

Customer management mechanism on e-business environment

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Abstract

At the present time the creation of customer management mechanism on e-business environment and its testing is actively developing field of marketing management. The creation of customer management mechanism on e-business environment is relatively young field, there are no best practices and standards formulated main directions for customer management mechanism development on e-business environment. Currently there are many approaches and tools on the e-business environment used by different enterprises and organisations for creation of customer management mechanism. This work is an attempt to find the best way of doing customer management mechanism on e-business environment.

Keywords: customer management, mechanism, enterprise, e-business environment

1 Introduction

Many standard customer management functions have been undergoing radical transformations on e-business environment. Modern customer management cannot be considered as a narrow national phenomenon. Customer management internationalisation and globalisation process is characterised by the features like internationalisation and globalisation company customer management, differences between the place of location and residence of the company owners, abilities of accommodating themselves to the e-business environment, as well as international culture of business organisation.

Customer management via Internet is a perspective area. It offers access practically to people all over the world. Of course, language barriers and legislation differences in various countries shall be taken into account. Internet creates the possibility to new directions of customer management.

Thus understanding and investigation of e-business environment in due time give the possibility to avoid several problems related to further development of customer management in Latvia.

2 Overview

The object of the present research paper is customer management. The subject of the research paper is customer management on e-business environment.

The objective of the paper is to study the integration process of e-business environment and customer management problems, to elucidate the factors influencing the customer management effectiveness, to develop proposals for solving problems and for customer management mechanism by making use of relationship between these factors in investigation of customer management in Latvia.

The tasks advanced in order to reach the objective:

- identify the concept of e-business environment management,
- to carry out analysis of the factors influencing

customer management in the process of e-business environment integration,

- to carry out analysis of indicators characterising customer management effectiveness on e-business environment.

Theoretical study methods are reported analysis of customer management, e-business environment management, study of correlation between customer management factors and e-business environment. Empirical pilot methods are observation for the purpose of studying mutual influence between customer management factors and e-business environment, study of documents regulating customer management in Latvia, analysis of the e-business environment management in Latvia, economic and statistical analysis of the customer management results on e-business environment, economic experiment, and study of public and non-government institutions data in Latvia.

Research basis are customer management, business and its e-business environment in Latvia. The research period is from the year 2010 until the year 2020, separate themes have been studied for a shorter period of time or by way of comparison.

3 Conclusion

The main results and conclusions of the research:

(1) Changes in the customer management theory are associated with changes in the e-business environment.

(2) Basing on the analysis of e-business environment management and pilot studies, the developed system of indicators of e-business environment enables:

- to carry out analysis of e-business environment management in Latvia,
- evaluate the effectiveness of customer management on e-business environment in Latvia,
- identify problems of customer management on e-business environment in Latvia.

(3) Solution of customer management problems is based on the study of e-business environment management and customer management mechanism.