

**FACTORS THAT AFFECT THE SUCCESS OF CRM SYSTEMS IN LIBYAN FIRMS**

**HATEM MOHAMMED ROUHOMA**

**MSC (Management)**  
**UNIVERSITI UTARA MALAYSIA**  
**April 2010**



**KOLEJ PERNIAGAAN**  
(College of Business)  
Universiti Utara Malaysia

**PERAKUAN KERJA KERTAS PROJEK**  
(Certification of Project Paper)

Saya, mengaku bertandatangan, memperakukan bahawa  
(I, the undersigned, certified that)

**HATEM MOHAMMED R. (803038)**

Calon untuk Ijazah Sarjana

(Candidate for the degree of) **MASTER OF SCIENCE (MANAGEMENT)**

telah mengemukakan kertas projek yang bertajuk

(has presented his/her project paper of the following title)

**FACTORS THAT AFFECT THE SUCCESS OF CRM SYSTEMS IN LIBYAN FIRMS**

Seperti yang tercatat di muka surat tajuk dan kulit kertas project  
(as it appears on the title page and front cover of the project paper)

Bahawa kertas projek tersebut boleh diterima dari segi bentuk serta kandungan dan meliputi bidang ilmu dengan memuaskan.

(that the project paper acceptable in the form and content and that a satisfactory knowledge of the field is covered by the project paper).

Nama Penyelia : **SHAHMIR ABDULLAH**  
(Name of Supervisor)

Tandatangan :  
(Signature)

Tarikh : **12 APRIL 2010**  
(Date)

**FACTORS THAT AFFECTING THE SUCCESS OF CRM SYSTEMS IN LIBYAN  
FIRMS**

A dissertation submitted to the College of Business Management in partial fulfillment of the requirements for Master Projects or Theses (PMZ 6996) of Master Science (Management) Universiti Utara Malaysia.

**BY:**

**HATEM MOHAMMEDROUHOMA 803038**

**HATEM MOHAMMED ROUHOMA, 2010 @ All Rights Reserved.**

## DEDICATION

- This project is dedicated to my good loving parent who stood by me from childhood to present time. it is as well dedicated to my brothers and sisters whose tireless prayers, support ,hope and love usher in near inspiration dedication and commitment that transform the present day reality and finally this project is dedicated to those people whose prayer make my country LIBYA great due to their purposeful leadership

## **DECLARATION**

I agree and full responsible that this dissertation “factors that affecting the success of CRM systems in Libyan firms” is fully done by us. I bear full responsibility for checking whether material submitted is subject to copyright or ownership right.

**Hatem MohammedRouhoma Salah**

**(803038)**

**College of business**

**University Utara of Malaysia**

**06010 Sintok**

**Kedah DarulAman.**

**April 2010**

## **PERMISSION TO USE**

In presenting this dissertation in partial fulfillment of the requirements for a postgraduate degree from Universiti Utara Malaysia, I agree that the SultanahBahiyah Library may take it freely available for inspection. I further agree that permission for copying of this dissertation in any manner, in whole or in part, for scholarly purposes may be granted by my supervisor or in their absence, by the Dean of Research and Postgraduate (College of Business). It is understood that any copying or publication or use of this dissertation or parts there of for financial gain shall not be allowed without my written permission. It is also understood that due recognition shall be given to me and to Universiti Utara Malaysia for any scholarly use which may be made of any material from my dissertation.

Request for permission to copy or to make other use of materials in this dissertation, in completely or in part, should be addressed to:

**Dean of Research and Postgraduate Studies**

**College of Business**

**Universiti Utara Malaysia 06010 UUM, Sintok**

**Kedah DarulAman**

## ABSTRACT

With an ever-increasing competition for marketing dominance, many firms have utilized the customer relationship management (CRM) system for improved business intelligence, better decision making, enhanced customer relations, and good quality of services and product offerings. We found the empirical support for CRM factors that affecting the success of CRM systems in Libyan firms from 100 respondents of different manufacturing firm which have implemented the CRM system. These findings should be of great interest to both researchers and practitioners.

## ACKNOWLEDGEMENT

There is no doubt that this study would not see completion without the support and prayers from many parties. First and foremost, I express special thanks to my lecturer **Shahmer Abdullah** who has guided me throughout the semester to complete this study. He has given his constructive suggestion, guidance, encouragement, and consistence support to me to develop this study.

Furthermore.

Finally, I express my deep sense of gratitude to my parents for their timely counseling and guidance. This has enriched my knowledge and has provided insight to overcome the hurdles on the way to complete this project.

With profound regards to all scholars of customer relationship management systems studies past, present and future.



## **CHAPTER ONE**

### **INTRODUCTION**

#### **1.0 Background**

With an ever-increasing competition for marketing dominance, many firms have utilized the customer relationship management (CRM) system for improved business intelligence, better decision making, enhanced customer relations, and good quality of services and product offerings. The underpinning of the customer-oriented managing concept is that identification and satisfaction of customer needs lead to improved customer retention, which is based on corporate profitability (Day, 1994; Sivadas & Baker- Prewitt, 2000). They recognize the CRM system could carry into the foreseeable future of hyper-competition, and try to implement off-the-shelf CRM solutions for CRM planning as is done for enterprise resource planning (ERP) systems, e-commerce systems, and advanced database systems (Holland & Light, 1999; Shao & Lin, 2002).

