

# COMMUNICATIONS OF THE ICISA

VOLUME 8 NUMBER 1 SUMMER 2006

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ISSN : 1533-2454

<http://www.icisa.info/cicisa/>



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# Electronic Customer Relationship Management for Nonprofit Organizations

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**ABSTRACT** : The ubiquity of the Internet as a platform for business transaction, communication and collaboration has changed the ways organizations manage customer relationships. Electronic Customer Relationship Management (eCRM) has emerged as a critical CRM strategy that can reduce operational costs, increase productivity and provide quick and personalized responses to customers. Online management of constituent relationship through eCRM is becoming increasingly important as more constituents interact with the organization through the Internet and other electronic touch points. ECRM facilitates many aspects of constituent relationship management, including personalized emails, e-marketing, e-fundraising, e-philanthropy, online constituent service and Web sales. ECRM implementations will face challenges similar to past ERP and CRM implementations, which suffered high failure rates. The lack of strategies in enterprise-wide integration and analytics is among the top reasons for failure. This paper proposes a conceptual enterprise model that provides a unified view of constituents across eCRM and other touch points. It further describes an architecture for eCRM analytics for the creation of constituent intelligence to facilitate target marketing, personalized contents and offerings. The models provide a roadmap for an integrated eCRM strategy for nonprofit organizations.

**Keywords** : Customer relationship management; eBusiness; eCRM; enterprise modeling; nonprofit organization.

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# Implementation of an ERP System –A Case Study of a Secondary Stainless Steel Processing Company

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**ABSTRACT** : This research aims to explore how, in an information era, a secondary stainless steel processing company overcomes a dilemma within the scenario of a production/marketing/storage transaction model based on the legacy system environment. It also aims to understand how the concept of information system reengineering is applied to meet operating demands by means of a two-phase implementing model during the various stages of ERP system implementation. The research findings clearly show that the case company cost effectively and successfully transfers the legacy system into the window-based ERP system from the perspective of IT investment, and converts the conventional production/marketing/storage transaction model into a one-stop industry-specific manufacturing transition model. How the case company fully understands the benefits of using the database and information system reengineering technology so that the cost accounting is integrated into the production/marketing/storage operation model is also further reported. This result is confirmed to achieve better ERP system performance, a sustainable business operation, and a timely response to market competition for the case company.

**Keywords** : ERP, Relational Database, Manufacturing Transition Model, Information System Reengineering

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# **A Web Services Based Framework for Knowledge Management in a Peer-to-Peer Environment**

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**ABSTRACT:** The problem of Knowledge Management (KM) is eminent in the peer-to-peer (P2P) area. This research proposes a comprehensive Web services based framework for KM in a P2P environment. P2P KM yields significant advantages when combined and applied as Web services for KM. By adopting the Web services techniques and distributed approaches, the knowledge network is partitioned into numerous knowledge communities self-adaptively. Within the framework, the mechanisms for knowledge management in these knowledge communities are presented. The framework implementing the integration of KM functions and autonomy of knowledge peers in knowledge network facilitates achieving autonomy and self-organized management.

**Keywords:** Knowledge Management, Peer-to-Peer, Web Services, Knowledge Community

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# **An Inspection of Web Site Usability in Taiwan**

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**ABSTRACT** : Web site design is a crucial determinant of whether visitors are willing to return to the site repeatedly. However, the number of studies that empirically evaluate the web site design in terms of its usability is limited. This paper illustrates the results of a heuristic evaluation of web site usability in Taiwan. Sample sites in current study came from a list of top 500 web sites in Taiwan. The results indicated that there existed a gap between user expectations and the usability scores of web sites. Moreover, the calculated usability can reflect the characteristics and business orientations of each of the five target industries. Specifically, portal sites were designed to focus on the ease of use; media and news as well as healthcare industries were more content-oriented. Finally, both banking and e-Retailing industries tend to be promotion-orientation.

**Keywords** : Usability, Internet, heuristic evaluation

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