

*International Journal of*

# **Electronic Customer Relationship Management**

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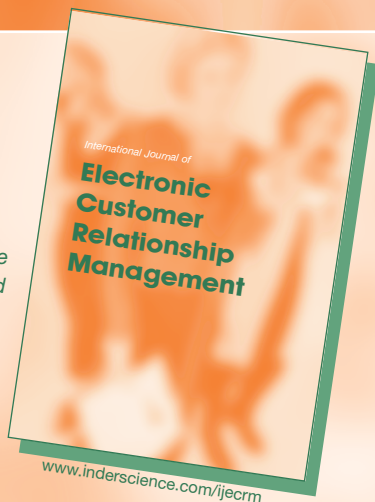
# Scope of the Journal

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*The aim of IJECRM is to provide an international forum and refereed reference in the field of electronic customer relationship management (ECRM). It also addresses the interaction, collaboration, partnership and cooperation between small and medium sized enterprises (SMEs) and larger enterprises in a customer relationship. More innovative analysis and better understanding of the complexity involved in a customer relationship are essential in today's global businesses. Therefore, manuscripts offering theoretical, conceptual, and practical contributions for ECRM are encouraged.*

## Topics covered include:

- Electronic customer relationship management (ECRM)
- CRM strategy, marketing, technology and software
- Custom marketing and sales management
- Customer lifetime value, loyalty, satisfaction, behaviour, databases
- Issues for implementing CRM systems/solutions for CRM problems
- Tools for capturing customer information, managing/sharing customer data
- Partner relationship management, strategic alliances/ partnerships
- Business to business market (B2B), business to consumer market (B2C)
- Enterprise resource planning (ERP)
- Supply chain dynamics and uncertainty, supplier relationship management (SRM)
- E-commerce customer relationships on the internet
- Supply chain management, channel management, demand chain management
- Manufacturing, logistics and information technology/systems
- Supplier and distribution networks, international issues
- Performance measurement/indicators, research, modelling



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