

บรรณานุกรม

- กัลยา วานิชย์บัญชา. (2549ก). การใช้ SPSS for Windows ในการวิเคราะห์ข้อมูล (พิมพ์ครั้งที่ 8).
กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.
- _____. (2549ค). การวิเคราะห์สถิติสำหรับการบริหารและวิจัย (พิมพ์ครั้งที่ 8). กรุงเทพฯ:
โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.
- _____. (2549ข). สถิติสำหรับงานวิจัย (พิมพ์ครั้งที่ 2). กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์
มหาวิทยาลัย.
- นงลักษณ์ วิรัชชัย. (2542). โมเดลลิสม์: ทัศนวิเคราะห้สำหรับการวิจัย (พิมพ์ครั้งที่ 3).
กรุงเทพฯ: โรงพิมพ์จุฬาลงกรณ์มหาวิทยาลัย.
- พงศ์สุ อุณาพรหม. (2558). ประเภทธุรกิจขายตรง. เอกสารประกอบการสัมมนา บริษัท กิฟฟารีน
สกายไลน์ ยูนิตี้ จำกัด.
- สมาคมการขายตรงไทย. (2556). พระราชบัญญัติขายตรงและตลาดแบบตรง พ.ศ.2545.
เข้าถึงได้: www.nia.or.th/index.php?section=aboutus.
- สมาคมการขายตรงไทย. (2557). ข้อมูลสมาชิก (ออนไลน์). เข้าถึงได้ : www.tdsa.org/content/1/1.
- ปฎิมา ถนิมกาญจน์. (2554). Resources Readiness and Dynamic Capability.
- ศูนย์วิจัยกสิกรไทย. (2556). บทวิเคราะห์รายสัปดาห์ (K-SME Analysis) พฤศจิกายน 2556.
- ศูนย์วิจัยธุรกิจและเศรษฐกิจอีสาน. (2556). อัตราการเติบโตธุรกิจขายตรง. เข้าถึงจาก
<http://www.ecberkku.com/news2/953-2.html>.
- Thai MLM News. เข้าถึงได้: <http://mlm.thaimlmnews.com>.

BIBLIOGRAPHY

- Abbott, J., Stone, M., & Buttle, F. (2001b). Integrating Customer Data into Customer Relationship Management Strategy: An Empirical Study. **The Journal of Database Marketing**, 8(4), 289-300.
- Abdullateef, A., Mokhtar. S., & Yusoff, R. (2010). The Impact CRM Dimensions on Call Center Performance. **International Journal of Computer Science and Network Security**, Vol. 10 No.12.
- Adekura & George. (2009). **Impact of customer relationship management on customer satisfaction in the automobile retail industry - a case study of selected auto firms in Ashanti Region**, Business Administration, February-2009.
- Adam, A. S., Stalcup, L. D., & Lee, A. (2010). Customer Relationship Management for Hotels in Hong Kong. **International Journal of Contemporary Hospitality Management**, 22(2), 139-159.
- A Garrido-Moreno & A Padilla-Meléndez. (2011). Analyzing the impact of knowledge management on CRM success: The mediating effects of organizational factors. **International Journal of Information Management** 31 (2011) 437– 444.
- Akroush, M., Dahiyat, S., Gharaibeh, H., & Abu-Lail. B. (2011). Customer relationship management implementation an investigation of a scale's generalizability and its relationship with business performance in a developing country context. **International Journal of Commerce and Management** Vol. 21 No. 2011.
- Almotairi, M. (2008). **CRM success factors taxonomy. European and Mediterranean Conference on Information Systems**, pp. 1-11.
- Almotairi, M. (2008). **CRM Success Factors Taxonomy. Paper Presented at the European and Mediterranean Conference on Information System**, Al Bustan Rotana Hotel, Dubai, 25-26May 2008.
- Almotairi, M. (2009). A framework for successful CRM implementation. European and Mediterranean Conference on Information Systems, pp. 1-14.
- Al-Mudimigh, A.S. (2009). CRM scorecard-based management system: Performance evaluation of Saudi Arabian bank. **Journal of Digital Asset Management**, 5, pp. 347-351.

BIBLIOGRAPHY

- A Mishra & D Mishra. (2009). **Customer Relationship Management: Implementation Process Perspective**. Department of Computer Engineering, Vol. 6, No. 4.
- Alonso, M.R.L., Zarco, A.I.J., Ruiz, M.P.M., & Dawson, J. (2009). Designing a predictive performance measurement and control system to maximize customer relationship management success. **Journal of Marketing Channels**, 16, pp. 1-41.
- Alshourah.S. (2012). **The antecedents of customer relationship management and its impact on hotels performance in Jordan**. Doctor of philosophy university utara Malaysia.
- Alina, F & Lelia, V. (2012). Understanding the Processes of Customer Acquisition, Customer Retention and Customer Relationship Development. **International Journal of Economic Practices and Theories**, Vol. 2, No. 2, 2012.
- Alshawi, S., Missi, F., & Irani, Z. (2011). Organizational, Technical and Data Quality Factors in CRM Adoption SMEs Perspective. **Industrial Marketing Management**, 40(3), 376-383.
- Amir, E., Vahid M. & Shiva M. Determining the Integrated Marketing Communication Tools for Different Stages of Customer Relationship in Digital Era. **International Journal of Information and Electronics Engineering**, Vol. 2, No. 5.
- Anvari, R. Mohmad Amin, S. B. (2010). The Customer Relationship Management Strategies: Personal Needs Assessment of Training and Customer Turnover. **European Journal of Social Sciences** .14(2), 111-122.
- Anderson, J.C., Narus, J.A. & Van Rossum, W. (2006), “**Customer value propositions in business markets**”, Harvard Business Review, Vol. 84 No. 3, pp. 90-9.
- Arab, F., Selamat, H., Ibrahim, S., & Zamani, M. (2010). A survey of success factors for CRM. **Proceedings of the World Congress on Engineering and Computer Science**, pp. 1-5.
- Arndt, O.H., & Schoegel, M. (2009). **Customer relationship management capability: antecedents and ITS impact on CRM performance**. American Marketing Association, pp. 162-163.
- Asikhia,O. (2010). Customer Orientation and Firm Performance among Nigerian Small and Medium Scale Business. **International Journal of Marketing Studies**.

