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How Organizational Resources Influence Benefits of mobile CRM in Organizations?

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ABSTRACT

mCRM (Mobile Customer Relationship Management) system is one of the recent advancements in CRM systems which combines the ubiquitous computing and CRM to enable organizations improve their customer services. This study investigates how various organizational resources influence the benefits organizations gain from their mobile CRM system. Drawing upon resource-based view of the firm and the IS success model proposed by DeLone & McLean, we have proposed a research model linking various resources in an organization to enhance benefits gained from mCRM system. To validate the proposed model, we have developed a survey to collect empirical data from companies using mCRM. We expect that the study help both academic and professionals to understand what organizational resources influence and how organizational benefits of mCRM systems are improved by employing the appropriate resources.

KEYWORDS

Mobile CRM, Resource-based view, DeLone and McLean IS success model, organizational resources, organizational benefits of mCRM