Electronic Commerce Customer Relations Management (ECCRM)
Minitrack Introduction

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Electronic Commerce is a significant, pervasive issue for businesses and customers. Kalakota and Whinston articulated eCommerce as being comprised of two relationship types: those between enterprises and customers; and those between and among enterprises. It is the former this minitrack addresses. However, it should be noted that a significant amount of research in traditional “Market Channels” has been done and is underway and it may be that this minitrack should be extended in the near future to address the relationships between enterprises.

In a nutshell eCommerce Customer Relations Management (eCCRM) involves attracting and keeping “Economically Valuable” customers and repelling and eliminating “Economically Invaluable” ones. Peter Keen asserts we are on the threshold of a shift from a transaction-based economy to a relationship-based economy. The rising importance of managing customer relationships in eCommerce is the catalyst for proposing this minitrack.

Six papers were accepted for the minitrack which provide an excellent overview of ECCRM and details of specific aspects of this emerging MIS sub-field. The papers cover a number of topics within ECCRM including Website Quality, Pharmaceutical Industry CRM, CRM Maturity and Development Assessment, Trust Conceptualization, CRM Management Readiness and CRM for Financial eServices. At least four external reviewers, the minitrack chair, and in one case the track chair refereed each submitted paper. The accepted papers are summarized below.

Ping Zhang and Gisela M. von Dran in their paper Expectations and Rankings of Website Quality Features: Results of Two Studies on User Perceptions report on two exploratory studies on user perceptions of using web sites. They employ Kano’s Model of Quality to investigate quality features in the web environment. Results suggest that Kano’s Model provides a framework to control for website quality, not all features are considered of equal importance in web environments and web users in different domains rank important features differently.

Thomas Puschmann and Rainer Alt in their paper Customer Relationship Management in the Pharmaceutical Industry argue that trends such as electronic commerce are driving the need for a more customer-centric approach to business. They describe a case study at a pharmaceutical firm that provides evidence that an integrated view of the customer across the whole organization is an appropriate concept to build CRM.

Nicholas C. Romano, Jr. in his paper Customer Relations Management Research: An assessment of Sub Field Development and Maturity investigates the status and maturity of ECCRM. Results indicate that exploratory surveys dominate the literature, little theory has been developed, few empirical studies use hypothesis testing and little cumulative tradition is emerging. However, ECCRM literature has employed a wide range of research methods, constructs and variables and professional activity within the IS research community illustrates its emerging importance.

D. Harrison McKnight and Norman L. Chervany in their paper Conceptualizing Trust: A Typology and eCommerce Customer Relationships Model assert the need for an interdisciplinary typology of trust to compare and communicate research results more clearly. They develop such a typology that defines both conceptual and operational level trust constructs and decomposes each into two to four measurable subconstructs. They also relate trust constructs to e-commerce actions.

Dawn Jutla, James Craig and Peter Bodorik in their paper Enabling and Measuring Electronic Customer Relationship Management Readiness provide a comprehensive customer-focused evaluation framework to assess ECCRM readiness to provide a big picture of the overall composition of ECCRM, to facilitate gap analysis, and to support a monitoring and feedback processes. They identify key enablers as Knowledge management, trust, and technology. They examine ECCRM in the context of Craig’s e-Business stakeholder model to illustrate how value is created for customers. Finally, they propose weightings and rating scales to aid in assessing ECCRM readiness and provide examples of their use.

David Calaminus, Elisabeth Klöpfer, Dennis Kundisch, and Peter Woltersberger in their paper Enabling eCCRM: Content Model and Management for Financial eServices Develop and present a formal content model for the representation and description of relevant attributes of finance. The model is put in the context of a framework for a one-to-one marketing tool comprising a customer model, a content model, product models, and intelligent matching rules. They assert that with an appropriate content model ECCRM will be substantially supported and financial intermediaries will be able to intensify trust relationships with their customers.