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IJRM publishes original manuscripts, review papers,

objective

The objectives of IJRM are to establish an effective channel of communication between management, policy makers, government agencies and academics with the complex task of management development in societal and organizational context. It takes a multifunctional, multi-disciplinary, international approach to the issues facing those for whom management development is an important concern. It presents the research, experiences, and insights of academics, consultants, practicing managers, economists, scientists, sociologists, and thoughtful contributors from other professions and disciplines.

Since approaches to management development often differ in different economies and cultures, IJRM draws on the work of authors from all over the world. Articles are based on empirical research, well-considered observations of management experience, and state-of-the-art reviews of important issues as well as conceptual and theoretical developments. The scope is broad, taking account of those issues that are crucial to successful management in the organization's external as well as internal environment. The intent is to be informative, thought-provoking, and intellectually challenging and thereby to contribute to the development of better managers. IJRM considers issues related to corporate responsibility and CEO effectiveness through practical, real-world discussions and analysis of past, present and future concern.

technical reports, case studies, conference reports, management reports, book reviews, notes, commentaries, and news. Special Issues devoted to important topics in management development will occasionally be published.

SUBJECT COVERAGE

suitable topics include but are not limited to:

- General issues in management development.
- Strategic management.
- Cost management.
- Knowledge management.
- Management development in different/particular contexts.
- Competence-based management development.
- Developing leadership skills.
- Developing women for management.
- Global management and world class manufacturing and service management.
- Quality and total quality management
- New technology in management development
- Corporate governance and corporate social responsibility
- Public relations and public affairs and communications
- Workforce management and communications
- Customer relationship management
- Corporate brand management
- Internal communications
- Investment management and investor relations
- Environmental and community relations
- Disaster, emergency, crisis and risk management

Readership

IJRM provides a vehicle to help professionals, academics, researchers and policy makers, working in the field of management development. The following provides some examples of its readership:

Academics

Management development specialists and consultants

Personnel professionals and human resource managers

Corporate communications directors and communication consultants

Directors and heads of public relations and public affairs

Heads of internal communication

Change, brand and knowledge managers

Strategic planners and decision makers

Graduate and post-graduate students

Researchers in public relations, communications and journalism

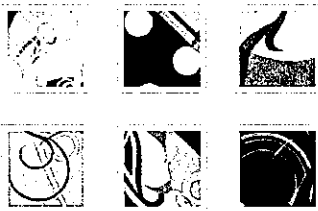
Managing directors, CEOs and senior managers

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The Impact of Customer Relationship Management (CRM) Processes towards Business Performance

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ABSTRACT

This study attempts to determine the most significant factors of contributing CRM process to improve a business performance in Small Medium Enterprises (SME's) firm. The factors utilized based on Customer Relationship Management (CRM) process as sales, marketing and services. The data collections from 114 SME's firms were gathered in field survey. The findings indicate that firms with improved CRM process enjoy better organizational performance. Moreover, the results revealed that services as a successful key of CRM processes are more affected by combination of managerial commitment, cultural change and a combination of resource to achieve improving business performance. Research on the CRM processes has been fragmented due to various perspectives on business performance.

Key words: Customer relationship management, CRM processes, CRM services, Business performance, Small Medium Enterprises.

Corresponding Author: Siti Hajar Mohamad

INTRODUCTION

Keeping its roots in relationship marketing and information technologies, CRM aims at maximizing the benefits gained from relationships with customers to business performance. The links between customer satisfaction and financial performance have drawn some recent attention in the academic literature. The evaluation of CRM performance is discussed on the basis of models of customer behavior, customer equity or customer asset and relationship quality. CRM is a multi-perspective business paradigm that is composed of people, process and technology [1].