

عنوان مقاله:

The Impact of Organizational Factors of Customer Relationship Management (CRM) on CRM Adoption in Tax Affairs Organization of Tehran

محل انتشار:

مجله بین المللی مطالعات پیشرفته در علوم انسانی و اجتماعی, دوره 7, شماره 3 (سال: 1397)

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خلاصه مقاله:

The objective of the current study is the statement of the impact of organizational factors of customer relationship management (education-employee involvement-satisfaction) on CRM adoption in tax affairs organization. This research tries to evaluate the factors detected by the organization and offer the relationship between them under a conceptual model of CRM adoption and also using a technology acceptance model. This research is actually a correlating-study, but can be also considered as an applied research. It is cross-sectional in terms of time, is confined to Tehran in terms of place and is quantitative according to the type of data. The research instrument was a questionnaire whose degree of validity was determined by experts. Cronbach alpha is used for determining its reliability. The statistical population of this study consists of tax agents (employees) of the general office of large tax payers in Tehran. The statistical sample is chosen by a simple random sampling which according to Cochran's formula 140 persons were determined. Data analysis in the process of model formulation was done by the method of confirmatory factor analysis and structural equation, using LISREL software to assess its validity. According to the organizational factors of CRM (education-employee involvement-satisfaction), easy application and usefulness of customer relationship management has a positive and significant impact on CRM adoption which will lead to a better performance in the organization whenever the system is used. Research findings have shown that the adoption of CRM is confirmed in the study population and for this reason it has the potential to be used in the intended population; it was also revealed that in regard with the prioritization of variables, the easy application of customer relationship management will lead to its adoption by tax agents and expedite the performance of the organization.

کلمات کلیدی:

Customer Relationship Management, CRM, Education, Employee involvement, Satisfaction, CRM adoption, technology acceptance

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