BIBLIOGRAPHY

- Assimakopoulos, C., Papaioannou, E., & Sarmaniotis, C. (2011). The contribution of CRM marketing variables towards improving company's performance: A case of Thessaloniki area Hotels. **Arabian Journal of Business and Management Review**, 1(1), pp. 17-30.
- Attharangsun, N., & Ussahawanitchakit, P. (2008). The antecedents and consequences of CRM effectiveness in health service industry of Thailand. **Review of Business Research**, 8(4), pp. 1-15.
- Avlonitis, G. J., & Panagopoulos, N. G. (2005). Antecedents and Consequences of CRM Technology Acceptance in the Sales Force. **Industrial Marketing Management**, 34(4), 355-368.
- Bang, J. (2005). Understanding customer relationship management from managers' and customers' perspective: Exploring the implications of CRM fit, market orientation, and market knowledge competence. **A Dissertation Submitted in Partial Fulfillment of The Requirements for The Degree of Doctor of Philosophy in Business Administration University of Rhode Island.**
- Barney, J.B. (1991). Firm resources and sustained competitive advantage. **Journal of Management**. Mar. 17(1): 99-120.
- Barney, J.B. (2001a). "Is the Resource-Based "View" a Useful Perspective for Strategic Management Research? Yes," **Academy of Management Review**. 26(1): 41-56.
- Battor, M., & Battor, M. (2010). The impact of customer relationship management capability on innovation and performance advantages: Testing a mediated model. **Journal of Marketing Management**, 26(9-10), pp. 842-857.
- Bendersa and Slompb. (2009). Struggling with solutions; a case study of using organization concepts. **International Journal of Production Research Vol. 47, No. 18, 5237–5243.**
- Berry, L.L. (1983). "**Relationship marketing**", in Berry, L.L., Shostack, G.L. and Upah, G.D. (Eds), **Emerging Perspectives on Services Marketing**, American Marketing Association, Chicago, IL, pp. 25-8.
- Berry, P. (1980). **Service Marketing is different**. *Business*. 30 (May-June), 24-29.
- Bertalanffy, von, L. (1968). **General systems theory**. New York: Braziller.

BIBLIOGRAPHY

- Berling, R. P., & Parker, B. (2010). **Customer Relationship Management Tools**. New York, NY: Free Press.
- Blattberg, R.C. and Deighton, J. (1991). "Interactive marketing: exploring the age of addressability", **Sloan Management Review**, Vol. 33 No.1, pp. 5-14.
- Blattberg, Robert C., Gary Getz, and Jacquelyn S. Thomas. (2001). **Customer Equity: Building and Managing Relationships as Valuable Assets**. Boston: Harvard Business School Press.
- Bose, R. (2002). Customer Relationship Management: **Key Components for it Success**. Industrial Management & Data Systems, 102(2), 89-97.
- Bose, U., & Chong, P. (2002). **A Policy for Managing Data Quality to Improve Customer Relationship Management**. Available at: <http://iacis.org/iis/2003/bosechong.pdf>.
- Bowditch, (1973). **Behaviour in Organizations: A System Approach to Managing**. ISBN-13: 978-0201029819.
- Brewer, P.C. & Speh, T.W. (2000). Using the balanced scorecard to measure supply chain performance. **Journal of Business Logistics**, 21(1), pp. 75-93.
- Brown, S., & Gulycz, M. (2006). **Performance Driven CRM: How to Make Your Customer Relationship Management Vision a Reality**. Wiley Canada: Tri Graphic Printing Ltd.
- Bucker, U., Greve, G., & Albers, S. (2009). The impact of technological and organizational implementation of CRM on customer acquisition, maintenance, and retention. **International. Journal of Research in Marketing** 26 (2009) 207-215.
- Becker, J. U., Greve, G., & Albers, S. (2010). Left Behind Expectations How to Prevent CRM Implementations from Failing. **GfK-Marketing Intelligence Review**, 2(2), 34-41.
- Bull, C. (2003). Strategic Issues in Customer Relationship Management (CRM) Implementation. **Business Process Management Journal**, 9(5), 592-602.
- Buttle, F. (2009). **Customer relationship management**. Oxford: Butterworth-Heinemann.
- Cai, S. (2009). The Importance of Customer Focus for Organizational Performance: A Study of Chinese Companies. **International Journal of Quality & Reliability Management**, 26(4), 369-379.

BIBLIOGRAPHY

- Campbell, A. J. (2003). Creating Customer Knowledge Competence: Managing Customer Relationship Management Programs Strategically. **Industrial Marketing Management**, 32(5), 375-383.
- Capacity, O. A. (2004). An Empirical Study of the Relationship of its Intensity and Organizational Absorptive Capacity on CRM Performance. **Journal of Global Information Management**, 12(1), 1-17.
- Caruana, A., Money, A.H. and Berthon, P.R. (2000), "Service quality and satisfaction—The Moderating role of value", **European Journal of Marketing**, Vol. 34 Nos 11-12, pp. 1338-53.
- Certo, S. C., & Certo, S. T. (2006). **Modern management (10th ed.)**. New Jersey: Pearson Prentice Hall.
- Chandler, R.C., & J.C. Plano, (1982). **The Public Administration Dictionary**, New York: John Wiley & Sons.
- Chang, H. H., & Ku, P. W. (2009). Implementation of Relationship Quality for CRM Performance: Acquisition of BPR and Organizational Learning. **Total Quality Management & Business Excellence**, 20(3), 327-348.
- Chang, H.H. (2007). Critical factors and benefits in the implementation of customer relationship management. **Total Quality Management & Business Excellence**, 18(5), pp. 483-508.
- Chang, H.H., & Ku, P.W. (2009). Implementation of relationship quality for CRM performance: acquisition of BPR and organizational learning. **Total Quality Management**, 20(3), pp. 327-348.
- Chatzipanagiotou, K.C., Vassilikopoulou, A., & Siomkos, G.J. (2008). An empirical investigation of the relationship between market orientation and MktIS effectiveness in upscale hotels in Greece. **Journal of Targeting Measurement and Analysis for Marketing**, 16(4), pp. 285-297.
- Chen, Q. C., H. M. (2004). Exploring the Success Factors of E-CRM Strategies in Practice. **Database Marketing & Customer Strategy Management**, 11(4), 67-88.
- Chen, J., & Popovich, K. (2003). Understanding customer relationship management (CRM) People, process, and technology. **Business Process Management**, Vol.9 No.5, 2003.

