INVESTIGATING THE EFFECT OF CUSTOMER KNOWLEDGE MANAGEMENT AND ELECTRONIC MARKETING ON ORGANIZATIONS DEVELOPMENT

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ABSTRACT

Information Technology, by facilitating the relationship with customers as well as its speed and effectiveness, paves the way for performance improvement and innovations in offering services by organizations. On the other hand, knowledge is considered to be a unique asset for any organization, and customers are regarded as a rich source of knowledge for organizations; the knowledge that companies can acquire, analyze and investigate in order to achieve competitive advantage and thereby, take some steps to offer new services, improve their services to customers, respect and fulfill customer satisfaction, discover serious needs and respond to them. Customer knowledge management has become one of the important, determining strategies for businesses, and makes it possible for organizations to carefully identify appeared opportunities in the market and improve their competitive advantage by using marketing tools and sales thoughts and identifying the important factors in attracting customer satisfaction as well as their loyalty. In this research, efforts have been done to investigate the effects of knowledge management in organizations as well as consumer relationship management, and then investigate the role of customer knowledge management in organization development and electronic marketing. In this regard, some strategies for developing and achieving competitive advantage of organizations have been presented.

KEYWORDS: Customer Knowledge Management (CKM), Electronic Marketing (E-marketing), Knowledge Management, Consumer Relationship Management.

The access of many people in the world to the Internet world web and the expansion of electronic relationship among different people and organizations through the virtual world have prepared a suitable way for establishing commercial and economic intercourse (Feizi and Sadeghi, 2005). Using this technology has led to trade development, facilitation of relationships between economic agents, providing situations for small and medium-sized corporations to work, productivity promotion, cost reduction, and time saving. Information and Communication Technology has made it possible for corporations to increase their competitive advantage and has also led to the appearance of new jobs. E-trading is the main result of using Information and Communication Technology in economic affairs. By using technological developments, organizations adopt some strategies that try to satisfy their customers by providing better services and products at lower prices and shorter time. This way, the idea of E-trading is broadly used (Sohail and Balachandran, 2003).

The emergence of E-trading caused significant changes in many aspects of trading, some of which are as follows: establishing new companies with new trade models, commercial job opportunities, and modern methods of business process, so that E-trading has become a substitute for communications in the fields of sales, marketing, and customer support (Mifakhrodini et al, 2009). Developing and using information technology in different fields, especially in trading and marketing, is a result of information technology capabilities which has been very lucky in today's trade world. Nearly all 500 top companies (organizations) in the world have launched marketing and online trading. In the reports by American International Telecommunication Union and American International Data Group, it has been foreseen that by 2010 online trading will cover 42% of the total world sales (March L. To and Ngai, 2007), (Kim et al, 2008).

In recent years, the Knowledge Management and Customer Relationship Management concepts have been studies a lot, because each would bring about competitive advantage for organizations in different ways. While Knowledge Management seeks acquiring, saving, exploiting and sharing knowledge inside the organization, Customer Relationship Management deals with improving customer relationship as well as concepts like loyalty. Nowadays, customers are considered to be one of the most important sources of knowledge for companies.

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Researches believe that customers gain a lot of knowledge and experience when they use a service or consume a product, and this knowledge has become one of the most important resources for organizations and gaining it is regarded as a new competitive advantage. On the other hand, in order for customers to do the best purchases, they need some knowledge provided by organizations (Alavi and Leidner, 2001).

For organizations to perform more effectively and efficiently when providing goods/services to customers and to gain customer satisfaction, they need to manage the knowledge about customers in order to get ensured that the services offered by organizations meet the needs of customers. Therefore, knowledge management is an inseparable part of customer relationship management and E-trading (Haji Heidari and Hashemi, 2012). In other words, customers have various changing needs and if companies understand and satisfy these needs, customers will support them more (Liao et al, 2010). Simply stating, the purpose of customer relationship management is to find a way for retaining customers. This is the central core of all customer-centered business strategies that includes people, processes, and technologies relating to marketing and promoting the exchanges with customers in order to maximize customer satisfaction and ensure business cycles as well as improve customer productivity (Ahmadi, 2012). Customer knowledge management is related to acquiring, sharing and expanding customer knowledge which leads to profitability between customers and banks. In the present study, after investigating the effect of knowledge management and customer relationship management, the role of customer knowledge management in E-marketing development in organizations has been dealt with and some strategies have been presented to improve E-marketing.

