THE IMPACT KNOWLEDGE MANAGEMENT ON CUSTOMER RELATIONSHIP MANAGEMENT IN RAVA SHIPPING COMPANY

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ABSTRACT

Attracting and retaining customers is considered the most valuable element of competition. And it is very important and many organizations it is considered the key to success in business and relationship management needs. Having correct knowledge management for customer relationship management is necessary. Knowledge management is an integral component of customer relationship management. According to theoretical arguments, when implemented customer relationship management, knowledge management program can expand current knowledge about the customer, The main purpose of knowledge management impact on customer relationship management (CRM) and secondary research aims to investigate the effect of knowledge management on customer relationship management (CRM) services. The main question is whether knowledge management on customer relationship management in international rava transporting shipping companies an impact? According to a random sampling of the population, the sample size based on Cochran formula is derived. The sample size for this study is 92.

And to construct knowledge management, acquisition of knowledge, creation of knowledge, storing knowledge, knowledge distribution and maintenance of knowledge was used. And for structural engineering aspects of customer relationship management, customer relationship, customer orientation and organizational variables change in the customer relationship. 92 questionnaires were collected from 73 respondents were male (79%) and 67 women (21 %), respectively. After normal verification and reliability and validity of the data, using regression and correlation coefficients were determined, According to the survey results, the average level customer relationship management and knowledge management in the company is high. And the results of data analysis show that the main hypothesis is confirmed. That is, knowledge management, (CRM) is a significant positive influence on customer relationship management

KEYWORDS: Customer Relationship Management, Knowledge Management, Regression, Correlation Coefficient