

Supplier Relationship Management Model for Sme's E-Commerce Transaction Broker Case Study: Hotel Rooms Provider

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Abstract : As market intermediary firms, e-commerce transaction broker firms need to strongly collaborate with suppliers in order to develop brands seek by customers. Developing suitable electronic Supplier Relationship Management (e-SRM) system is the solution to the need. In this paper, we propose our concept of e-SRM for transaction brokers owned by small medium enterprises (SMEs), which includes the integrated e-SRM and e-CRM architecture, the e-SRM applications with their functions. We then discuss the customization and implementation of the proposed e-SRM model in a specific transaction broker selling hotel rooms, which owned by an SME, KlikHotel.com. The implementation of the e-SRM in KlikHotel.com has been successfully boosting the number of suppliers (hotel members) and hotel room sales.

Keywords : e-CRM, e-SRM, SME, transaction broker

Conference Title : ICWIST 2014 : International Conference on Web Information Systems and Technologies

Conference Location : Penang, Malaysia

Conference Dates : December 04-05, 2014