

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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The primary purpose of this research was to identify the impact of information technology on the effectiveness of customer relationship management (CRM) systems from the e-business perspective in commercial banks in Sri Lanka. The study developed and tested a model to examine the impact of information technology on the effectiveness of CRM systems in commercial banks in Sri Lanka. The study presents an analytical discussion and empirical evidence of the relationship information technology investment and effectiveness of CRM systems. Data were collected from primary and secondary sources and the sample comprising 8 commercial banks was selected based on criteria of "indigenous or Sri Lankan, then employees were selected by random selection of IT and non-IT department employees. Empirical evidence showed that Information System has a 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 and organizational resistant to change and global operations.

Key words: information System, Customer Relationship Management Systems, Information Technology