

Special Issue

Customer Orientation, Job Satisfaction and Knowledge Management as Drivers of Improved Organisational Performance

Message from the Guest Editors

In an increasingly competitive business world, further stressed by the speed of emergent disruptive incidents, the premium on improved organisational performance has been heightened. Successful organisations tend to model or re-engineer their business processes with the aim of meeting the expectations of customers. Indeed, designing and sustaining strategic marketing capabilities for an organisation pivot around the intent of exceeding customer expectations. Call centres, for instance, as customer touchpoints are critical in this regard. Nonetheless, the potency of this orientation is arguably strengthened by creating a conducive work environment and systems that lend themselves to higher levels of job satisfaction. Recognising these aspects, this Special Issue welcomes papers of both an empirical and theoretical nature focused on any/all the triad of customer orientation, knowledge management and job satisfaction and how they engender or permeate an organisation's quest for better performance.

Guest Editors

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