BIBLIOGRAPHY

- Chen, Yung-Hsin & Su, Chao-Ton. (2006). A Kano-CKM model for customer knowledge discovery. **Total Quality Management & Business Excellence**, 17(5), 589 – 608.
- Chia, P. K. (2008). Factors Influencing CRM Technological Initiatives Among Small and Medium-Sized Enterprises in Singapore. **Published Master Thesis**, Canda Univirsity, 1-119.
- Cho, Y., & Chun, I. (2002). An Analysis of Online Customer Complaint: Implication for Web Complaint Management. **Paper Presented at The 35th International Conference on System Sciences**, Hawaii.
- Coltman, T. R. (2007b). Can Superior CRM Capabilities Improve Performance in Banking?. **Journal of Financial Services Marketing**, 12(2), 102-114.
- Coltman, T. R. (2006). Where are the Benefits in CRM Technology Investment?. **Paper Presented at The Hawaii International Conference on System Sciences**, Hawaii, 3-6.
- Coltman, T.R., Devinney, T.M., & Midgley, D.F. (2010). Customer relationship management and firm performance. **INSEAD Working Papers Collection**, pp. 1-42.
- Croteau, A. M., & Li, P. (2003). Critical Success Factors of CRM Technological Initiatives. **Canadian Journal of Administrative Sciences/ Revue Canadienne Des Sciences De L'administration**, 20(1), 21-34.
- Day, G.S., & Van den Bulte, C. (2002). Superiority in customer relationship management: consequences for competitive advantage and performance. The Wharton School University of Pennsylvania, 9, pp. 1-48.
- Desai, D., Sahu, S., & Sinha, P. K. (2007). Role of Dynamic Capability and Information Technology in Customer Relationship Management: A Study of Indian Companies. **Journal of Management Information Systems**, 32(4), 45.
- Dess, G., & Robinson, R. (1984). Measuring organizational performance in the absence of objective measures: The case of the privately-held firm and conglomerate business unit. **Strategic Management Journal**, 5(3), pp. 265-273.
- Dubrovski, D. (2001). The Role of Customer Satisfaction in Achieving Business Excellence. **TQM World Congress**, 325-331.
- Donald R. L., Debra Z & James W. (2012). Surveys analyze customer relationship management using balanced scorecard. **Journal of Interactive Marketing** 27, 1–16.

BIBLIOGRAPHY

- Dong, S., & Zhu, K. (2008). The Business Value of CRM Systems: A Resource-Based Perspective. **Paper Presented at the Proceedings of the 41st Hawaii International Conference on System Science**, 1-10.
- Drucker, P. F. (1999). Knowledge-Worker Productivity: The Biggest Challenge. **California Management Review**, 41(2), 97-95.
- Duncan, T.R. (2002). **IMC using advertising and promotion to build brands**. Boston: McGraw-Hill/Irwin.
- Dutu, C., & Halmajan, H. (2011). The effect of organizational readiness on CRM and business performance. **International Journal of Computers**, 1(5), pp. 106-114.
- Eid, R. (2007). Towards A Successful CRM Implementation in Banks: An Integrated Model. **The Service Industries Journal**, 28 (8), 1021–1039.
- F. Arab., H Selamat.,S. Ibrahim & M. Zamani. (2010). A Survey of Success Factors for CRM. **Proceedings of the World Congress on Engineering and Computer Science 2010** (29)
- Ferrell, L., Gonzalez-Padron, L & Ferrell, O.C. (2010). An Assessment of The use of Technology in The Direct Selling Industry. **Journal of Personal Selling & Sales Management** (spring 2010), pp.157-165.
- Fjermestad, J., & Romano Jr, N. C. (2003b). An Integrative Implementation Framework for Electronic Customer Relationship Management: Revisiting the General Principles of Usability and Resistance. **Paper presented at the proceedings of the 36th Hawaii International Conference on System Sciences**.
- Frejkova, D. (2009). **Analysis of the relationships between market orientation, customer relationship management and customer orientation (Online)**. Available: <http://www.google.co.th> [2012, September 11].
- Gebert, H., Geib, M., Kolbe, L., & Brenner, W. (2003). Knowledge-Enabled Customer Relationship Management: Integrating Customer Relationship Management and Knowledge Management Concepts. **Journal of Knowledge Management**, 7(5), 107-123.
- Gibbert, M., Leibold, M., & Probst, G. (2002) "Five Styles of Customer Knowledge Management, and How Smart Companies Use Them to Create Value", **European Management Journal**, Vol. 20, pp. 459 - 469.

BIBLIOGRAPHY

- Goldenberg, B.J. (2002). **CRM Automation**. Upper Saddle River, NJ: Prentice Hall.
- Goodhue, D. L., Wixom, B. H., & Watson, H. J. (2002). **Realizing Business Benefits through CRM: Hitting the Right Target in the Right Way**. *MIS Quarterly Executive*, 1(2), 79-94.
- Grant, R. M. (1991). The Resource-Based Theory of Competitive Advantage: Implications for Strategy Formulation. **California Management Review**. 33 (spring): 114-135.
- Greenley, G.E. (1995). Market orientation and company performance: Empirical evidence from UK companies. **British Journal of Management**, 6(1), pp. 1-13.
- Greve, G., & Albers, S. (2006). Determinants of Performance in Customer Relationship Management Assessing the Technology Usage-Performance Link. **Paper presented at the proceedings of the 36th Hawaii International Conference on System Sciences**, 6,111b.
- Gummesson, E. (1999). **Total relationship marketing. Great Britain**: Bath Press.
- Gummesson, E. (2002b). Relationship marketing in the new economy, **Journal of Relationship Marketing**, Vol. 1 No. 1, pp. 37-57.
- Harker, M.J. (1999). Relationship marketing defined? An examination of current relationship marketing definitions, **Marketing Intelligence & Planning**, Vol. 17 No. 1, pp. 13-20.
- Hart, C. W. L. (1995). Mass Customization: Conceptual Underpinnings, Opportunities and Limits. **International Journal of Service Industry Management**, 6(2), 36-45.
- Hart, M. (2006). Customer Relationship Management: Are Software Applications Aligned With Business Objectives. **South African Journal of Business Management**, 37(2), 17-32.
- Haugland, S.A., Myrtveit, I., & Nygaard, A. (2007). Market orientation and performance in the service industry: A data envelopment analysis. **Journal of Business Research**. 60 (11), pp. 1191-1197.
- Homburg, C., & Pflesser, C. (2000). A Multiple-Layer Model of Market-Oriented Organizational Culture: Measurement Issues and Performance Outcomes. **Journal of Marketing Research**, 37(4), 449-462.
- Islam, M., & Yang, Y.F. (2009). Service satisfaction, information trust and e-CRM performance in BSC model in the empirics of financial institutions. **Journal of Business and Policy Research**, 4(1), pp. 50-65.