Significance of the Project Topic

Nowadays, companies are competing with each other to promote and expand their competitive advantages in the global markets of the 21st century. In a various range of markets, companies are facing challenges like inventing new products, reducing life-cycle of products, increasing products and customers whose demands and needs have grown. Regarding the great changes in global markets and the ever-increasing intensive competitions, practicing interactions with customers in the world level and as online becomes a differentiating strategy (Wangui Gikandi and Bloor, 2010).

The one that sees the world trade very bright and based on customers and their needs. That is to say, goods and service providers not only take into consideration the quality of the provided goods and services, but they also consider all activities that result in some kind of value added for customers. Today, customer-centeredness and customer-orientation are among the very important issues regarding multi-dimensional development of organizations. Researches indicate how vital it is for businesses to retain customers, and service quality is a factor that most likely affects customer retainment. Investigating and identifying customer behavior as well as providing services according to customer needs can lead to organization development. On the other hand, lack of trust is the biggest preventing obstacle for online trade between buyers and sellers who do not know each other. Trust is important for companies’ marketing strategy. The record of buyers’ trust on sellers includes the sellers’ reputation for certainty, stability and fair behavior.

RESEARCH THEORETICAL BACKGROUND

E-marketing

E-marketing is some part of E-trading that includes information management, public relations, customer services and sales sector. E-marketing has been defined as managing mutual customer relationship in a developed media environment in order to earn more profits by an individual or an organization. Hence, E-marketing is not an isolated performance that exclusively relates to sales of products and services; rather, it is a managerial process for managing the established relationship between customers and organizations. It can be said that E-marketing means making and retaining relationship with customers through timely activities for facilitating the exchange of products and services in a way that the goals of the transaction parties is fulfilled (Saedi et al, 2011). With the appearance of confusion in economy and the ever-increasing growth of using the Internet and virtual environments, commercial companies have had to use any channel for selling their products and providing their services in order to remain in the competition stage (Pavlou, 2003).
For selling their products, many business companies introduce and give information about the products through online marketing channels including e-mails, search engines, social networks or media, mobile devices, weblogs, websites, advertising sites, etc. and in many cases this will result in companies’ growth. Regarding costs, Marco Merisavo believes that the efficiency and variety of digital channels have caused the facilitation of market stability as well as making relationship with customers (Badie et al., 2012). Recent studies indicate that electronic marketing and information conveying (continuous relationship with customers and getting feedbacks from them) play an important role in customer interaction increase and, therefore, profits increase and cost reduction in companies. In addition, using the aforementioned approach has a positive relationship with promotion of customer knowledge level, and increases customer satisfaction (Saeidnia and Mirza Mohammadi, 2008).

The E-marketing performances can be classified in three groups as follows:

1. Integrity: E-marketing includes all stages of selling by a company and its agents as an integrated process.
2. Balance: E-marketing controls the level of needs and requirements of a company’s customers with the level of production and the capacity of providing services by the company.
3. Intermediary: E-marketing plays the role of an intermediate intermediary between different parts of a company, including financial as well as foreign investors departments.

The E-marketing process is shown in figure 1.

**Knowledge Management**

For some people Knowledge Management means a conscious strategy to acquire the appropriate knowledge for appropriate individuals in an appropriate time to help people share and use the information that, in practice, leads to organizational performance improvement. In other words, compiling and accessing the experience, knowledge and specialty that have been created by new capabilities make it possible to have a better performance, encourage innovation, and increase customer value. Therefore, Knowledge Management is based on mutual relationships, and respect and trust are the key elements that have importance in the model of experience sharing groups. This model is based on interaction which is used in different operational levels of organizations (Dalkir, 2005) (Nonaka and Takeuchi, 1996).

In a study titled as “Knowledge Mapping as a technique to support knowledge translation”, Ebener, et al (2006) has introduced knowledge drawing as a 5-stage process including data acquiring, data compiling, data saving, data processing, and data diagramming, and has known knowledge drawing as method of transferring knowledge which is one
aspect of knowledge management (Ebener et al., 2006).

Kim et al., 2003 in their article “Building the knowledge map: an industrial case study” has presented a six-stage model including organizational knowledge definition, map analysis, knowledge extraction, knowledge formation, knowledge relations, and knowledge map validity. He knows recording and presenting the existing knowledge in experiences of the staff and organization as a basis for knowledge management execution (Kim et al., 2003).

