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A NOVEL MEASUREMENT TECHNIQUES OF USER AN ACCEPTANCE OF M-CRM SYSTEM

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Abstract: The success or failure of an M-CRM system installation is primarily based on the level of achievement and user expectations. It explains the theoretical foundation for the study model's construction as well as the technique used to model validation. Previous literature evaluations are generally insufficiently detailed and rigorous, and they are undertaken haphazardly rather than according to a set of guidelines. The purpose of this study is to present a new evaluating methodology for assessing user acceptance of M-CRM. The Analytic Hierarchy Process (AHP) is integrated with the Theory of Planned Behavior in this study to determine the complex associations between M-CRM and the "fit" of technology to tasks and performances. Results presented that factors have a positive significant result on employee satisfaction and individual effectiveness. The study contributes to improving understanding the body of knowledge on M-CRM adoption through different factors and its performance by bridging the gap in the literature on research that showed evidence of the importance of M-CRM.

Keywords: Evaluation model, User acceptance, MM theory, AHP, and TPB.

1. Introduction

Telecommunications companies have grown in a variety of methods, based on a political, economic, and environmental conditions of the time. M-CRM practice and adoption remain comparatively new, particularly for telecommunication organizations, that are the important enablers of productivity across economies and societies. According to (Hasan et al. 2015), telecommunication companies contribute significantly to the economies as it provides wider business development prospects and theaters (Hasan et al. 2015) a significant role in the rapid development environment especially in the telecommunication companies over the previous decade. Nowadays, M-CRM is usually used as a significant occupational aspect by several organizations. The M-CRM framework is mostly categorized into two main categories, functioning and systematic (Huang, & Deng, 2004). The M-CRM major involves strategies, approaches, developments, in addition to, recording all of its statistics (Harrigan, Ramsey, & Ibbotson, 2011; Kim, Zhao, & Yang, 2008. In this approach, the adoption of new technologies to attract new and profitable customers. In M-CRM, completely methods of handling associations with the employee are measured, when by means of material technologies and systems. In M-CRM, a domain of information technologies and systems are applied to improve the M-CRM in businesses. Employee satisfaction is considered of the most significant influences for long-term success (Yang, et.al 2011). Telecommunication companies must be support employees and improve the quality of services to meet and exceed their requirements. Customer satisfaction about service levels should increase high progress individual performance (Aitken, 1982; Bean & Bradley, 1986). M-

CRM has play a significant role in collective the concert of Telecommunication Company (Akter et.al 2013). It is most important to understand the satisfaction factors in M-CRM for employee satisfaction. The electronic relationship management systems should supply the stage for better communication among the employee and the company (Damabi, & Ahmadyan, 2018). This study is conducted to examine the system quality, service quality, information quality, top management support, user training, ease of use, experience, efficacy, and skills factors on the employee's satisfaction and individual performance. Specifically, we determined those factors that affect the successful adoption of M-CRM systems in telecommunication companies. Accordingly, a model is developed that involves nine direct hypotheses and the data was gathered from the employee of telecommunication companies.

The major contributions listwise: Considering researching current models and theories of technology acceptance, as well as a critical review of current assessment frameworks, the following key analytical framework was produced. This model was created by combining three different frameworks.

1- Categorization of all the independent constructs under Individual, Organizational, and Technology context.
2- We consider that the fit between user acceptance and M-CRM, as well as the fit between technology and organization, are both extremely essential.
3- Using the results, create an individual performance framework for communicating M-CRM. (4) The end-user computing effectiveness model (M-CRM), the TAM3, (IS), and MM and UTAUT.

2. THEORETICAL BACKGROUND

2.1 Highlighted Issues

The critical interface is between marketing CRM technology and understanding the perspective from both of these disciplines is a perquisite of across functional integration. Working around the limitations had been possible when the number of customers was small, but with developing technology and with the big competition expansion of the company the situation had become unacceptable (Marcu, & Meghisan 2015). On the other hand, some researchers (Jaber, & Simkin 2016; Jafari & Soltani 2016; Chavoshi & Jee 2015; Azad, & Ahmadi 2015; Mohammed & Tahir 2014; Mendling et al. 2017; San-Martín et al. 2016; Preece et al. 2015; Lillian 2015) mentioned that there is misalignment between different factors, namely technology factors and organizational factors in CRM system. The issues related to M- CRM systems are technological (system quality, information quality, and service quality), organizational issues (top management support and user training). In addition, employee satisfaction is an important factor, which affects the acceptance and successful adoption of technology in organizations. Consequently, these issues have an influence on individual performance.

