

Research Topic:**E-Business offers economic chill with an effective CRM practises to any business:-**

The internet economy has evolved much more than dotcoms, the bubble bursts but it had left us with a realm of the necessity of business transformation from traditional "Brick & Mortar" concept to E-business concept. In true sense a new economy has emerged with much business sense with the realization of the power of information. True benefits of this economy is achieved through the digitization of information extended to manage rugged supply chain management, whereby all processes of all activities and sub-activities of any firm involved embraced the online world through the deployment of internet based applications.

However, the most important underlying shift that has forced Customer Relationship Management (CRM) into the limelight must be the more macro-economic move towards customer-centricity. Recent emphasis on customer retention is merely symptomatic of the fact that the balance of power is increasingly shifting towards the customer, be they business, retail or Manufacturing. "Customer is God" or "Buyer's Market" are very well known phrases now. Now it's time to treat suppliers, vendors, employees to rename as customers to an Organisation in some way or other and vice versa.

Terminological blood baths aside, CRM or eCRM, are core to all business processes: essentially it is all about selling quality products or services to the right group of people at the right time and getting paid right away for the promised services/goods. The faster the money realisation in the Industry, the faster realisation of Return on Investments(ROI) to any businesses.

In the mean time, we had already seen electronic businesses (e-Business) like Google, Amazon & E-bay, different giant business models have emerged but practising almost the same rule of business and became successful. Countless businesses have ceased to exist at the same time in electronic business era which had been termed as "Bubble". The ruggedness of the supply chain management and customer relationship management made few businesses to stay though. While contemporary business giants are still suffering losses, despite of adopting and implementing electronic business models. A simple example like Ebay's electronic Birthday greetings cards towards their customers enhances loyalty and fosters satisfactions and seller/vendor's spontaneous ratings by consumers enhances reliability. Hence, E-bay could give birth of a community who live on only buying and selling on E-bay full time. Some changes brought in by Amazon in consumer to consumer scenario. But we've not seen a sea change of concept in the area of Business to Business(B to B) instead of implementation of ERP or SCM, whereas somehow rather all the Organisations are dependent to each other in the eco system of supply chain. "Change" is the only constant thing in this dynamic business era, is also happening in Business to Consumer (B to C) Scenario slowly.

As such, CRM is increasingly becoming very important what businesses have to be about to make money is not true. CRM is a mindset, which guides us how to approach business and it is questionable how valuable it is to hive this off into large Manufacturing or Retail industries in B to B and to B to C scenario. We know that, firms has significant financial payoffs from e-Business initiatives, however firms need to focus their efforts on specific areas like effective CRM practises to realize such gains. The nature of benefits and challenges will be different across small and large firms with complex business process practises. There is a huge untapped opportunities for all firms especially in the areas of online vendor management for the

procurements, supplier relationships, customer service and customization of product lines and contents as per the demand of the consumer behaviour and building Knowledge base across the organization to sustain and competing with this open market situation. Or else, they'll be replaced by some other company who can produce better products in cheaper pricing and can be situated geographically far off.

Due to the vastness of the research area, let us focus to the part where I want to conduct my research to know exactly how much value addition brought by implementing effective CRM (e-CRM) in terms of revenue and on other aspects and benefited electronic businesses with in the advanced supply chain management (SCM).

Research Questions:

1. What is the effective CRM practises and it's drivers in an Organization and challenges of implementation
2. How it's being implemented and helped the organizations in terms of achieving higher revenues.
3. Why e-CRM practises is that important on top of having rugged supply chain management and it's value addition.

Aims & Objective of this Research:

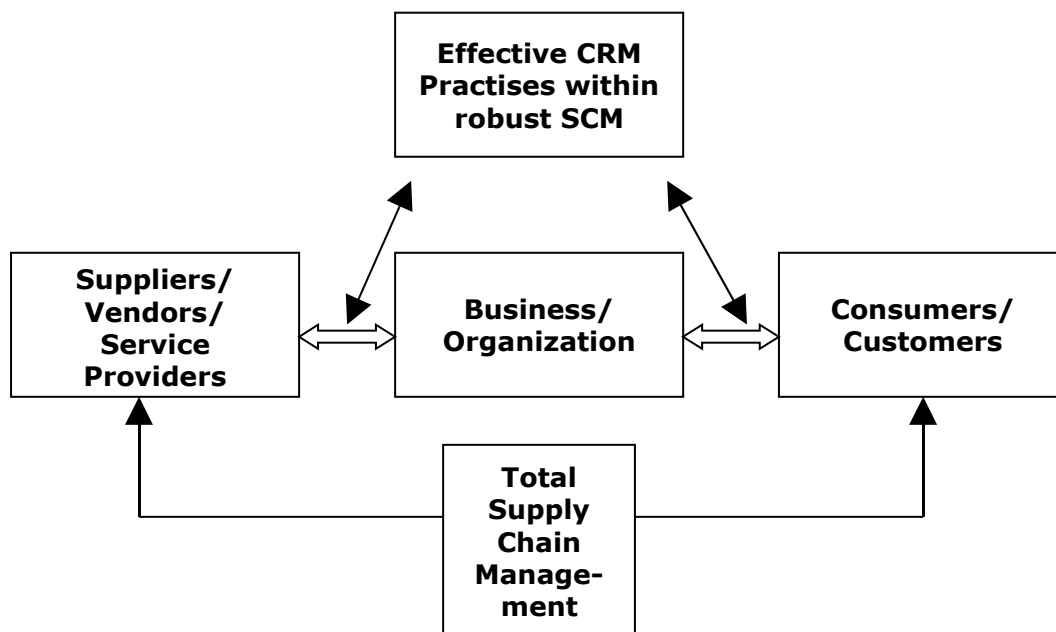
Our prime objective is to observe certain facts in B to B scenario later in B to C scenario of the same organisation e.g.