Perrott defines knowledge management as identifying, saving and retaining knowledge for future organizational strategic and operational benefits which might be explicit or implicit (Perrott, 2007). It is necessary to execute the knowledge management system in a business setting in order to get ensured that knowledge access, knowledge exchange, knowledge resource retaining, knowledge use, new knowledge production, and knowledge evaluation are done as appropriately as possible (Alvandi et al., 2009). Knowledge management is nothing but managing this asset from the beginning to the end of its lifetime. More clearly, knowledge management includes creating, acquiring, saving, spreading and sharing, and finally, using knowledge. Organizations must be able to identify their required knowledge and if necessary, create it or acquire that knowledge from knowledge resources outside the organizations. The created or acquired knowledge has to be conformed to the organization’s needs. In other words, it has to be prepared and saved in a suitable way in order to be used in the required time, place and conditions (Abbasi, 2007). The five stages of knowledge management are shown in figure 2.

The Necessity of Getting Advantage of Knowledge Management

Using knowledge management in organizations results in the appearance of competitive advantage, improving productivity in providing services to customers, motivating the staff, cost reduction, increasing the process speed, decrease of work repetitions, increasing the staff’s level of knowledge and productivity, effective decision-makings, creativity increase, retaining the staff’s knowledge, as well as improving the quality, productivity and efficiency of the staff. Establishing knowledge management and using it effectively need systemic infrastructures and related technologies as well as organizational commitments to apply knowledge in current activities in all levels of the organization. The suggested knowledge management solutions cause the facilitation of giving services to customers. These systems make it possible for the staff, business partners, and customers to access the base and save the knowledge. Knowledge management minimizes the time period of discovering the problem and solving it. This knowledge management capability accelerates marketing activities of organizations and enables them to meet the needs of customers more rapidly and it makes the organization and the customers closer to each other. Therefore, it is expected that customer satisfaction increases through identifying and solving their problems more quickly (Hamidizadeh, 2006). Figure 3 shows a comprehensive and modified framework for practically applying knowledge management in organizations.

Figure 2: The five stages of knowledge management

Figure 3: A comprehensive framework of knowledge management (Suh et al., 2004)
The knowledge management architecture will help the CRM system so that the organization sales real information gets compatible with the customer profile, their preferences and tastes. This helps the marketing unit to identify customers’ purchase patterns and adjust its marketing activities based on these patterns and procedures (Bose and Sugurmaran, 2003). The plans for process knowledge management organize the knowledge management systems in such a way that all basic and subcategory knowledge in the required fields gets easily accessible and, therefore, results in value added for the organization. Knowledge management provides some tools, processes and backgrounds for employees to share the knowledge based on customer needs. With the help of knowledge management, employees understand the value of customer integrated knowledge and thereby, they can give more complete services to more valuable customers. Hence, knowledge management serves as a tool in the customer relationship management environment (Ebrahimi, et al, 2006).

Customer Relationship Management

The Customer Relationship Management system enables organizations to make a connected chain of customers and enjoy the integrated, coordinated information. Since this issue is customer-focused, it fulfils most of the opinions of managers for getting advantage of long-term customer trust and loyalty (Rouholamini and Venkatesh, 2011). Finburg & Romano suggest that CRM is the comprehensive strategy of business and marketing that integrates the technology, processes and all activities of business around customers. Liou states that CRM is the key business strategy of an organization that concentrates it on customer needs and integrates the strategies of the entire organization with customer tendencies (Liou, 2009). In the most perfect concept, the classification group organizes the customers and causes the organization to see customer needs and use special tools to increase the profits as well as customer satisfaction. Other definitions suggested for the concept of customer relationship management are as follows: customer relationship management is a new management mechanism that helps organizations to improve their relationships with customers; customer relationship management provides a policy for enterprises to understand customer behavior and influence the customers through making strong relationships with them; customer relationship management is a strategy and a comprehensive process of attracting, retaining and partnering the customers in order to increase the value of customers and organizations. The main topic of discussion is to manage the relationship with customers (Ahmadi, 2012). In fact, customer relationship management is a business strategy whose result is the increase of income and profit by increasing customer satisfaction and loyalty. The main objective of customer relationship management is in fact maximizing the value of customer lifetime in organizations and companies (Blery and Michalakopoulos, 2006). Indeed, customer relationship management refers to all processes and technologies that organizations adopt to identify, select, encourage, expand, retain and serve the customers.