BIBLIOGRAPHY

- Istanbul, Turkey. (2012). The effect of customer relationship management adoption in business-to-business markets. **Journal of Business & Industrial Marketing**, 27/6 497-507.
- Jackson, B. (1985). "Building customer relationships that last", **Harvard Business Review**, Vol. 63, pp. 120-8.
- Jain, D., & Singh, S. S. (2002). Customer Lifetime Value Research in Marketing: A Review and Future Directions. **Journal of Interactive Marketing**, 16(2), 34-46.
- Jain, R., Jain, S., & Dhar, U. (2007). CUREL: A scale for measuring customer relationship management effectiveness in service sector. **Journal of Services Research**, 7(1), pp. 37-58.
- Jain, R., Jain, S., & Dhar, U. (2003). Measuring customer relationship management. **Journal of Service Research**, 2(2), pp. 97-109.
- Jaworski, B. J., & Kohli, A. K. (1993). Market Orientation: Antecedents and Consequences. **The Journal of Marketing**, 53-70.
- Jayachandran, S., Sharma, S., Kaufman, P., & Raman, P. (2005). The Role of Relational Information Processes and Technology Use in Customer Relationship Management. **Journal of Marketing**, 69, 177-192.
- Kathryn & David. (1998). **Management**. McGraw-Hill College, ISBN 0073986542, 9780073986548.
- Kale, S. H. (2005). Change Management: Antecedents and Consequences in Casino CRM. **Unlv Gaming Research & Review Journal**, 9(2), 55-67.
- Kanitwaranun, C., Chantaraskul, C., Waiyakorn, S., & Keokitichai, S. (2010). **The empirical implementation of customer relationship management on customer satisfaction in health product business: A case of small & medium enterprise in Thailand**. A Thesis Submitted in Partial Fulfillment of the Requirement for the Degree DOCTOR OF PHILOSOPHY Program of Social and Administrative Pharmacy Graduate School Silpakorn University.
- Kaplan, R., & Norton, D. (1992). The balanced scorecard - measures that drive performance. **Harvard Business Review**, 70, pp.71-79.
- Kaplan, R.S., & Norton, D.P. (1996). Linking the balanced scorecard to strategy. **California Management Review**, 39(1), pp. 53-79.

BIBLIOGRAPHY

- Kaplan, R.S., & Norton, D.P. (2001). **The strategy-focused organization, how balanced scorecard companies thrive in the new business environment**. Harvard Business School Press.
- Kaplan, R.S., & Norton, D.P. (2004a). **Plotting success with strategy map**. Business Management (January), pp. 61-65.
- Kaplan, R.S., & Norton, D.P. (2004b). Measuring the strategic readiness of intangible assets **Harvard Business Review**, 82(2), pp. 52-63.
- Kasim, A. (2004). Socio-environmentally responsible hotel business: Do tourists to Penang island, Malaysia care? **Journal of Hospitality & Leisure Marketing**, 11(4), pp. 5-28.
- Kasim & Minai, 2009. (2009). Linking CRM strategy, customer performance measures and performance in the hotel industry. **International Journal of Economics and Management**, 3(2), pp. 297 – 316.
- Kast. Fremont E. and Rosenzweig. James E. (1985). **Organization and Contingency Approach**. 4th ed. Singapore: McGraw –Hill.
- Kelley, L. G., & Mannicom, R. (2003). How E-CRM Can Enhance Customer Loyalty. **Marketing Intelligence and Paining**. 239-248.
- Kennedy, A., Kelleher, C., & Quigley, M. (2006). CRM Best Practice: Getting it Right First Time at ESB International (ESBI). **Jounral of the Academy of Marketing Science**, 30, 59-71.
- Kennedy, K. N., Lassk, F. G., & Goolsby, J. R. (2002). Customer Mind-Set of Employees Throughout the Organization. **Journal of the Academy of Marketing Science**, 30(2), 159.
- Keskin, H. (2006). Market orientation, learning orientation, and innovation capabilities in SMEs: An extended model. *European Journal of Innovation Management*, 9(4), 396-417.
- Keramati, A., Mehrabi, H., & Mojir, N. (2010). A Process-Oriented Perspective on Customer Relationship Management and Organizational Performance: An Empirical Investigation. **Journal of industrial Marketing Management**, 39(7), 1170-1185.
- Khan, A. (2008). **Market orientation, customer selectivity and firm performance**. School of Management Ph.D Thesis Cranfield University.
- Khachaturyan V. (2012). **CRM and Business Performance**. *Software Engineering* 2012, 2(5): 180-185.

BIBLIOGRAPHY

- Khan, A. Sana, Qureshi, Salman Ali & Hunjra, Ahmed Imran. (2014). CRM Implementation: A Descriptive Study of the Service Industry in Pakistan. *World Applied Sciences. Journal* 30 (3): 355-361, 2014 ISSN 1818-4952.
- Kim, J. W., Choi, J., Qualls, W., & Park, J. (2004). The Impact of CRM on Firm-and Relationship-Level Performance in Distribution Networks. **Communications of the Association for Information Systems**, 14(2), 632-652.
- Kim, B. Y. (2008). Mediated Effects of Customer Orientation on Customer Relationship Management Performance. **International Journal of Hospitality & Tourism Administration**, 9(2), 192-218.
- Kim, H. S., & Kim, Y. G. (2009). A CRM Performance Measurement Framework: Its Development Process and Application. **Industrial Marketing Management**, 38(4), 477-489
- Kim, H. S., Kim, Y. G., & Park, C. W. (2010). Integration of Firm's Resource and Capability to Implement Enterprise CRM: A Case Study of Retail Bank in Korea. **Decision Support Systems**, 48(2), 313-322.
- Kim, H.S., & Kim, Y.G. (2007). A study on developing CRM scorecard. **Proceedings of the 40th Hawaii International Conference on System Sciences**.
- Kim, J. W., Choi, J., Qualls, W., & Park, J. (2004). The Impact of CRM on Firm-and Relationship-Level Performance in Distribution Networks. **Communications of the Association for Information Systems**, 14(2), 632-652.
- Kim, J., Suh, E., & Hwang, H. (2003). A Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard. **Journal of Interactive Marketing**, 17(2), 5-19.
- Kim, J., Suh, E., & Hwang, H. (2003). A Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard. **Journal of Interactive Marketing**, 17(2), 5-19.
- Kogut, B. & Zander, U. (1992). Knowledge of the Firm, Combinative Capabilities, and the Replication of Technology. **Organization Science**. 3: 383-397.
- Kohli, A.K., & Jaworski, B.J. (1990). Market orientation: The construct, research propositions, and managerial implications. **Journal of Marketing**, 54, pp. 1-18.
- Kostojohn, S., Johnson, M., & Paulen, B. (2011). **CRM fundamentals**. New York: Apress.

