

SOCIAL CUSTOMER RELATIONSHIP MANAGEMENT: AN OPERATIONAL IMPERATIVE FOR A SHIFTING GLOBAL BUSINESS LANDSCAPE

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ABSTRACT

The emergence of Social Customer Relationship Management in the shifting global business landscapes has created a new era in the face of every business organizations. The emerging market has no choice but to foster the use of technology with the aid of social media tools and strategies. This has materialized significantly the proactive approach being applied by the emerging markets, hence firms are getting the bigger chance of improving themselves the way they interact with their customers. Business organizations which are leveraging themselves to such drastic changes have found a gauge of determining the level of impact of Social CRM adoption on factors and use cases. This research likewise assesses the impact of Social Customer Relationship Management adoption on performance outcomes of the firms. This study also examines the significant role of social customer insights. The formulated statements of the problem and the proposed conceptual model have been the basic foundation of coming up with the empirical findings and significant results. The results show that the shifting global business organizations have presented a satisfactory impact on the adoption of SCRM as perceived by the customers and emerging markets. Focusing on the firms' activities on sales and marketing functions, the use of social media technology and resources extensively influence the way business organizations conduct and manage their relational information processing capability.

Keywords: Social CRM, operational imperative, business landscape, emerging markets.