- Customer relationship Management transition to e CRM practises is embedded in supply chain management & Knowledge Management and partnership building exercises with suppliers in large Manufacturing/ Retail Industries. The strategies and their outcomes.
- Account and Vendor relationship Management and the strategies. The value propositions in every layer of electronic data transfer.
- Whether integration of all functions and loose ends can be brought under the same umbrella to reduce the ambiguity in the system and make it more transparent, where there'll be no duplication of jobs in different internal functions.
- Evidence of the relationship between robustness of supply chain performance by implementing effective CRM.

The aim of this Research work is to establish:

- A clear understanding of the issues surrounding supply chain robustness & CRM value addition to it.
- Approaches, techniques and tools that can address these issues.
- Evidence of the impact that the application of these instruments have on supply chain robustness and customer/vendor relationship management.
- Finding integral relationship with Enter Prise Resource Planning(ERP) to Supply Chain Management (SCM) to Customer Relationship Management (CRM in ecommerce background.
- Outsourcing of vendor managements while it's suppliers/providers are distributed and consumers are diversified groups from different ethnic background in this global economy.

- And bottom line is, reduction of un noticed losses in a business by implementing supply chain intelligence and effective Customer relationship management.



Why it is worth researching?

Any brick and mortar business in this economic era have identified the value of CRM and the cost of supply chain losses in consumer goods industry, which is almost €18 billion per year only in EU. We need to identify the lacuna and need to address the issue why it fails, the problem and the key cause in poor management practices and implementation of effective SCM integrated with CRM. In today's scenario of price competitive market, businesses need to outsource and which is inevitable with certain cautious quality steps. The businesses are outsourcing not only for the better and cost effective services/products quality. The quality of products/services, cost effectiveness and timely delivery combination matters a lot. Right now most of the consumers we face are well informed and prepared what they want and having much more knowledge about the similar products and competition and they practise buying it sometimes in the convenience of their home by just clicking mouse buttons at their need. So the buying pattern changed with the buying behaviour. Supply chains are the mechanism for organisations to gather different parts and at the end to deliver the promised goods or services. Customer support or CRM practises come at the later half of a sales cycle in any contemporary business.

When they fail in integrating any functions in the Supply Chain the consequences can be severe, including:

- Lost income through foregone sales, customer disappointment and erosion of brand equity
- Additional cost, such as the cost of lost items and the cost of loss prevention and asset protection measures

My ongoing research programme will address the issues that management of large Organisations (Manufacturing/Retail) need to resolve in order to redress this situation of CRM

with proper integration with their Supply Chain Management in both the supplier side and the consumer side. We need to research on this topic in collaboration with a body of Europe's key manufacturers and/or retailers, who act as an industrial steering group.

Research Approach:

In a supply chain there'll be four particular areas to study and analyse the effect of CRM implementation and value addition

1. Demand & Forecasting Analysis.
2. Supplier relationship management analysis (B to B)
3. Losses or returns analysis
4. Customer Relationship Management (B To C) analysis by customer loyalty.

Research Methodologies:

The data for the study will be collected through phone and web-based survey of firms in the manufacturing, retail, distribution and wholesale sectors. The initial structured questionnaire will Generate data based on existing academic and practitioner-oriented literature in supply-chain management, Electronic Data Interchange (EDI), and reengineering. A seven-point Likert scale will be used to collect most responses. A final questionnaire will be designed to collect from those selected Organizations for this educational research purpose.

Only those firms that had a corporate website, and also used traditional channels of business (i.e., accept orders through sales force, phone, fax and mail) will be considered in the study. Pure "dotcoms" will be excluded since the focus of the study is to assess the value of Customer Relationship Management(CRM) within electronic business transformation to a Brick & Mortar Organization. A professional research organization with extensive expertise and corporate contacts to collect data from multiple managers within individual organizations is needed to be engaged. Firms will be selected based on, publicly traded companies, and other databases – will be contacted via telephone and/or e-mails.

To minimize the risk of obtaining inaccurate responses respondents can choose "don't know" to each question in order, and will be promised that individual responses will remain confidential. An independent and extensive cross-validation of responses will be conducted on over websites for assessing the accuracy of stated informational and transactional capabilities. The items and constructs will be tested for reliability and validity. The widely used reliability tools and models will be used to validate and justify the result and will be used for simulation purposes.

Why This study is Beneficial-

Due to advent of electronic business transformations and emergence of outsourcing Industries, world business dynamics got changed and geographical barriers are vanishing everyday. Moreover we've this global economic turmoil, where organizations are challenged to survive economically. Hence, any business has to respond to this business dynamics and respond to this change accordingly to the need of time. In this geographical region the businesses are becoming more service oriented than ever and responding the need of US/UK businesses. Tendencies towards consumptions also have changed. Catering services to the global clients of global companies and consuming world class products is not that difficult because of easy flow of businesses and money. New jobs created in Medical Transcription, BPO, Call Centers over Internet. Hence, we cannot ignore the fact that with the time we'll be having a society of well being and they're much conscious about the product they're consuming and of world class customer support. Hence, the manufacturing & retail industries need to work in these areas of CRM more than developed countries because practicing and implementing e-CRM and leveraging its value addition will soon be a demand by the consumers to stay in existence. Either these local companies will face these changes and adopt it faster or they need to find the exit.

References:

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