

The Impact of KM Dimensions with the Role of the Technology-Technology Chimera on the success of CRM in Business Firms. (Case study: After sales support services for Iran Khodro dealers in Gilan province)

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The purpose of this study was to investigate the impact of KM dimensions on the role of technology and technology at the level of technology and technology on the success of CRM in post-sales support service companies of Iran Khodro in Gilan province, so that with regard to ed components of KM (knowledge creation, knowledge acquisition, Application of Knowledge, Knowledge Storage) and the level of CRM technology and technology were studied on the performance of the success of Iran Khodro dealers. The current research is applied in terms of applied purpose and in terms of collecting information in the field of information, the method of research in this study is based on the form of expressing descriptive and analytical hypotheses of the causal type. The statistical population consists of all after sales service experts of Iran Khodro representation in Guilan province. Using Cochran formula with community size of 90 people, the required sample size is estimated at 73. The researcher continued using the non-probabilistic sampling method to distribute the questionnaire to reach the sample of 73 people and explain the purpose The research was carried out to collect the data in order to attract favorable opinion and cooperate in completing the questionnaire. How to calculate the sample size using the Cochran formula. The designed questionnaire was distributed to all statistical community after its validity was confirmed through content validity and reliability through Cronbach's alpha. The SPSS software version 24 was used to calculate the Cronbach's alpha

coefficient. The findings of the research indicate that the relationship between the ed components of knowledge management and the level of technology and CRM technology is significant on the performance of the success of Iran Khodro dealers.

Keywords : Customer Relationship Management, Knowledge Management, Marketing, Technology and Technology Level.

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