URN etd-0407109-183704-230
Author Jiun-Yin Chen
Author's Email Address No Public.
Statistics This thesis had been viewed 40 times. Download 0 times.
Department
Year 2002
Semester 1
Degree Master
Type of Document Master's Thesis
Language zh-TW.Big5 Chinese
Title Using Collaborative Customer Knowledge Management for Integrated Marketing Communications Improvement
Date of Defense 0000-00-00
Page Count 131
Keyword
Customer Knowledge Management
Collaborative Marketing
Integrated Marketing Communications
System Intervention

Abstract
By Internet age arrived, Electronic Commerce (EC) has completely changed business environment and model. The implementation of e-business applications has continuously growing in a seemingly unabated fashion worldwide. The enterprise competitive condition has completely changed into global competitive environment within supply chain. In addition, this study provides an appreciation of the emergence and content of Integrated Marketing Communications (IMC) that widely used by industry and commerce in US and UK. Systems intervention is one main stream of system thinking in England. In order to build a systemic approach of IC, this chapter examines systems thinking to see what it can contribute to collaborative marketing and IMC for enterprises. This study examines how IMC can help collaborative marketing through identifying key customer knowledge resources, hence, marketing and advertising would be based on a single global campaign, with only minor adjustments for local markets. The aims of this paper are to explore the role of customer knowledge resources within collaborative IMC and develop a conceptual framework to further suggest better solution for IMC collaboration.

Taking beauty enterprise as an example, this research focuses on CKM (Customer Knowledge Management)、collaborative marketing、IMC and systems intervention to design the questionnaire for 120 companies. Research methods are both structure questionnaire and open interview deeply method. There were 8 available responses from 60 collaborative partners in Taiwan and 19 available responses from 60 collaborative partners in China (Return rate 22.5%). This will help beauty business to draw a blueprint in the future. The findings of this research are as follows:

1.The collaborative partners in Taiwan focus on organizational design problem for collaboration, and the collaborative partners in China focus on organizational process problem for collaboration.

2.Collaborative partners consider that more market information, and product and service information can build collaboration and trust relation between collaborative partners. Solving methods of organizational culture and organizational design can help to clarify with the legal and financial relation between collaborative partners. In addition, gathering order information and the solving methods of organizational process will help to build up business IT system, common view and positive attitude.

3.In the IMC dimension, gathering customer information and solving methods of organizational design, organizational politics and organizational process will help to database integration. Gathering order, product and service information and solving methods of organizational culture will help to

customer integration. In addition, gathering best practice information and solving methods of organizational design and organizational politics will help to stakeholders-based integration.

4.Collaborative Management has significant effect on Integrated Marketing Communications that could be used for IMC planning in the future.

Moreover, this study presented a conceptual model of Collaborative-CKM to see how collaborative marketing can help IMC implementation. The result of the research could be consulted by the other industry to create their Collaborative-CKM framework and IMC implementation.

Advisory Committee Yi-Chen Li - advisor

Files No Any Full Text File.

Date of Submission 2003-08-15