BIBLIOGRAPHY

- Kotler, P. and Armstrong, G. (2004). **Principles of Marketing**, 10th ed., Prentice-Hall, Englewood Cliffs, NJ.
- Kotorov, R. (2003). Customer Relationship Management: Strategic Lessons and Future Directions. **Business Process Management Journal**, 9(5), 566-571.
- Krasnikov, A., Jayachandran, S., & Kumar, V. (2009). The Impact of Customer Relationship Management Implementation on Cost and Profit Efficiencies: Evidence from the US Commercial Banking Industry. **Journal of Marketing**, 73(6), 61-76.
- Kros, J., & Molis, J. (2004). Keys to CRM Success. How Well are Contract Pharmaceutical Companies Doing in the CRM Game?. **Marketing Health Services**, 24(4), 32.
- Ku, E. S. (2010). The Impact of Customer Relationship Management through Implementation of Information Systems. **Total Quality Management**. 21(11), 085–1102.
- Kuo-Chung Shang & Chin-Shan Lu. (2012). Customer Relationship Management and Firm Performance: An empirical Study of Freight Forwarder Services. **Journal of Marine Science and Technology**, Vol. 20, No. 1, pp. 64-72.
- Lee, C.H., Huang, S.Y., Barnes, F.B., & Kao, L. (2010). Business performance and customer relationship management: The effect of IT, organizational contingency and business process on Taiwanese manufacturers. **Total Quality Management**, 21(1), pp. 43-65.
- Leppitsch, B. (2009). Customer Relationship Management Tools to Optimize Customer Satisfaction and Loyalty. Published Master Thesis of Applied Science. **University College University of Denver**. Pp-59.
- Li, P. (2001). **The critical success factors of customer relationship management (CRM) technological initiatives**. Doctoral Thesis. Concordia University.
- Liljander, V., Polsa, P., & Forsberg, K. (2009). Do Mobile CRM Services Appeal to Loyalty Program Customers? Emergent Strategies for E-Business Processes, Services, and Implications: Advancing Corporate. **Total Quality Management**, 3(5), 113-122.
- Liu, H. (2007). Development of a Framework for Customer Relationship Management (CRM) in the Banking Industry. **International Journal of Management**, 24(1), 15.
- Liyun, Q., Keyi, W., Xiaoshu, W & Fangfang, Z. (2008). **Management Science and Engineering** Vol.2 No.1.

BIBLIOGRAPHY

- Lopez, S.V. (2005). **Competitive advantage and strategy formulation:** The key role of dynamic capabilities. Management decision.
- Luhmann, N. (1984). **Soziale Systeme.** Grund einer allgemeinen Theorie. Frankfurt is Main: Suhrkamp.
- Mahmoud, M.A. (2011). Market orientation and business performance among SMEs in Ghana. **International Business Research**, 4(1), pp. 241-251.
- Mahdi, B., Mazaher, G & Mohammad, A. (2012). Information Technology (IT) as an Improvement Tool for Customer Relationship Management (CRM). International Conference on Leadership, **Technology and Innovation Management**. 59 – 64.
- Malte, G., Lutz, M. K., & Walter, B. (2006). CRM Collaboration in Financial Services Networks: A Multi-Case Analysis. **Journal of Enterprise Information Management**, 19(6), 591-607.
- Marcus, A. A. & M. H. Anderson. (2006). “A General Dynamic Capability: Does it Propagate Business and Social Competencies in the Retail Food Industry?” **Journal of Management Studies**. 43(1): 19-46.
- Martin C. P. Adrian and D. Ballantyne. (1994). **Relationship Marketing: Bring Quality,** Customer Service and marketing together. Oxford: Butterworth-Heinemann.
- Martin C. P. Adrian and D. Ballantyne. (1995). **Relationship Marketing.** Marketing in Action Series (British Library Cataloguing in Publication Data): Norman Hart.
- Mary Merlin, F. (2012). A Study on Direct Selling Through Multi Level Marketing. International **Journal of Advancements in Research & Technology**, Volume 1, Issue 4, September-2012.
- Melville, N., Kraemer, L & Gurbaxani, V. (2004). Information Technology and Organizational Performance: An Integrative Model of IT Business Value. **Center for Research on Information Technology and Organizations Graduate School of Management.**
- Meyer, M., & Kolbe, L. M. (2005). Integration of Customer Relationship Management: Status Quo and Implications for Research and Practice. **Journal of Strategic Marketing**, 13(3), 175.
- Minami, C., & Dawson, J. (2008). The CRM Process in Retail and Service Sector Firms in Japan: Loyalty Development and Financial Return. **Journal of Retailing and Consumer Services**, 15(5), 375-385.

BIBLIOGRAPHY

- Mina B, Mohammad H, P. & Yaser G. (2012). The Role of Information Technology and Customer Relation Management Supply Chain. **Interdisciplinary Journal of Contemporary Research in Business**, Vol 4, No 8.
- Midgley, G. (Ed.). (2003). **Systems thinking**. London: Sage.
- Mohan, Subaji; Choi, Eunmi; Min, Dugki. (2008). Conceptual Modeling of Enterprise Application System Using Social Networking and Web 2.0 “Social CRM System”. **International Conference on Convergence and Hybrid Information Technology**, 28-29 August, Daejeon, Korea, p.237-244.
- Mohammad, A., Rashid, B., & Tahir, S. (2013). Assessing the influence of customer relationship management (CRM) dimensions on organization performance. An empirical study in the hotel industry. **Journal of Hospitality and Tourism Technology** Vol. 4 No.3, 228.
- Mohammed, A., & Rashid, B. (2012). Customer relationship Management (CRM) in Hotel Industry: A framework Proposal on the Relationship among CRM Dimensions, Marketing Capabilities and Hotel Performance. **International Review of Management and Marketing**. Pp.220-230.
- Morgan, N.A., Vorhies, D.W., & Mason, C.H. (2009). Market orientation, marketing capabilities, and firm performance. **Strategic Management Journal**, 30, pp. 909-920.
- Morgan, R.M. and S.D. Hunt. (1994). The commitment-trust theory of relationship Marketing. **Journal of marketing**. (58), 20-38.
- Moreno A. & Melendez A (2011). Analyzing the impact of knowledge management on CRM success :The mediating effects of organizational factors. **International Journal of Information Management** 31 (2011) 437–444.
- Narayandas, D., & Rangan, V. K. (2004). Building and Sustaining Buyer-Seller Relationships in Mature Industrial Markets. **Journal of Marketing**, 63-77.
- Nargesi, S.S., Keramati, A., Haleh, H., & Ansarinejad, A. (2011). Assessing organizational readiness to implement customer relationship management using fuzzy analytical network process: A case study. **International Journal of Academic Research**, 3(3), pp. 409-418.
- Narver, C., & Slater, S. F. (1990). The Effect of a Market Orientation on Business Profitability. **Journal of Marketing**, 54(3), 69–73.

BIBLIOGRAPHY

- Nath, V., Gugnani, R., Goswami, S., & Gupta, N. (2009). An Insight into Customer Relationship Management Practices in Selected Indian Service Industries. **Journal of Marketing & Communication**, 4(3), 18-40.
- Nelson, S., & Kirkby, J. (2001). **Seven Key Reasons Why CRM Fails**. Retrieved June 15, 2009, from <http://www.gartner.com/Id=338949>.
- Nevin, J.R. (1995). "Relationship marketing and distribution channels: exploring fundamental issues", **Journal of the Academy of Marketing Science**, Fall, pp. 327-34.
- NOGUEIRA, Roberto; MAZZON, Jos Afonso; TERRA, Andra Machado (2004). A Gesto de CRM nas Seguradoras. In: EnANPAD, p.01-16, setembro 25-29, 2004, Curitiba (PR). Anais... Curitiba: ANPAD.
- Nor Azila. M. Noor., & Azli, M. (2005). Individual Factors that Predict Customer-Oriented Behaviour of Malaysian Life Insurance Agents. **Journal Pengurusan**, 125-149.
- Ngai a.E., Li Xiu & Chau.D. (2009). Application of data mining techniques in customer relationship management: A literature review and classification. **Journal Expert Systems with Applications** 36, 2592–2602.
- Nwankwo, S., & Ajemunigbohun, S (2013) Customer Relationship Management and Customer Retention: Empirical Assessment from Nigeria's Insurance Industry. **Journal Volume 4**. Issue 2 ISSN: 2151-6219.
- Oake, N., Van Walraven, C., Rodger, M. A., & Forster, A. J. (2009). Effect of an Interactive Voice Response System on Oral Anticoagulant Management. **Canadian Medical Association Journal**, 180(9), 927.
- Oghojafor B. E. A. et al. (2011). Information Technology and Customer relationship Management (CRM) in some selected insurance firms in Nigeria. **Journal of Economics and International Finance** Vol. 3(7), pp. 452-461.
- Ottum, B.D., & Moore, W.L. (1997). The role of market information in new product success/failure. **Journal of Product Innovation Management**, 14(4), pp. 258-273.
- Ou, C. X., & Banerjee, P. K. (2009). Determinants of Successful Customer Relationship Management. **Journal of Information Technology Management**, 20(1), 56-66

BIBLIOGRAPHY

- Parvatiyar, A. and Sheth, J.N. (2000). **“The domain and conceptual foundations of relationship marketing”**, in Sheth, J.N. and Parvatiyar, A. (Eds), *Handbook of Relationship Marketing*, Sage Publications, Thousand Oaks, CA, pp. 3-38.
- Parvatiyar, A. & Sheth, J.N. (2001). **“Conceptual framework of customer relationship management”**, in Sheth, J.N., Parvatiyar, A. and Shainesh, G. (Eds), *Customer Relationship Management: Emerging Concepts, Tools and Applications*, Tata McGraw-Hill, New Delhi, pp. 3-25.
- Parvatiyar, A., & Sheth, J. N. (2001). Customer Relationship Management: Emerging Practice, Process, and Discipline. **Journal of Economic and Social Research**, 3(2), 1-34.
- Payne, A. (2000), **“Customer relationship management”**, The CRM-Forum, available at: www.crm-forum.com.
- Payne, A., & Frow, P. (2004). The Role of Multichannel Integration in Customer Relationship Management. **Industrial Marketing Management**, 33(6), 527-538.
- Payne, A., & Frow, P. (2006). Customer relationship management: From strategy to implementation. **Journal of Marketing Management**, 22, pp. 135-168.
- Peter C. Verhoef. (2003). Understanding the Effect of Customer Relationship Management Efforts on Customer Retention and Customer Share Development. **Journal of Marketing** Vol. 67, 30–45.
- Pedron, C. D., & Saccol, A. Z. (2009). What Lies Behind the Concept of Customer Relationship Management? **Discussing the Essence of CRM through a Phenomenological Approach. Bar Curitiba**, 6(1), 34-49.
- Peelen, E. (2005). **Customer Relationship Management. Benelux BV, Amsterdam**: Prentice Hall.
- Peltier, J. D. (2005). **Organizational and Strategy Formation Factors Relating to Customer Information Management Practices**. Paper presented at the proceedings of the DMEF 2005 Educators’ Conference.
- Peppers, D. and Rogers, M. (1993). **The One to One Future: Building Relationships One Customer at a Time**, Doubleday, New York, NY.
- Peppers, D., & Rogers, M. (2011). **Managing customer relationships: A strategic framework**. New Jersey: John Wiley & Sons Ltd.

BIBLIOGRAPHY

- Peppers & Rogers Group. (2004). **CRM Series: Marketing 1 to 1**. 3. ed. São Paulo: Peppers & Rogers Group Brasil e Makron Books.
- Piercy, N. F. (1995). Customer Satisfaction and the Internal Market: Marketing our Customers to our Employees. **Journal of Marketing Practice Applied Marketing Science**, 1(1), 22-44
- Plakoyiannaki, E., & Tzokas, N. (2002). Customer Relationship Management: A Capabilities Portfolio Perspective. **The Journal of Database Marketing**, 9(3), 228-237.
- Plakoyiannaki, E., Tzokas, N., Dimitratos, P., & Saren, M. (2008). How critical is Employee Orientation for Customer Relationship Management? Insights from A Case Study. **Journal of Management Studies**, 45(2), 268.
- Raju, P.S., Lonial, S.C., Gupta, Y.P., & Ziegler, C. (2000). The relationship between market orientation and performance in the hospital industry: A structural equations modeling approach. **Health Care Management Science**, 3, pp. 237-247.
- Raman, P., Wittmann, C. M., & Rauseo, N. A. (2006). Leveraging CRM for Sales: the Role of Organizational Capabilities in Successful CRM Implementation. **Journal of Personal Selling and Sales Management**, 26(1), 39-53.
- Ramani, G., & Kumar, V. (2008). Interaction Orientation and Firm Performance. **Journal of Marketing**, 72(1), 27-45.
- Reimann, M., Schilke, O., & Thomas, J.S. (2010). Customer relationship management and firm performance: The mediating role of business strategy. **Journal of the Academy of Marketing Science**, 38, pp. 326-346.
- Reinartz, W., Krafft, M., & Hoyer, W.D. (2004). The customer relationship management process: Its measurement and impact on performance. **Journal of Marketing Research**, 8, pp. 293-305.
- Rhee, J., Park, T., & Lee, D.H. (2010). Drivers of innovativeness and performance for innovative SMEs in South Korea: Mediation of learning orientation. **Technovation**, 30, 65-75
- Richard, J. E., Thirkell, P. C., & Huff, S. L. (2007). An Examination of Customer Relationship Management (CRM) Technology Adoption and its Impact on Business-to-Business Customer Relationships. **Total Quality Management & Business Excellence**, 18(8), 927-945.

BIBLIOGRAPHY

- Richard, J.E. (2008). **The impact of customer relationship management (CRM) technology on business-to-business customer relationships**. A Thesis Submitted to Victoria University of Wellington in fulfillment of the requirements for the degree of Doctor of Philosophy in Marketing.
- Robbins, S.P., (1983). **Organization Theory: Structure, Design, and Applications**, Englewood Cliff, NJ: Prentice-Hall.
- Roberts, M. L., Liu, R. R., & Hazard, K. (2005). Strategy, Technology and Organizational Alignment: Key Components of CRM Success. **Journal of Database Marketing and Customer Strategy Management**, 12(4), 315-326.
- Romano Jr, N. C., & Fjermestad, J. (2001). An Agenda for Electronic Commerce Customer Relationship Management Research. **Paper presented at the proceedings of the Seventh Americas Conference on Information Systems**, 830-833.
- Rowley, J. (2002a). Eight questions for CKM in e-business. **Journal of Knowledge Management**, 6(5), 500-511.
- Rowley, J. (2002b). Reflections of Customer Knowledge Management in e-business. Qualitative Market Research: **An International Journal**, 5(4), 268-280
- Ryals, L., & Payne, A. (2001). Customer Relationship Management in Financial Services: Towards Information-Enabled Relationship Marketing. **Journal of Strategic Marketing**, 9(1), 3-27.
- Sansook, J. (2010). **Strategic customer relationship management capabilities and market performance: An empirical study of private hospitals in Thailand**. A Dissertation Submitted in Partial Fulfillment of the Requirements for the Degree of DOCTOR OF PHILOSOPHY in Management at Mahasarakham University May 2010 All rights Reserved by Mahasarakham University.
- Sadek, H., Youssef, A., Ghoneim, A., & Tantawi, P. (2011). Measuring the effect of customer relationship management (CRM) components on the non financial performance of commercial banks: egypt case. **European, Mediterranean & Middle Eastern Conference on Information Systems** 432.
- Sarah & Basahel. (2012). **The effect of Organizational Culture and Leadership on CRM Implementation**. Brunel Business School – Doctoral Symposium 27th & 28th March 2012.

BIBLIOGRAPHY

- Scott, W.A. 1967. **Introduction to Psychology Research**. New York: Wiley and Son, Inc.
- Scott, W.R., (1987). **Organizations: Rational**, Natural, and Open Systems, Englewood Cliffs, NJ: Prentice Hall.
- Shergill, G.S., & Nargrudkar, R. (2005). Market orientation, marketing innovation as performance drivers: Extending the paradigm. **Journal of Global Marketing**, 19(1), pp. 27-44.
- Sheth, J. N., Sisodia, R. S., & Sharma, A. (2000). The Antecedents and Consequences of Customer-Centric Marketing. **Journal of the Academy of Marketing Science**, 28(1), 55.
- Sheth, J.N. and Parvatiyar, A. (1995). "The evolution of relationship marketing", **International Business Review**, Vol. 4, pp. 397-418.
- Shum, P., Bove, L., & Auh, S. (2008). Employees' Affective Commitment to Change: the Key to Successful CRM Implementation. *European Journal of Marketing*, 42(11/12), 1346-1371.
- Sigala, M. (2003). **Implementing customer relationship management in the hotel sector:** Does "IT" always matter? 11th European Conference on Information Systems.
- Sigala, M. (2005). Integrating Customer Relationship Management in Hotel Operations: Managerial and Operational Implications. **International Journal of Hospitality Management**, 24(3), 391-413.
- Sin, L. Y. M., Tse, A. C. B., & Yim, F. H. K. (2005). CRM conceptualization and scale development. **European Journal of Marketing**, 39(11/12), 1264–1290.
- Sinisalo, J., Salo, J., Karjaluoto, H., & Lepp Niemi, M. (2007). Mobile Customer Relationship Management: Underlying Issues and Challenges. **Business Process Management Journal**, 13(6), 771-787.
- Singh. (2010). Analysis of relationship between the learning organization and organization culture business organization. ISSN 2029-4581. **Organizations and Markets in Emerging Economics**, 2010, Vol. 1, No. 1(1).
- Slotegraaf, R.J., & Dickson, P.R. (2004). The paradox of a marketing planning capability. **Journal of the Academy of Marketing Science**, 32(4), pp. 371-385.
- Smirnova, M., Naudé, P., Henneberg, S., Mouzas, S., & Kouchtch, S. (2011). **The impact of market orientation on the development of relational capabilities and performance outcomes:** The case of Russian industrial firms.

BIBLIOGRAPHY

- Sohrabi, B., Haghighi, M., & Khanlari, A. (2010). Customer Relationship Management Maturity Model (CRM): A Model for Stepwise Implementation. **International Journal of Human Sciences**, 7(1), 1-20.
- Soliman, H.S. (2011). Customer relationship management and its relationship to the marketing performance. **International Journal of Business and Social Science**, 2(10), pp.166-182.
- Stam, W., & Elfring, T. (2008). Entrepreneurial orientation and new venture performance: The moderating role of intra and extra industry social capital. **Academy of Management Journal**, 51(1), pp.97-111.
- Stefanou, C. J., Sarmaniotis, C., & Stafyla, A. (2003). CRM and Customer-Centric Knowledge Management: An Empirical Research. **Business Process Management Journal**, 9(5), 617-634.
- Stein, A., & Smith, M. (2009). CRM Systems and Organizational Learning: An Exploration of the Relationship between CRM Effectiveness and the Customer Information Orientation of the Firm in Industrial Markets. **Industrial Marketing Management**, 38(2), 198-206.
- Stock, R. M., & Hoyer, W. D. (2005). An Attitude-Behavior Model of Salespeople's Customer Orientation. **Journal of the Academy of Marketing Science**, 33(4), 536.
- Stone, M. F., Henderson, L., Irwin, D., Donnell, J., & Woodcock, N. (2003). The Quality of Information Management in Customer Life Cycle Management. **Journal of Database Marketing**, 10(3), 240-254.
- Tan, X., Yen, D., & Fang, X. (2002). Internet Integrated Customer Relationship Management: A Key Success Factor for Companies in the E-Commerce Arena. **Journal of Computer Information Systems**, 42(3), 77-86.
- Tamoiniene, R., & Jasilionienė, R. (2007). Customer Relationship Management as Business Strategy Appliance: Theoretical and Practical Dimensions. **Journal of Business Economics and Management**, 8(1), 69-78.
- Tanner, J. (2005). Customer Relationship Management: Concepts and Tools, **Journal of Database Marketing**, 10(3), 240-259.
- Taylor, S. A., & Hunter, G. L. (2002). The Impact of Loyalty with E-CRM Software and E-Services. **International Journal of Service Industry Management**, 13(5), 452-474.

BIBLIOGRAPHY

- Teece, D. J. (1984). **The Competitive Challenge**. Boston, M.A.: Bollinger.
- Tippins, M.J., & Sohi, R.S. (2003). IT competency and firm performance: Is organizational learning a missing link?. **Strategic Management Journal**, 24, pp.745-761.
- Thakur, R. & Summey, J. (2005). Filtering Profitable from Not-So-Profitable Customers Using Customer Relationship Management (CRM) Technology. **The Marketing Management Journal**, 15 (2), 43-54.
- Thomas, J. S., Blattberg, R. C., & Fox, E. J. (2004). Recapturing lost customers. **Journal of Marketing Research**, 41(1), 31–45.
- Todd J. Arnold & Eric (Er) Fang & Robert W. Palmatier. (2010). The effects of customer acquisition and retention orientations on a firm's radical and incremental innovation performance. **Journal of the Acad. Mark. Sci.** (2011) 39:234–251.
- Tsiptsis K., & Chorianopoulos, A. (2009). Data mining techniques in CRM inside customer segmentation. Chichester: John Wiley & Sons Ltd.
- Van Bentum, R., & Stone, M. (2005). Customer Relationship Management and the Impact of Corporate Culture and European Study. **The Journal of Database Marketing and Customer Strategy Management**, 13(1), 28-54.
- Vandermerwe, S. (2004). **Achieving Deep Customer Focus**. **Engineering Management Review**, 32(3), 62-62.
- Vavra, T.G. (1992). **Aftermarketing: How to Keep Customers for Life through Relationship Marketing**, Business One-Irwin, Homewood, IL.
- V. Kumar & E. Jones, R. VenKatesan, & R. Leone. (2011) Is Market Orientation a Source of Sustainable Competitive Advantage or Simply the Cost of Competing? **Journal of Marketing** Vol. 75 (16-30)
- Vazifehdust, H., Shahnavaizi, A., Jourshari, M., & Sharifi, F (2012). Investigation Critical Success Factors of Customer Relationship Management Implementation. **World Applied Sciences Journal** 18(8).
- Vichit U-on and Peerawat Chatprueksapan. The Structural Relationship of Customer Relationship Management in Direct Sales Business. International Conference Business and Entrepreneurship Education 2016, 29-30 April 2016, Phuket, Thailand.

BIBLIOGRAPHY

- W. Richard Scott. (1992). **Organizations: rational, natural, and open systems**, University of Michigan.
- Wahab, S., Noor, N. A. M., Ali, J., & Jusoff, K. (2009). Relationship between Customer Relation Management Performance and E-Banking Adoption: A Look at Malaysian Banking Industry. **International Journal of Business and Management**, 4(12), P122.
- Wang, C., Huang, Y., Chen, C., & Lin, Y. (2009). The Influence of Customer Relationship Management Process on Management Performance. **The International Journal of Organizational Innovation**, 435-441.
- Wang, Y. Fang., H. (2008). CRM Capability in Service Industries: Conceptualization and Scale Development. **International Conference On service Operations and Logistics, and Informatics**, Beijing, 83-88.
- Wells, J. D., Fuerst, W. L., & Choobineh, J. (1999). Managing Information Technology (It) For One-to-One Customer Interaction. **Information & Management**, 35(1), 53-62.
- Wernerfelt, B. (1984). A Resource-based view of the firm. **Strategic Management Journal**. 5: 171-180.
- Wikstrom, C. E., & Isomki, H. (2008). Human-Centredness in Customer Relationship Management Implementation Research: Towards a Holistic Perspective. **International Journal of E-Business Research**, 25(3), 1-27.
- Wilde, S. (2011). **Improving customer relationship through knowledge application**. Berlin Heidenberg: Springer-Verlag.
- Worthington, S. (2010). The Hidden Side of Loyalty Card Programs. Monash University Josh Fear, the Australia Institute. **Retrieved October 16, 2010**.
- Wu, S., & Hung, M. (2008). A performance evaluation model of CRM on non-profit organizations. **Total Quality Management**, 19(4), pp. 321-342.
- Wu, T. (2003). Implementing CRM in Smes: An Exploratory Study on the Viability of Using the ASP Model. Unpublished Master Thesis. Accounting. Swedish School of Economics and Business Administration. **Retrieved May 5, 2011**.

BIBLIOGRAPHY

- Wu, W. (2003). **Customer relationship management (CRM) technology, market orientation, and organizational performance**. Presented in Partial Fulfillment of the Requirements for the Degree of Master of Science in Administration at Concordia University Montreal, Quebec, Canada.
- Xu, Y., Yen, D. C., Lin, B., & Chou, D. C. (2002). Adopting Customer Relationship Management Technology. **Industrial Management & Data Systems**, 102(8), 442-452.
- Yang, C.C., Cheng, L.Y., & Yang, C.W. (2005). A study of implementing balanced scorecard (BSC) in non-profit organizations: A case study of private hospital. **Human Systems Management**, 24, pp. 285-300.
- Yim, F. H., Anderson, R. E., & Swaminathan, S. (2004). Customer Relationship Management: Its Dimensions and Effect on Customer Outcomes. **Journal of Personal Selling and Sales Management**, 24(4), 263-278.
- Yueh, C., Chen, A., Lee, Y., & Barnes, F. (2010). The Effects of Leadership Styles on Knowledge-Based Customer Relationship Management Implementation. **International Journal of Management and Marketing Research**, 3(1), 1-18.
- Yan Dong., Yuliang Yao., & Tony Haitao Cui. (2011). When Acquisition Spoils Retention: Direct Selling vs. Delegation Under CRM. **Management Science** 57(7), pp. 1288–1299.
- Zablah, A. R., Bellenger, D. N., & Johnston, W. J. (2004). An Evaluation of Divergent Perspectives on Customer Relationship Management: Towards a Common Understanding of an Emerging Phenomenon. **Industrial Marketing Management**, 33(6), 475-489.
- Zheng-Zhou, K., Brown, J.R., & Dev, C.S. (2009). Market orientation, competitive advantage, and performance: A demand-based perspective. **Journal of Business Research**, 62, pp. 1063–1070.
- Zahra, S., Alireza, S & Safari, K. (2011). An empirical study to analyze customer relationship management strategy using balanced scorecard.