

CRM Project – Collaborative Project between ECU and MDI

Groups of students at ECU who are taking Management Information Systems (MIS) will be paired with similar number of groups at Management Development Institute (MDI) who are taking Customer Relationship Management (CRM) course, forming 10-15 virtual teams. We will be measuring various factors through perception based surveys and use these for building a model for virtual team performance/ effectiveness. We will measure at various stages of the project viz. at the beginning (Phase 0), middle (Phase 1) and at the end of the project (Phase 2).

Each team will choose one multi-national organization which exists in the USA and in India. They will then collaboratively study the existing CRM practices of this organization in different geographical areas (viz. US and India), and write a case study including best practices, comparative analysis, and recommendations for CRM practice improvement. All the virtual teams will perform similar task (equal in terms of task complexity, moderated by the professors at each end.

Tentative Research Model

The tentative re search model is presented below.