In the realm of IS, the IS success model has been treated as a major issue of MIS research. The Davis's (1986) technology acceptance model (TAM), an adaptation of the theory of reasoned action (TRA) (Fishbein & Ajzen, 1975) and DeLone and McLean's (1992) IS success model provide the basic idea of user acceptance of IS and IS success measures.

The term "customer relationship management" emerged in the information technology (IT) vendor community and practitioner community in the mid-1990s. It is often used to describe technology-based customer solutions, such as sales force automation (SFA). In the academic community, the terms "relationship marketing" and CRM are often used interchangeably (Parvatiyar and Sheth 2001). However, CRM is more commonly used in the context of technology solutions and has been described as "information-enabled relationship marketing"

The contents of  
the thesis is for  
internal user  
only

## References

1. Almedi. A. Agnaia, (1997)., "Management Training and Development within its environment: The Case of Libyan Industrial Companies." *Journal of European Industrial Training*. 21/3. 117-123.
2. Abbas J. Ali, (1996)., "Organizational development in the Arab world." *Journal of Management Development*. Vol 15, No 5. MCB University Press.
3. Casey Gollan ,(2006)., "Problems In CRM" Computer and Technology. [www.ezinearticles.com](http://www.ezinearticles.com).
4. Burgess, M. M. (2001). Beyond consent: ethical and social issues in genetic testing. *Nature Reviews: Genetics*, 2, 9-14
5. Ejigu, M. and Sherif, M, (1994)., Towards a Management Reform Programme in Libya, report of the UNDP/MDP Reconnaissance Mission, December, Tripoli, Libya, 1994.
6. Fadel, A. and Khmushi, A,(1996)., "*Manufacturing strategy: the principles and goals*", *Industrial Research Journal, Libya*, Vol. 4 No. 2, 1996, pp. 36-51.
7. Haftari, A., Betts, J. and Tarbaghi, A,(1994)., "The elements for successful economic development: a Libyan case study", *Proceedings Arab Management Conference*, University of Bradford Management Centre, 6-8 July, 1994, pp. 220-32.
8. James P. Key. Oklahoma, (1997)., "Research Design in Occupational Education State University.

9. Khalik, N.(2003), "The bureaucracy in Kuwait", *Journal of the Gulf and Arabian Peninsula Studies*, Vol. 5 No.38, pp.13-63.
10. McKim, B., Hughes, A. (2000), "How to measure CRM success", *Target Marketing*, pp.138-49.
11. *Management Development in the Arab World*.(1998), Education and Training. Volume 40. Number 4.PP 179-180.
12. Ranjit Bose, (2002), " Customer Relationship Management : Key Components for IT Success." *Journal of Industrial Management & Data Systems* 102/2. 89-97.
13. Sakilani, J, (1992), "Why the industry companies in Libya do not achieve the predefined quantity of production. The reasons and the solutions", MBA thesis, Garuonis University, Benghazi, Libya, 1992.
14. Sakaran, M., Augustine, D.J., 2004. Large herbivores suppress decomposer abundance in a semiarid grazing ecosystem. *Ecology* 85, 1052–1061.
15. Adam Lindgreen. (2004), " The design, implementation and monitoring of a CRM programme: a case study " *Marketing Intelligence & Planning* Bradford:2004. Vol. 22, Iss. 2/3, p. 160-186 . Joseph O Chan. (2005), "Toward a Unified View of Customer Relationship Management." *Journal of American Academy of Business*, Cambridge Hollywood :Mar 2005. Vol. 6, Iss. 1, p. 32-38 (7 pp.)
16. Leslie Kemp. (2004), *Growing Your Business Through CRM Mortgage Banking* Washington:Dec 2004. Vol. 65, Iss. 3, p. 74-79 (5 pp.).

17. Jason Compton.(2005),. "CRM With No Money Down Customer Relationship Management Medford:Jan 2005. Vol. 9, Iss. 1, p. 17-18 (2 pp.)
18. Dale Wolf, 2005, Adam, 1963 [www. contextrulesmarketing.com](http://www.contextrulesmarketing.com)
19. Leo Y.M. Sin, Alan C.B. Tse and Frederick H.K. Yim, (2005),. "CRM: conceptualization and scale Development." European Journal of Marketing Vol. 39 No. 11/12, 2005 pp. 1264-1290.Emerald Group Publishing Limited.
20. Yonggui Wang, Hing Po Lo, Renyong Chi and Yongheng Yang, (2004),. "An integrated framework for customer value and customer-relationship management performance: a customer-based perspective from China." Managing Service Quality Volume 14 · Number 2/3 · 2004 · pp. 169-182. Emerald Group Publishing Limited.
21. Jarmo R. Lehtinen (2001).CRM Creating Competitive Advantage Through Win-Win Relationship Strategies. Kaj Storbacka. UUM Library.
22. Michael Gentle."The CRM Project Management HandBook ." UUM Library
23. Kristin Anderson &Carol Kerr.(2002),. Customer Relationship Management UUM Library.
24. Paul Greenberg.(2001),.CRM At The Speed Of Light. Capturing and Keeping Customer in Internet Real Time. Published by Osbrone/Mc Graw-Hill. UUM Library.