Customer relationship management is a commercial process that addresses all aspects of customer characteristics, creates customer knowledge, forms customer relationships, makes their perception of the products or services provided by the organization, and leads to development by considering when and through which channel which products or services to be presented to which customers (Rygielski et al, 2002). The purpose of customer relationship management knowledge is to design and develop marketing strategies through which mutual, active, long-term relationships with customers are retained. According to this viewpoint, customer knowledge and customer relationship are two main elements, based on which any customer relationship management system works. Customer relationship management by understanding customer needs, reducing the costs of attracting new customers and retaining old ones, getting help from modern technologies, transforming organizations’ view towards customers and promoting their satisfaction tries to manage all different stages of the sales process and have a step by step and moment by moment constructive relationship with customers since their first contact to fulfilling their satisfaction. Attracting and retaining customers necessitate that a clear picture of them with all required details about customers and sales process get prepared and it becomes possible to make a special, continuous relationship with each customer not to lose any opportunity for selling more and attracting customer satisfaction (Khalili et al, 2008).

Knowledge Flows in Customer Relationship Management

Gebert et al, (2003) have divided Knowledge Flows in Customer Relationship
Management into three groups. Customer Knowledge includes three types of knowledge flow (knowledge from, knowledge for, and knowledge about customers) (Dehghan, et al, 2011).

Knowledge about customers
Knowledge about customers has been gathered in order to identify customer motives and take them into consideration in a specific method (Gebert et al, 2003). Knowledge about customers is collected to understand customer motivations and it works to serve customers in a personal way. It includes customers’ background, relationships with them, their needs as well as their expectations from a purchase. Knowledge about customers is collected in the process of Customer Relationship Management services and support, and is analyzed in Customer Relationship Management analysis process (Stefano and Sarmaniotis, 2003).

Knowledge for customers
Knowledge for customers is mainly made in intra-organizational processes such as research, production, and development. Management of advertisement and introducing to the market is responsible for collecting and modifying this type of knowledge in exposure to customer needs (Heidari and Akhavan, 2010). Knowledge for customers includes some information about products, markets and suppliers. This aspect of knowledge influences customers’ perception of service quality, too (Malte, 2005).

Knowledge from customers
Knowledge from customers should be joined by the organization to create innovation in services and products, make ideas, and continuously improve products and services. Taking possession of customer knowledge and involving customers in the innovation process is accessible through various ways. For example, customer knowledge about products, suppliers and market tendencies can be used by an appropriate feedback mechanism to provide a systematic improvement and product innovation (Arbabshirani et al, 2009) (Gibbert et al, 2002) (Malte, 2005). Acquiring knowledge from customers is based on the fact that customers get their experiences while using organization products or services (Gebert et al, 2003).

Customer Knowledge Management
Customer Knowledge Management is a dynamic process that is done for the purpose of optimizing valuable customer information. Through this process, the organization develops and optimizes the way of its customer relationship (Radfar and Rezaei-malek, 2012). In fact, Customer Knowledge Management uses Knowledge Management as a protective tool in Customer Knowledge Management to provide the required knowledge for customers and also facilitate their access to it. On the other hand, Customer Knowledge Management tries to get informed of the knowledge of customers. By storing knowledge and facilitating the access to knowledge, knowledge cultures, and knowledge assets, Customer Knowledge Management tries to use this knowledge in the best way (Homayouni et al, 2006).

It seems that CKM is just another name for CRM or KM (Karami et al, 2010) but in some aspects, Customer Knowledge managers need a different approach of the current method in CRM and KM. Table 1 compares CKM with knowledge management and Customer relationship management.

Customer relationship management is a subject in today’s world economy that has motivated the organizations to rethink about strategies of establishing relationships with a wide range of customers and take possession of this broad knowledge. Making an effective relationship with customers is not possible without applying knowledge management. In order to increase the efficiency and effectiveness of an organization and get ensured of desirable presentation of goods and services to customers and earn their satisfaction, we must manage our knowledge about customers. Therefore, knowledge management is an inseparable part of customer relationship management. While KM specifically concentrates on encouraging and reinforcing productive, cooperative relationships in line with the motto “if we just knew what we know”, CKM suggests another dimension: “if we just knew what our customers know”. But why do customers tent to share their knowledge to create value for the organization and then pay for their knowledge that has been expanded in the organization’s products and services? This refers to the change viewpoints about customers as a knowledge institution. This change of viewpoints has a broad implication. The most important one is that customers have got released from being passive receivers of products and services as they were in traditional knowledge management. Besides, they have also got released from being captured in the chain of customer loyalty common plan in CRM (Gibbert et al, 2002).
Table 1: CKM in comparison with knowledge management and Customer relationship management (Dehghan, et al, 2011).

