

## Special Issue

# Social Customer Relationship Management

### Message from the Guest Editors

Dear colleagues, Customer relationship management (CRM) shifts the attention of businesses from adopting a transactional marketing approach, which focuses on operational efficiency and sales performance, to a relationship-oriented approach that emphasizes attracting, enhancing, and maintaining lucrative customer relationships (Berry, 1983). CRM is a multidimensional concept involving planning and implementation, organizational support, technology and tools, customer perspectives and characteristics, and outcome and impact (Law, Fong, Chan, and Fong, 2018). Effective CRM systems and strategies play a significant role in helping businesses survive in intense competition and remain profitable (Peppers and Rogers, 1993). According to Smart Insights (2020), social media users spend 2.5 hours per day “socializing” and networking across social networking sites and messaging applications. For further reading, please visit the [Special Issue Website](#).

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### Guest Editors

Prof. Rob Law  
Dr. Irene Cheng Chu Chan  
Dr. Sunny Sun

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### Deadline for manuscript submissions

closed (30 April 2021)



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## Editor-in-Chief

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