

The study the mediating role of organizational commitment and Management Knowledge in technological infrastructure of CRM in the success of customer relationship management

Fatemeh Efatpanah*, Dr. Mehdi Fadaei,

Customer relationship management is one of the issues that in recent years have attracted the attention of many organizations. And any organization are trying to comply with these principles provide them for the foundation of better performance than competitors. in the meantime Health care organizations been no exception. The main objective of this study was to examine the mediating role of organizational commitment and knowledge management in relation to technology infrastructure customer relationship management and customer relationship management success. The researchers then raised the question itself as to whether the technology infrastructure Mediating Role of Organizational Commitment customer relationship management and knowledge management impact customer relationship management success? So this research is applied research and is a descriptive in terms of data collection. Population of research is all the health centers in Gilan province. It should be noted that in each health center, director has answered the questions. All health centers in the province of Gilan are equal to 98 units. In this study, a census method was used. Data, collected through the standard questionnaire. All data analysis was done through software SPSS and PLS. To test the hypotheses, confirmatory factor analysis and partial least squares was used. The results of the study indicate a significant and positive impact of technology infrastructure, customer relationship management on knowledge management and the organizational commitment. Positive and significant impact of organizational commitment on knowledge management and and customer relationship management success was approved.

Finally, at the final hypothesis is also positive and significant impact of knowledge management on customer relationship management, success is also approved.

Keywords : Key words: customer relationship management, organizational commitment, knowledge management, health care centers, partial least squares.

[Islamic Azad University, Rasht Branch - Thesis Database](#)
[دانشگاه آزاد اسلامی، واحد رشت - سامانه بانک اطلاعات پایان نامه ها](#)