

A Study on Innovation in Sustainable Business Model and Customer Relationship Management

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Abstract: *The understanding of customer relationship management (CRM) as a set of technological solutions essential for efficient business management serves as the starting point for this study. The benefits of CRM, which have been highlighted in previous works, are presented and defined here as essential for entrepreneurial success. Specifically noteworthy for this intention are the current examinations on manageability, which give a suitable exploration model to survey and approve the possible impact of each CRM part (deals, promoting, and benefits) on the three components of maintainability (monetary, natural, and social). The subsequent validation of this model should provide a better understanding of how CRM-related benefits may increase the positive impact of its components on each sustainability dimension after our hypotheses have been confirmed. CRM can consequently be viewed as a kind of Green IT, situated toward computerized change and maintainable plan of action development. To be sure, this examination model might be the reason for a more unambiguous strategy to quantify the effect and advantages of applying CRM, comprehended, as we will fight, both as far as maintainable plans of action and development.*

Keywords: Customer relationship management; environmentally friendly IT; normal goods; customer knowledge management

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