<table>
<thead>
<tr>
<th>Knowledge Management</th>
<th>Customer Relationship Management</th>
<th>Customer Knowledge Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge Search Place</td>
<td>employees, team, business partners</td>
<td>customer data bank</td>
</tr>
<tr>
<td>General Principle</td>
<td>if we just knew what we know</td>
<td>retaining is cheaper than finding</td>
</tr>
<tr>
<td>Explanation</td>
<td>clarifying and integrating personnel knowledge about customers, sales processes as well as R &amp; D</td>
<td>extracting knowledge about customers from the company’s data bank</td>
</tr>
<tr>
<td>Objectives</td>
<td>capital return, cost saving, eliminating repetitive processes</td>
<td>customer focus growth, customer loyalty increase</td>
</tr>
<tr>
<td>Measurement Criteria</td>
<td>income vs. budget</td>
<td>efficiency with regard to customer satisfaction</td>
</tr>
<tr>
<td>Interests</td>
<td>customer satisfaction</td>
<td>retaining customers</td>
</tr>
<tr>
<td>Customer Role</td>
<td>passive, receiving products</td>
<td>bound, dependant on products and services through loyalty plans</td>
</tr>
<tr>
<td>Organization Role</td>
<td>encouraging the staff to share their knowledge with their co-workers</td>
<td>establishing sustainable relationship with customers</td>
</tr>
</tbody>
</table>

Customer relationship management aims at understanding customer needs to provide better services for them. This concept puts customers in the centrality of an organization. Customer relationship management focuses on retaining and improving service quality for customers, and this would be achieved by making an effective relationship with customers and efficient distribution of products, services, information, and customer needs (Boselli et al, 2008). The aims of customer knowledge management are to identify methods of serving improvement, to develop and originate new products, and to get information through customer experiences (Arbabshirani et al, 2009). Raeli, et al states that customer knowledge is considered as an important asset for E-trading, and customer knowledge management is in fact related to managing and using (exploiting) customer knowledge.

CUSTOMER KNOWLEDGE MANAGEMENT IN E-MARKETING

In order to retain their customers, organizations have to pay a lot of attention to customers’ needs, opinions, and desires. They must know that in marketing, policies should form based on these desires. E-marketing leads to new business opportunities for industries and business corporations, quick access to information, absence of intermediaries and, therefore, price reduction, entering trans-regional markets for global marketing, extending business domain and, consequently, increase of sales and revenue, better, faster and more effective support, marketing power with regard to customer interests, increase of communication power by using websites, etc., possible development of underdeveloped regions and easy access to sources of developed regions, increasing customer selection right that enables the customers to opt for the best and most appropriate buying choice in the shortest time. Here, some factors including customer respect, suitable interaction with customers, asking customers about their opinions, having a suitable mutual relationship with customers, timely investigation of customer problems and complaints, being aware of their satisfaction, promoting quality and speed of service presentation, adjusting organization policies with customer needs, checking the accuracy of presented services to customers, etc. can significantly help organizations to retain customers, and this will not be possible unless organizations accept that taking customers into consideration is the key for their survival.
Customer relationship management is a process through which different information about customers can be obtained and fulfill customer satisfaction by reducing the time of responding to each customer as well as the costs of serving them. With this tool, organizations would be able to identify their strength and weaknesses from the viewpoint of customers and improve the processes and products required by them. By facilitating the relationship with customer and increasing its speed and effectiveness through better sharing of the information including provided services, the way of providing these services, financial and credit conditions, and supplying credits, the Information Technology paves the way to improve performance and innovation in providing services. A customer knowledge management system can provide customer knowledge and information with regard to customer relationship life cycle. This causes the staff to get equipped with a set of updated knowledge about customers, regardless of the area in which they are working. It also enables them to deal with improving products, channels, and strategies of market classification more effectively and carefully. Knowledge management calls for a perspective of customers. The perspective allows them to better understand their operational environment, needs, demands, and behavior, and deal with preparing service orders to meet customer needs and preferences. Serving customers can happen faster, more effective, and more efficient (Dehghan, et al, 2011) (Stavropoulos, 2007).

