Introduction to the HICSS-36 Electronic Customer Relationship Management Mini-track

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This is the third continuous year for this mini-track. This year there are two sessions each consisting of three excellent papers. The first session deals with Corporate Issues in CRM. Ocker and Mudambi in their paper “Assessing the Readiness of Firms for CRM: An overview of research literature and development of a research model” present a three-dimensional alignment model of CRM readiness factors. The second paper by Nils Madeja and Detlef Schoder in their paper “How the Use of ECCRM Systems impacts Corporate Success Results from an Empirical Investigation” investigate the effectiveness of several instruments attributed to ECCRM with respect to companies’ actual ECCRM capability and then examine the impact of all of these factors eventually on corporate success. Their results are interesting. The third paper, “An Event Driven Approach to Customer Relationship Management in e-Brokerage Industry”, by Dickson Chiu, Wesley C. W. Chan1, Gary K. W. Lam, S. C. Cheung, and Franklin T. Luk, presents a framework for an effective detection of business events that trigger the execution of customer-related activities based on a set of predefined business rules. The results suggest that key success factor of a brokerage is its ability to retain existing clients and to increase their satisfaction through effective coordination and enactment of CRM activities.

The second session focuses on Theoretical and Application CRM Issues. The initial, “Whoops…Did I Use the Wrong Construct to Manage E-Commerce Risk? Modeling the Risk-Related Effects of Disposition to Trust versus Distrust”, paper by D. Harrison McKnight, Chuck Kacmar, and Vivek Choudhury illustrates how various aspects of disposition to trust/distrust affect consumer web perceptions in different ways, depending on their level of risk. For e-commerce research, the findings of this article suggest that perhaps scholars have been studying a less effective agent for addressing risk—disposition to trust—instead of what may be a more effective agent—disposition to distrust. The next paper, “Electronic Customer Relationship Management Implementation issues: Revisiting the General principles of Usability and Resistance”, by Fjermestad and Romano investigates successful and limited success CRM implementations. Their findings suggest that developers and implementers should revisit the general principles of usability and resistance. The third paper, “Message Sense Maker: Engineering a Tool Set for Customer Relationship Management”, by Dmitri Roussinov and Leon Zhao, presents a new issue identification techniques based on clustering and context aware similarity networks to enable managers to discover knowledge in text messages. This is then applied in the context of CRM.