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Abstract
Prior literatures have discussed the relationship between KM and CRM. Though, KM is one interesting factor which influences CRM; however, it was discussed in the board term. For more understanding, CLCAM as CRM activities is offered to explain deeply to examine the interrelation of KM, customer life cycle activity management, and CRM performance. The purpose of this research is to explore the KM capability that would affect the customer life cycle activities management and interrelates with CRM performance. The study explains which variables of KM capability should be more focused in each customer life cycle activity. It also provides the suggestion in different company size about the way to improve the CRM performance. The major findings show that KM variables are not equaled important effect to each CLCAM. Different knowledge management capability variables affect in customer life cycle activity unequal. Also, the different customer life cycle activity has different affected to customer satisfaction and loyalty. Additionally, the moderating effect of higher IT implementation tends positively impact to the relationship between KM capability and CLCAM. At last, the moderating effect of higher trust will empower CLCAM the relationship among CLCAM and CRM Performance.
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