Electronic Commerce (eCommerce, i.e. the execution of business processes using Internet technologies) continues to be a significant, pervasive issue for both enterprises and customers. Similarly, mobile commerce (mCommerce, i.e. the execution of business processes using mobile technologies) is gaining momentum again. The management of relationships between enterprises and customers has often been referred to as Customer Relationship Management (CRM). We define CRM as an interactive process that achieves an optimum balance between corporate investments and the satisfaction of customer needs to generate the maximum profit. Fundamentally CRM concerns attracting and keeping “economically valuable” customers and repelling and eliminating “economically invaluable” ones. The amount of information relevant in CRM processes can only be handled effectively when information technology is applied. Due to the lack of personal contact, CRM is of particular importance in eCommerce and mCommerce.

Thus, this minitrack focuses on the application of Internet and mobile technologies in the field of CRM as well as the application of CRM concepts to electronic and mobile businesses. We refer to this as electronic CRM (eCRM). Mobile CRM (mCRM) represents a subset of eCRM with particular focus on the usage of mobile technologies. Research in the field of CRM has covered a variety of aspects. In this minitrack we focus on three selected subtopics: CRM Performance, mobile CRM as well as trust and privacy issues in CRM.

The first focus is on CRM performance. In the first paper of this minitrack, Chen and Wang show a common misunderstanding held by businesses adopting CRM: CRM is not just technology, the organization must also adapt to the new approach. In a case study of an Taiwanese retail company they identify organizational factors which affect the internalization of the implemented technology and thus also affect the benefits which could be realized. Similarly, in the second paper, Greve and Albers investigate the link between CRM technology, its usage and CRM performance. In the third paper, Coltman investigates where the benefits of CRM efforts can be found and which organizational and technical drivers support the realization of these benefits. In the fourth paper, Dutta and Roy propose a decision support model for the management of customer service levels in order to achieve sustainable growth.

The second focus is on mobile technologies in CRM. In the fifth paper, Sinisalo et al. investigate underlying issues and opportunities to manage customer relationships through a mobile medium. In the sixth paper, Schierholz et al. propose a comprehensive method for the introduction of mobile technologies into CRM.

The third focus of this minitrack is on trust and privacy concerns in CRM. First, in the seventh paper Gopal et al. show how private information can be used to answer queries while maintaining privacy and subsequently describe a market approach to compensate the user for the given private information. In the eighth paper, McKnight and Kaemar analyze the factors which influence the credibility of an Internet advice site. Finally, Lee et al. use the Technology Acceptance Model (TAM) to explain the role of trust in users’ adoption of online virtual communities.

The authors of each of the nine papers which made it through the rigorous review into this minitrack make valuable contributions to research and practice alike. Especially, the applicability of concepts to ‘real world’ situations is illustrated by means of case studies and linkages to business issues. The co-chairs wish to thank the anonymous reviewers for their input and guidance to improve the quality of the paper even further.