Adoption of Electronic Customer Relationship Management Systems in Small and Medium Enterprises

Capstone Presentation for Information and Communications Technology, Master of Science

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Background

- What is an e-CRM system?
- Experience
- Can we plan against adoption failure?
Literature Overview

- Ramdani et al. (2013)
- Salum and Rozan (2017)
- Oliveira and Martins (2011)
- Nguyen and Waring (2013)
- Aggarwal et al. (2015)
- Alshawi et al. (2011)
- Pedron et al. (2016)
Solution

- Framework Comparison
- Using TOE Framework
Framework Comparisons

- DePietro, Wiarda, & Fleischer TOE framework
- Diffusion of Innovation
- Fit-Viability Model
- Salum and Rozan Conceptual Model
DePietro, Wiarda, & Fleischer

TOE Framework

Diffusion of Innovation


<table>
<thead>
<tr>
<th>Attributes of innovation</th>
<th>Innovation decision process</th>
<th>Types of innovation decisions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relative Advantage</td>
<td>Knowledge</td>
<td>Optional (independent choices)</td>
</tr>
<tr>
<td>Compatibility</td>
<td>Persuasion</td>
<td>Collective (consensus)</td>
</tr>
<tr>
<td>Complexity</td>
<td>Decision</td>
<td>Authority (power enforced by a few members)</td>
</tr>
<tr>
<td>Trialability</td>
<td>Implementation</td>
<td>Contingent (choices made after a prior decision)</td>
</tr>
<tr>
<td>Observability</td>
<td>Confirmation</td>
<td></td>
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</tbody>
</table>
Fit-Viability Model

Salum & Rozan
Conceptual Model

Framework Comparison

Salum and Rozan Conceptual Model

Ramdani et al. TOE Framework


Framework Comparison

Salum and Rozan Conceptual Model

- Relative Advantage
- Cost
- Competitive
- Employee Experience
- Compatibility
- Regulatory Environment
- Vendor Support
- System Trust
- Task Independence

Ramdani et al. TOE Framework

- Technological Context
  - Relative Advantage
  - Complexity
  - Trialability
  - Observability
- Organizational Context
  - Top Management Support
  - Organizational Readiness
  - ICT Experience
  - Size
- Environmental Context
  - Industry
  - Market Scope
  - Competitive Pressure
  - External ICT


Framework Comparison

Salum and Rozan Conceptual Model

Ramdani et al. TOE Framework


Using the TOE Framework

Using the TOE Framework

Using the TOE Framework

Using the TOE Framework

Recommendations

When using...

- Good start to identifying needs
- Include people with actual high ICT knowledge in decision making
- Thorough examination of each element

Studying the framework

- Further examination of environmental context factors
Conclusions

- Frameworks are just a tool
  - Positively influence adoption success
- Decision making inclusion matters


