

**STUDY OF IMPACT OF INFORMATION
TECHNOLOGY ON THE EFFECTIVENESS OF
CUSTOMER RELATIONSHIP MANAGEMENT
SYSTEMS IN E-BUSINESS PERSPECTIVE IN
COMMERCIAL BANKS IN SRI LANKA**

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EFFECTIVENESS OF CUSTOMER RELATIONSHIP
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***Key Words: Information System; Customer Relationship Management Systems;
Information Technology;***

Abstract

The primary purpose of this research was to identify the impact of information technology on the effectiveness of customer relationship management (CRM) systems in e-business perspective in commercial banks in Sri Lanka. This research paper developed and tested a model to examine the effect of information technology on the effectiveness of CRM systems in e-business perspective in commercial banks in Sri Lanka. Research presents an analytical discussion and empirical evidence of the relationship information technology investment and effectiveness of CRM systems. Theoretical views allow for the complex relationship between the Information System and effectiveness of CRM systems. The results are tested on 08 commercial banks in Sri Lanka; data are collected through primary and secondary sources. Empirical evidence showed that Information System have direct, strong positive relationship with effectiveness of CRM systems. Effectiveness of CRM systems is highly depending on information systems and on some external factors such as, political pressures, unqualified sponsorship of top management, lack of financial programs to promote CRM, organizational resistant to change and Global operations

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