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Customer Relationship Management in the Digital Era

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Message from the Guest Editors

This special issue intends to discuss the development of customer relation management approaches, strategies, and tools in the digital area. Conceptual and theoretical development, literature review (e.g., systematic, bibliometric, and synthesis), and empirical studies are welcomed, both in B2C and B2B contexts.

Potential topics include but are not limited to the following:

- Conceptual development of CRM in the digital era.
- Evolution of the CRM approaches and strategies.
- Customer experience in multichannel context.
- Social customer relationship management.
- Electronic customer relationship management.
- Digital marketing and CRM in B2B.
- The complementarity between CRM, social CRM, and e-CRM.
- Artificial intelligence revolution and CRM development.
- Augmented reality and CRM.
- Measure of CRM (e-CRM, social CRM) performance.
- CRM in utilitarian and hedonic service sectors.
- Customers' emotion and CRM in digital era



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Special Issue