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Author Yu-Ju Lin
Author's Email Address No Public.
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Abstract
For the market competition is fierce in recent years, the enterprises in order to keep the competitive advantage, they have to focuses on their customers. For that reason, the customer relationship management becomes very important. However, customer relationship management is a popular issue, there are few literatures discussed about the performance of the processes of customer relationship management, then the practitioners can’t understand how to evaluate the performance of customer relationship management processes.

Moreover, many researchers think that customer relationship management could be implemented well if the data of customers can be used to selected and sorted by knowledge management.

Although many researches suggested that knowledge management has apparent influence on performance of customer relationship management, there are not enough empirical supports to prove knowledge management how to influence the performance of customer relationship management.

In this research, there are two main purposes: (1) empirically investigate the CRM performance consequences of implementing CRM processes, and (2) empirically examine whether knowledge management can influence the customer relationship management process and the performance of customer relationship management. The research questionnaires are sent to the industries in Taiwan and use multi-regression to test this research.
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