

Electronic Commerce Customer Relationship Management (ECCRM) Minitrack Introduction

CoChairs:

Nicholas C. Romano, Jr.
Management Science and Information Systems
College of Business
Oklahoma State University
Tulsa, OK 74172
USA
Phone: (918) 594-8506 Fax (918) 594-8281
Nicholas-Romano@MSTM.OKSTATE.EDU

Jerry Fjermestad
School of Management
Center for Pervasive Information Technology
New Jersey Institute of Technology
Newark, NJ 07102
USA
Phone: (973) 596-3255
Fjermestad@adm.njit.edu

The Seybold Group suggests that customer relationship management is more than the quality management of the past. It has become the framework for establishing and building relationships with customers. The six papers accepted for this minitrack provide frameworks and models to analyze and build better customer relationships.

N. Jukic, B. Jukic, L. Meamber, and G. Nezlek in their paper **Improving E-Business Customer Relationship Management Systems with Multilevel Secure Data Models** suggest that customer relationship management systems are characterized by many shortcomings. Multilevel secure data models can be used to address sharing and managing these large information systems. Several advantages of such implementations are addressed along with examples.

M. Khalifa and V. Liu in their paper **Satisfaction with Internet-based Services** integrate satisfaction as studied by IS and marketing researchers and apply it to the Internet in contrast to the traditional channels. The developed model was tested empirically through a longitudinal survey study. The results suggest that the three major constructs are significant predictors of customer satisfaction of online services.

K Kimery and M. McCord in **Third-Party Assurances: the Road to Trust in Online Retailing** develop a model describing the relationship between trust, perceived risk and the intent to purchase online. A study was then conducted using an online survey with 164 university business students. The results support the basic model.

Petra Schubert and Walter Dettling in their paper **Extended Web Assessment Method (EWAM) - Evaluation Of E-Commerce Applications From The Customer's Viewpoint** define an evaluation grid to appraise the quality and success of e-commerce applications. The EWAM tool is used to analyze web sites in consumer goods and the e-banking sectors. The results suggest that many web sites do not meet user expectations.

Nicholas C. Romano, Jr in his paper **Customer Relationship Management for the Web-Access Challenged: Inaccessibility of the Fortune 100 Business Web Sites** discusses the fact that it may be difficult to build and manage relationships with customers if they cannot access the web site. The study evaluates the accessibility of 100 Fortune 500 company web sites. The results suggest the majority of the firms had accessibility problems severe enough to warrant correction.

Yooncheong Cho, Il Im, Roxanne Hiltz, and Jerry Fjermestad in their paper **An Analysis of Online Customer Complaints: Implications for Web Complaint Management** investigate current sources of online complaints and provide guidelines for successful e-CRM. On thousand customer complaints were analyzed from several different sources. The results suggest that customer dissatisfaction results from several attributes including failure to meet price expectations, ease of use, security and privacy issues.