

Key Success Factors of Customer Relationship Management: An Empirical Study of Tunisian Firms

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Abstract : Customer Relationship Management has become the main interest of researchers and practitioners especially in the domains of Management and Information Systems (IS). This paper is an overview of success factors that could facilitate successful adoption of CRM. There are 2 factors: the organizational climate and the capacity for innovation. The survey was developed with 200 CRM users. Empirical research is in the positivist paradigm based on the hypothetico-deductive method. Indeed, the approach adopted is the quantitative approach based on a questionnaire compiled by Tunisian companies operating in different sectors of activity. For the data analyses, the structural equations method was used to conduct our exploratory and confirmatory analysis. The results revealed that the creative organizational climate and high innovation capacity positively influence the success of CRM practice.

Keywords : CRM practices, innovation capacity, organizational climate, the structural equation

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