

Investigation on Common Features of Erp and Crm-For Separate Implementations

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Abstract

In today's competitive world, Enterprise resource planning systems and Customer relationship management systems are among the fundamental requirements in all organizations and some of them prefer to use these systems separately but parallel. Enterprise resource planning (ERP) systems are highly complex information systems widely used by companies in the recent years. Applying the system of customer relationship management (CRM), a constructive relationship can be developed between the customers and the organizations. Therefore, the establishment of an efficient customer relationship management system seems to be another absolute necessity for organizations.

Most analysts in information system field consider enterprise resource planning (ERP) and customer relationship management (CRM) systems to be like two sides of the same coin working in concert to increase the profitability of the organization. Reviewing the research literature, the present study aims to recognize the common aspects affecting these systems. It makes the organizations find and maintain their status and is an attempt to encourage them in parallel pursuit of the common dimensions and features.

Keywords: *Information systems, Enterprise Resource Planning (ERP), Customer Relationship Management (CRM), Organization*



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