

International Journal of Customer Relationship Marketing and Management

October-December 2015, Vol. 6, No. 4

Table of Contents

RESEARCH ARTICLES

- 1 **A Theoretical Examination of SMEs Internationalisation in a Globalised Business Environment: An Eye on the Future**
Adyzakrie Mohamad Zaki, Birmingham City University, Birmingham, UK
David Edwards, Birmingham City University, Birmingham, UK
Hatem El-Gohary, Birmingham City University, Birmingham, UK & Cairo University Business School, Cairo University, Egypt
- 30 **The Critical Soft Factors Affecting the Successful Implementation of Enterprise Resources Planning in the Egyptian Industrial Sector**
Salaheldin Ismail Salaheldin, Helwan University, Cairo, Egypt
Hisham Fawzy Abbas, Grand Cairo Bakeries Company, Giza, Egypt
- 43 **A Literature Review on Customer Relationship Management in Banks**
Narayan C. Baser, National Institute of Cooperative Management, Gandhinagar, India
Dhaval Kumar Gunvantlal Thakar, Dr. Babasaheb Ambedkar Open University (BAOU), Ahmedabad, India
- 57 **Drive Customer Experience for Relationship Management through Actionable Social CRM**
Anurag Singh, Banaras Hindu University, Varanasi, India

Copyright

The **International Journal of Customer Relationship Marketing and Management (IJCRMM)** (ISSN 1947-9247; eISSN 1947-9255), Copyright © 2015 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global.

The *International Journal of Customer Relationship Marketing and Management* is indexed or listed in the following: Bacon's Media Directory; Compendex (Elsevier Engineering Index); Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory