
The Effect of Social Media and Customer-Oriented Management System on Customer Relationship Performance (Case Study: Iran-Khodro Representatives in Guilan)

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Abstract With the advance of information and communication technologies in recent years, electronic customer relationship management has attracted many institutions in order to gain competitive advantage. Customer relationship management in SCRM social media is a business philosophy and strategy supported by a system and technology that is designed to create interactive customer relationship in a collaborative environment for achieving mutual benefits. This study aimed to investigate the effect of social media technology and customer-oriented management system and CRM social capability on implications of customer relationship performance in terms of a causal model. Since the present research is looking for the effect of using social media technology, it includes descriptive research method and applied research objectives. In this regard, Guilan's Iran Khodro representatives (33 units) were surveyed senior and middle managers were the statistical sample of this study. Due to the limited size of statistical sample (99 people), census is considered as the sampling method. In this research, data were collected using the field method and a questionnaire tool and analyzed using structural equations method by pls software. Findings confirm the relationship between social media technology, customer-oriented management system on CRM social capability and implications of customer relationship performance. **Keywords:** Social Media Technology, Electronic Customer Relationship Management (eCRM), CRM Social Capability, Customer Relationship Management

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