Editorial

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Biographical notes: Chien-Ta Bruce Ho is an Associate Professor in the institute of e-commerce at National Chung Hsing University. His current research interests include customer relationship management, value chain management, performance evaluation and operations management. He has authored and co-authored five books, 25 refereed journal articles in the performance measurement area, and has presented more than 22 papers at national and international conferences. He is also the editor of the *International Journal of Electronic Customer Relationship Management* and the *International Journal of Value Chain Management*.

I am pleased to introduce this inaugural issue of the *International Journal of Electronic Customer Relationship Management* (IJECRM). The aim of IJECRM is to provide an international forum and refereed reference in the field of Customer Relationship Management (CRM). It also proposes and fosters discussion on the interaction, collaboration, partnership and cooperation between Small and Medium sized Enterprises (SMEs) and larger enterprises in a customer relationship. Interest in CRM began to grow in 1990s. Electronic Customer Relationship Management (ECRM) is currently one of the hottest topics in the fields of business strategy, information technology, and marketing management. CRM also is an attractive area for research because of its relative novelty and exploding growth. This inaugural issue contains seven papers discussing a range of issues dealing with CRM and Supply Chain Management (SCM). Below is a brief overview of the papers that appear in this issue.

The first paper, written by Silva and Rahimi, draws from Critical Success Factor (CSF) models in ERP implementation and project management, determining their applicability to successful CRM implementation in a B2B context. A case study of eight companies who implemented CRM was conducted, in which overlapping issues with ERP implementation and project management were analysed. This analysis was the foundation of a CSF model for CRM implementation, providing a list of strategic and tactical CSFs one has to consider while undergoing such a process.

The work of Ismail, Talukder and Panni attempts to empirically investigate the orientation level of the CRM in terms of technology dimension and its impact on the business performance. Moreover due to its growing importance, the SMEs will be considered as the focus of the study. Convenience sampling method was applied to collect the survey data from the target of 400 respondents. The findings revealed that CRM technology dimension was found to have a significant influence on the business performance of the SMEs in Malaysia.

This third paper of Sastry presents a real-time power outage management system known as Integrated Outage Management System (IOMS). IOMS is a centrally coordinated facility owned by the power utility for addressing the consumer grievances regarding power failures; and is realised by integrating different databases and components of conventional outage management systems. The design considerations, salient features, component integration and functional aspects of the IOMS are discussed. The benefits of using IOMS in improving overall utility functionality in managing the power outages are illustrated. Evidence shows that both utility and its customers get benefited from using IOMS.

This fourth paper of Chen and Chou is to investigate the cause and effect among expected, predicted and perceived relationship quality. The study is conducted with a questionnaire survey; sampling population defined as members in the life insurance companies in Taipei city and used a quota sampling method to examine. Empirical result verifies that there are positive relationship on the targeted hypothesis, expected the relationship between adequate relationship quality and perceived relationship quality.

The fifth paper of Tseng and Liu is to develop and illustrate an approach for analysing brand switching behaviour in credit card business. They provide an approach to the subject through a behavioural model, analysing and illustrating the switching behaviour for cardholders and finding the important factors, adjusting strategy and tactics for maximising customer equity. The results which states long-term growth is based on customer equity, making strategic marketing decisions or design loyalty Programs, also contribute to decrease of customer defection and increase customer loyalty.

The sixth paper by Battini, Al lesina and Persona is somewhat different to the other papers in this issue in terms of its coverage. But it links the important subject areas of SCM. The aim of this paper is to quantify the complexity and organisation level of an industrial network working toward a development of a 'Supply Chain Network Analysis' (SCNA). The supply network of an important industrial group is discussed showing a practical application of the procedure. The result of this paper supports the idea that an ecosystem approach can provide an interesting conceptual perspective in which modern supply network can be framed, and that network analysis can handle these issues in practice.

The final paper by Li and Hong is also a SCM paper. It brings the risk management issue in Supply Chain (SC). This paper mainly applies one of process mapping tool, Cross-Functional Process Mapping, to present a new model of risk management in supply chain. The procedure of this model, including from team organising, As-Is mapping, Diagnosing and measuring, Should-be mapping, implementing and improving, controlling and monitoring, to reporting, aims at not only reducing loss during risk occurrence but also redesigning and improving the whole business process to resist the risk loss.

Altogether, the presented papers describe interesting and solutions in the CRM and SCM field.

I would like to thanks all the authors for submitting their papers to this Inaugural issue and the Editorial Board member of IJECRM for their valuable comments and contribution.