

Content

CHAPTER 1: INTRODUCTION.....	-1-
CHAPTER 2: LITERATURE REVIEW.....	-2-
2.1 A Model for Studying the Organizational Effects of CRM.....	-2-
2.2 The Use of CRM and Market-orientation Behavior Changes.....	-2-
2.3 The Impact of CRM on Value Chain Processes.....	-3-
2.4 Top Management Initiatives for CRM Management.....	-4-
2.5 Market Performance and Financial Performance.....	-4-
2.6 Proposition 1.....	-5-
2.7 Proposition 2.....	-5-
2.8 Proposition 3.....	-5-
2.9 Proposition 4.....	-6-
2.10 Proposition 5.....	-6-
2.11 Proposition 6.....	-6-
CHAPTER 3: RESEARCH METHODOLOGY.....	-7-
3.1 Literature Review.....	-8-
3.2 Content Analysis.....	-8-
3.3 Field Interview.....	-9-
3.4 Single Case Analysis.....	-10-
3.5 Cross Case Analysis.....	-10-
3.6 Finding Verification.....	-11-
3.7 Expert Interviews.....	-11-
3.8 Conclusion.....	-11-
CHAPTER 4: RESEARCH RESULTS.....	-12-
4.1 Company A.....	-12-
4.2 Company B.....	-16-
4.3 Company C.....	-21-
4.4 Company D.....	-27-
4.5 Company E.....	-32-
4.6 Propositions Analysis.....	-37-
CHAPTER 5: DISCUSSION.....	-42-
5.1 Three Types of CRM Use in the Financial Holding Companies.....	-42-
5.2 The Impact of CRM Use on Organizational Behaviors and Processes.....	-43-
5.3 The Process Impact, Benefits and Management Initiatives.....	-45-
CHAPTER 6: CONCLUSION.....	-48-
6.1 Limitation and Future Research.....	-49-

REFERENCE.....	-50-
APPENDIX A: QUESTIONNAIRE.....	-53-
APPENDIX B: RESEARCH RESULTS.....	-58-
Company A.....	-58-
Company B.....	-62-
Company C.....	-67-
Company D.....	-72-
Company E.....	-77-