**PROPOSED MODEL AND STRATEGIES**

Execution and accomplishment of knowledge management and customer relationship management systems as well as managing the knowledge that is available in customers causes a close relationship and interaction between customers and organizations, and makes the opportunity for organizations to introduce the provided electronic services to customers. On the other hand, identifying customer needs carefully and acquiring their knowledge causes some innovation in providing services, and proportionate services to the needs of customers will be presented. This brings about the increase of customer satisfaction, decrease of customer complaints and dissatisfaction, and increase of their loyalty, and customer loyalty leads to positive advertisements and recommendations to others. In an online environment it is possible for customers to share their experiences with an unlimited number of people and this, results in customers’ tendency to repurchase an organization’s products and use its services, less tendency to change the supplier and refer to the organization’s rivals, increase of customer tolerance against the rise of product prices, and willingness to make a long-term relationship with the organization and this brings about profitability and gaining competitive advantage for the organization. Figure 4 shows the conceptual model of this study.

![Figure 4: the conceptual model of CKM in organization development](image-url)
In addition, according to the studies on organization development and E-marketing, the following suggestions are offered:

- Designing a customer-focused organizational structure in order to use knowledge in all levels and activities of organizations
- Executing necessary technology and requirements for the highest efficiency of organizations to meet customer needs
- Support and cooperation of organization top management to fulfill and develop customer knowledge management and electronic service systems
- Establishing and expanding public relation and information centers in organizations
- Presenting a public training model and promoting the use of E-marketing services in national, regional and organizational levels
- Establishing research and development units and approving necessary budgets for supporting them in organizations
- Compiling appropriate policies and programs about E-trading and E-marketing in national and organizational levels
- Getting advantage of E-marketing to serve the customers more desirably
- Designing a suitable structure for facilitating quick and easy access to information and knowledge of the value chain in order to get advantage of organizational units, staff and people.
- Making the culture in organizations and clarifying the necessity of using the organization staff knowledge
- Getting advantage of customer relationship management systems for accurate customer praxeology
- Making a continuous relationship with customer and identifying their informational and service needs
- Using the tools, recording and calling out the information, interaction with customers in the organization’s data base in order to analyze and predict customer behavior carefully
- Measuring the possibility of making necessary infrastructure to execute customer knowledge management systems
- Training specialized human forces for developing and getting the advantage of customer knowledge management
- Using the experiences of other countries regarding the execution of customer knowledge management in organizations
- Holding some training courses to get familiar with concepts and necessity of using and executing customer knowledge management systems for managers and employees of organizations

CONCLUSION

The base of organization systems is customer-centeredness. Customers are the main axis and all activities are done to attract customers and their satisfaction. Hence, in the competitive environment of organizations, those are more successful that win more loyalty among their customers. Meeting the needs and expectations of customers causes the formation of a positive approach in customers towards the company and the received services, and it empowers the customer tendency to continue their relationship. By using CRM, organizations can shorten the sales cycle and increase customer loyalty to make closer relationships. Customer knowledge management was initially used as a means of relating customers to organizations, while it had put aside the greatest source of value, i.e. the knowledge available in customers. When both knowledge management and customer relationship management concentrate on getting the customer knowledge, customer knowledge management appears as a strategic process in organizations that take their customers beyond receiving the products and services passively and give them some authority as knowledge partners. In order for customer knowledge management systems to be successful, it is essential to provide knowledge management infrastructure in organizations. This system must be so efficient that transforms the data into effective knowledge that is available to all people in the organization. For getting use of the entire customer knowledge, it is necessary to manage all three knowledge flows simultaneously. By storing knowledge as well as facilitating the access to knowledge, knowledge cultures and knowledge assets, customer knowledge management tries to use this knowledge in the best way. Customer knowledge management brings about a close relationship and interaction between customers and organizations. Identifying customer needs carefully and acquiring their knowledge lead to innovation in providing services, and some services proportionate to customer needs are provided and this results in customer
satisfaction increase, complaint decrease, and loyalty increase. Customer loyalty brings about long-term relationship with distributors and, consequently, organizational profitability. Therefore, customer retaining continuity brings about the increase of more market share, increase of profitability, and finally, organization development. In theoretical basics of this research some concepts such as E-marketing, knowledge management, and customer relationship management were extensively introduced and explained, and their roles in organizations were investigated and finally, based on previous studies and the investigations, the role of customer knowledge management and E-marketing in organization development was presented in a conceptual model.

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