Understanding post-adoptive adaptation process in organisational e-CRM implementation

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Abstract
Recently, there has been an increasing use of information systems to create and maintain long-term relationships with customers. Firms that adopt an electronic customer relationship management (e-CRM) strategy need to transform from a product-centric to a customer-centric business environment.

Past research on e-CRM largely focuses on initial adoption decisions of CRM. However, there has been little research concerning the continuous use of e-CRM and the associated change process in the post-adoption stage. This study attempts to fill this gap by examining post-adoptive adaptation process in organisational e-CRM implementations. The dynamics of e-CRM post-adoption are influenced by organisational and environmental contexts.

The research questions are: (1) How do socio-technical changes unfold in the e-CRM implementation process? and (2) How do individuals adapt to e-CRM applications at the post-adoptive stage? The study will use coping theory, institutional theory, and a socio-technical perspective and the case study methodology to examine multi-level change associated with e-CRM implementations in organisations. Multiples sources of data including interviews, documents, and observations will be collected and analysed to understand emerging individuals’ behaviours and socio-technical changes in the post-adoption of e-CRM applications.

This research expects to contribute to a better understanding of post-adoptive change process associated with new information systems implementations. The findings may assist organisations in providing appropriate resources and supports for successful post-adoption implementations of e-CRM.