Identifying dimensions and components of acceptance of customer relationship management social systems by professional users using Web 2.0 technology

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Abstract
The aim of this research is to identify the dimensions and components of acceptance of social systems of customer relationship management by professional users using Web 2.0 technology. The current research is applicable in terms of nature, qualitative in terms of implementation method, and of descriptive and thematic kind. The statistical population of this research was made up of 15 university professors in the fields of management, business and IT along with managers of digital business companies, selected by non-random sampling method.
The criteria for selecting people are having a doctorate degree with more than 10 years of experience in digital businesses, having time, interest and ability to take part in interviews (a semi-structured) and fill the questionnaires. Also, MAXQDA 2020 software was used in data analysis. The identified factors were extracted in the form of 40 indicators, 8 components and 3 dimensions. Components and indicators of dimensions and components of acceptance of customer relationship management social systems included three dimensions; organizational, customer, and technological; which organizational dimension has three components (manpower, organizational culture, organizational structure), customer dimension includes three components (value creation, customer satisfaction, expectation of performance), and technologically has two components (social networks, content production).

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Extended Abstract

Introduction

In the approval of customer relationship management, organizational changes and organizational developments are always expected. However, there is little knowledge about the effects of these changes on customer relations, employees and the quality of the effect of their activities and behavior on the success of customer relationship management. Factors affecting the acceptance of traditional customer relationship management have been supported by numerous studies in developed countries. Due to this, in developing countries, with significant costs, research studies investigating traditional customer relationship management systems and factors affecting the acceptance of customer relationship management from Companies and their customer prospects are facing infrastructure restrictions (Sana Azeem et al, 2020).

The application of social media is the latest development and innovation in information and communication technology in online business. The popularity of social media technology has contributed greatly to this development, as it engages individuals as part of an online social community and fosters peer-to-peer interaction. And it has created a new opportunity for organizations to use social networking platforms to do business, called social commerce. Social business creates prosperity in Electronics transaction through making relationship and sharing the evaluation of experiences of the social media website members in using the various products or services. (Fahadyar et al, 2021).

Therefore, the researcher asked the main question, what are the dimensions and components of acceptance of customer relationship management social systems by professional users using Web 2.0 technology?

Theoretical Framework

Social networking technologies introduced social customer relationship management as a new version of social customer relationship management strategy (Malthouse et al, 2013). Based on the literature, this research defines social customer relationship management as a type of social network technology for customer relationship management. Today, organizations around the world have more and more adopted social media for their different business purposes, such as labor collaboration, intelligent business, and social customer relationship management (Abedin, 2016).

Web 2.0 is a term that is often used in relation to the ever-increasing evolution seen in the World Wide Web. This transformation and transition has taken place from a set of websites towards computer bases that serve the final users of web applications. Finally, it is expected that Web 2.0 services will replace everyday computer software in many ways. Of course, it should not be assumed that Web 2.0 means a completely new and different version of Web 1. Rather, Web 2.0 is actually a symbol of the evolution and combination of complementary characteristics of Web 2.0. It is a set of new approaches in the Internet space towards open, flexible and collaborative development models for content production systems that can lead to reducing the costs of information production and processing, increasing public awareness, and increasing the efficiency of systems (Nobre & Silva, 2014).

Rabieh & Rezaeiyan (2022) discussed the effect of social customer relationship management on financial performance with the mediating role of customer commitment and customer satisfaction (case study: private banks in Khuzestan province). The results showed that social customer relationship management with the mediating role of customer commitment and customer satisfaction has a positive and significant effect on the financial performance of the private bank of Khuzestan province.

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Mehrabi et al, (2022) discussed in their article entitled the explanation of the optimization model of marketing success and customer relationship management in electronic services and businesses. The results of the analysis of the findings showed that; Price, sales promotion, branding, perceptual/emotional features, hardware facilities, software facilities, social media, technological features, networking, innovation, customer orientation, digital marketing, inter-organization factors, marketing, and customer relationship management have a significant impact on marketing and e-commerce success. Following are some suggestions.

Research Methodology

The current research is applied in terms of nature, and qualitative in terms of execution method. The statistical population of this research was formed by 15 university professors in the fields of management, business and IT, and managers of digital business companies; and the sampling method is non-random purposeful to determine a group of experts. The criteria for selecting people were having a doctorate degree with more than 10 years of experience in digital businesses, having time, interest and ability to conduct interviews and questionnaires. The method of data collection was done by a library method. The study tools are literature and research texts.

Research Findings

In order to analyze the data, open and axial coding of MAXQDA 2020 software was used, and the results showed that the dimensions and components of acceptance of customer relationship management social systems extracted by professional users using Web 2.0 technology included in total 40 indicators and 8 components and 3 dimensions. Components and indicators of dimensions and components of acceptance of customer relationship management social systems, including three dimensions: organizational, customer, and technological; which organizational dimension has three components (manpower, organizational culture, organizational structure), customer dimension includes three components (expectation of performance, value creation, customer satisfaction), and technological has two components (social networks, content production).

Conclusion

The current research was conducted with the aim of identifying the dimensions and components of acceptance of customer relationship management social systems by professional users using Web 2.0 technology. The results of this research are consistent with the results of Rabieh & Rezaeiyan (2022), Mehrabi et al, (2022), Farsadfar (2021), Fahadyar et al, (2021), Fang (2021), Li (2020), and Jameel et al, (2019). Fang, (2021) has conducted a research under the title of the analytical effect of the e-commerce customer relationship management system based on smart network communication. In this research, he examines the analysis of e-commerce frequencies and the efficiency of customer relationship management. In this way, the existing limitations in the interference of e-commerce links and the construction of matrices of these links have been investigated in order to analyze the performance of the smart network communication system and technology to create a model for the productivity of customer communication. The results indicate that the optimization of e-commerce methods and communication with the smart network improves customer relationship management.

According to the obtained results, it is suggested that organizations pay special attention to the customer dimension, which has three components: customer satisfaction, value creation, and performance expectation. For this purpose, organizations through examining cases such as providing support and services to customers in the social networks they use, interacting and communicating with customers in real time, monitoring and quickly solving problems by monitoring and following up social networks, searching and rewarding brand supporters and customers who help others, help make the brand more visible in the places where the audience spends their time, increase interaction and deep relationships with customers, and etc. improve customer satisfaction.

In the organizational dimension, due to the importance of human resources, organizational culture, and organizational structure; organizations can address issues such as job satisfaction (salaries and benefits, rewards, employee relations, etc.), job security, secure environment, job hierarchy, delegation of authority, superior and subordinate relationships, and etc., influence the behavior of employees and institutionalize organizational culture among them.

Also, in the technological dimension, according to the results obtained and the importance of social networks and content production, organizations can give importance to things such as the content of the work produced according to the conditions and time (so that it can be republished by others), producing targeted content, excellent and attention-grabbing headlines, proper timing, high quality images and videos, avoiding repetition, etc. can achieve better success in the technological field.

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