive advantage via customer intimacy and CRM This book presents a new strategic framework that has been tested successfully with various global companies New management concepts such as Collaborative Forecasting and Replenishment CRM Category Management and Mass Customization are integrated into one holistic approach Experts from companies like McKinsey and Procter Gamble as well as authors from renowned academic institutions offer valuable insights on how to redesign organizations for the future

Handbook of Research on Managing and Influencing Consumer Behavior Kaufmann, Hans-Ruediger, 2014-10-31 In recent years all types of businesses have increasingly focused on the importance of the relationship with the customer Customer knowledge management has become a well known term used in the business and academic worlds for understanding how to control consumer behavior The Handbook of Research on Managing and Influencing Consumer Behavior discusses the importance of understanding and implementing customer knowledge management and customer relationship management into everyday business workflows This comprehensive reference work highlights the changes that the Internet and social media have brought to consumer behavior and is of great use to marketers businesses academics students researchers and professionals

Lectures in E-Commerce Hannes Werthner, Martin Bichler, 2012-12-06 Although only a few years old electronic commerce offers new ways of doing business that no business can afford to ignore This book is a collection of selected contributions from renowned researchers who specialize in the various facets of electronic commerce namely economics finance information technology and education The basic goal is to give an overview of some of the most relevant topics in E Commerce

Encyclopedia of Organizational Knowledge, Administration, and Technology Khosrow-Pour D.B.A., Mehdi, 2020-09-29 For any organization to be successful it must operate in such a manner that knowledge and information

human resources and technology are continually taken into consideration and managed effectively Business concepts are always present regardless of the field or industry in education government healthcare not for profit engineering hospitality tourism among others Maintaining organizational awareness and a strategic frame of mind is critical to meeting goals gaining competitive advantage and ultimately ensuring sustainability The Encyclopedia of Organizational Knowledge Administration and Technology is an inaugural five volume publication that offers 193 completely new and previously unpublished articles authored by leading experts on the latest concepts issues challenges innovations and opportunities covering all aspects of modern organizations Moreover it is comprised of content that highlights major breakthroughs discoveries and authoritative research results as they pertain to all aspects of organizational growth and development including methodologies that can help companies thrive and analytical tools that assess an organization s internal health and performance Insights are offered in key topics such as organizational structure strategic leadership information technology management and business analytics among others The knowledge compiled in this publication is designed for entrepreneurs managers executives investors economic analysts computer engineers software programmers human resource departments and other industry professionals seeking to understand the latest tools to emerge from this field and who are looking to incorporate them in their practice Additionally academicians researchers and students in fields that include but are not limited to business management science organizational development entrepreneurship sociology corporate psychology computer science and information technology will benefit from the research compiled within this publication

Digitization of Economy and Society Sudeshna Basu Mukherjee,Saheli Guha Neogi Ghatak,Nilanjan Ray,2021-10-20

This new volume looks at a selection of important issues resulting from the digitization of society which has fundamentally transformed organizations These new technological innovations are creating new opportunities as well as new challenges This volume considers the emerging paradigm of digitization in economy and society which covers a wide spectrum of digitization processes and consequences accelerated by the current COVID 19 pandemic the lockdown scenario and the increase in digitization by individuals businesses and governments The book explores digital social trends digital marketing and the service industry as well as the societal consequences of technologies and solutions to those problems The diverse topics include the societal impact of digitization on gender issues virtual relationships e government online privacy the gig economy using Uber as an example work life changes online education online media health public service advertisements loneliness of the elderly and more This book is essential reading for students and faculty of social sciences economics and management technology to understand the broad dimensions of digitization in our everyday life and the theoretical and practical utilization and outcome of digitization Changing Market Relationships in the Internet Age Jean-Jacques Lambin,2013-04-03 This essay attempts to structure a forward looking approach to the evolving role of marketing in today s economy Many organisations today recognize the need to become more market responsive in the global and interconnected

market in which they operate IBM Framework for E-business I B M,2001 **Strategic Management of E-Business** Stephen Chen,2001-08 Stephen Chen s textbook helps students develop the knowledge and skills required take part in the formulation and implementation of strategies for businesses competing in electronic markets **Forbes** ,2000 **Factors Influencing Consumers' Intention to Purchase Clothing Online** Natalie Bluschke,2011-04-05 Master s Thesis from the year 2011 in the subject Business economics Offline Marketing and Online Marketing grade 1 0 Thames Valley University London language English abstract This dissertation is a study in the area of e commerce The aim of this study was to examine the adoption of online shopping and online shopping for clothing in particular and factors influencing the intention to purchase clothing online A quantitative research method was used and a questionnaire designed on the website www surveymonkey com and then distributed by sending out the link leading to the survey via facebook and emails 94 useful questionnaires were gathered from female and male UK students SPSS 17 was used to analyse the collected data by conducting chi square tests and Spearman s rho correlation tests to examine the relation between different variables The constructs of the technology acceptance model TAM were used as a framework and basis for this research and were extended by further constructs Therefore the impact of perceived usefulness perceived ease of use prior online shopping experience perceived risk and product involvement on the intention to purchase clothing online was analysed Perceived usefulness perceived ease of use and prior online shopping experience had positive effects on the intention to purchase clothing online Perceived risk had a negative effect on the intention to purchase clothing online These findings supported the hypotheses Other than hypothesised clothing product involvement did not have a significant positive effect on the intention to purchase clothing online **Information Technology and Customer Relationships** Sunil K. Mithas,2005 *Mobile Computing* ,2009 This multiple volume publication advances the emergent field of mobile computing offering research on approaches observations and models pertaining to mobile devices and wireless communications from over 400 leading researchers Provided by publisher *Bibliographic Index* ,2004 **Electronic Commerce** ,2008 This collection compiles a critical mass of top research nearly 300 chapters from upwards of 400 of the world s leading experts to provide libraries with a landmark four volume reference to meet research needs in the many disciplines impacted by these far reaching topics This collection covers topics including mobile commerce virtual enterprises business to business applications Web services and enterprise methodologies Provided by publisher **Marketing Thirteenth Edition, Custom Publication** Pride,William M. Pride,2005-02 **Human Resources Development for Information Technology** ,2001 Proceedings of the Seminar on Human Resources Development for Information Technology held at Seoul from 5 7 Sept 2000 with reference to Asia Pacific region *Foreign Companies in the Caribbean* ,2002

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