Recently, the latest technology of CRM is Mobile Customer Relationship Management (m-CRM) technology. It is a relatively new area of research. m-CRM technology reaches into many parts of the business such as sales, customer needs, e-commerce, e-marketing, and communication tools, to integrate technology with a process in CRM system (Mirusmonov 2015). Moreover, m-CRM is much more than a technical solution for data gathering and information handling it is total management that incorporates all levels and units within a company, to create business possibilities for competitive international business domain today (Awasthi, & Sangle 2013; Verma, & Verma 2013). Awasthi, & Single 2013) mentioned that m-CRM is still an unclear concept by itself. In addition, M-CRM has attracted far less attention by researchers, despite the m-CRM system including an integrated vision between technology with a process (Lillian 2015) (Brockman et al. 2017).

2.2 Analytic Hierarchy Process (AHP)

Analytic hierarchy process (AHP) is one of the most extensively used decision-making tools based on several variables. Analytic hierarchy process (AHP) is utilized for a corporation with issues, which include the consideration of several key altogether. AHP has more utilized as a multiple criteria decision-making instrument. The process of AHP does not include cumbersome mathematics but employs essentials of decomposition, pairwise evaluation, and significance course generation and combination. Often used in the decision-making method, AHP is known as a concept of quantity; when utilized in the decision-making procedure, it helps to breakdown a multi-criteria decision issue together into multi-level organizational structure of goal, parameter, sub-criteria, and options available. On a requisite scale, the top upper standard represents the total aims of the decision issues. The element that influences decision intermediate level. The lowest level involves decision selection. The study aims to get a ranking for every user acceptance.

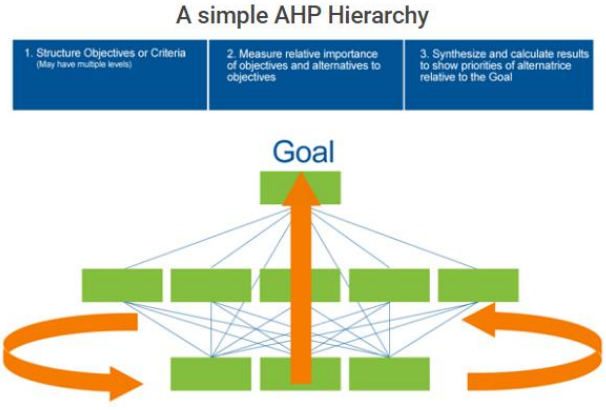

Figure 1 AHP Theory

2.3 Motivational Model (MM)

(Motivation theorists frequently significantly different between autonomous motivation when it comes to performing an action.) Job satisfaction is a motivation theory that comes from outside of oneself. Includes the summary of an occupation that is thought to be important in obtaining desired results other than the action itself, including such organisational success, remuneration, or promotions. External factor that motivates behavior because of the reinforcement value of outcomes, whereas integrative motivation relates to the completion of an engagement for no perceived re-

ward besides the experience of doing the action itself. Within the M-CRM systems domain, applied motivational theory to understand the effect of M-CRM adoption and use (Venkatesh et al., 2000). According to MM, output quality and perceived ease of use affect perceived usefulness. Which, in turn, is related to intentions to use a system. Finally, MM assumes that task importance will moderate the relationships between ease of use and output quality with perceived usefulness (Panagopoulos, 2010). In summary, the Motivational Model (MM) focuses on perceived ease of use, output quality, perceived usefulness, perceived enjoyment and ignores factors that encourage the users to accept the technology. According to (Al-Weshah & Al-Qatawneh 2018) top management Support is an important factor for the success of the technology acceptance model in the telecommunication context. According to Al-Ishmael (2015), computer self-efficacy is an important determinant in influencing the adoption of technologies in telecommunication. According to training is an important factor affecting IT Utilization.

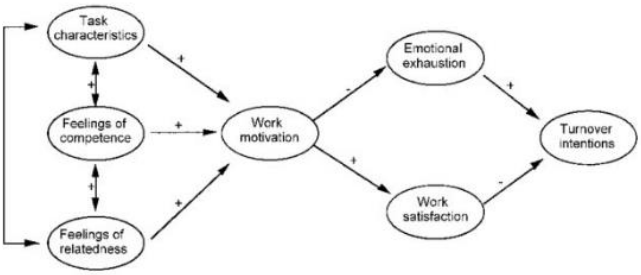

Figure 2 MM theory

Additionally, the revised figure's outcome aspect is still the most important factor in M-CRM effectiveness. The net benefit dimension is a crucial one that looks into the entire amounts of M-influence CRM's in the firm. The context purposes of the M-CRM research evaluate the net benefit of the DeLo-ne & McLean (2003) model. The DeLone and McLean updated IS user satisfaction, according to the experts, could be adaptable to system performance assessment in the M-CRM setting. Because the purpose of a model is to make it easier to govern IS operations in an organization by determining the quality of a given technology. In furthermore, there will be a consideration on the fundamental concern of IS success and efficiency in the workplace (DeLone and Mclean, 2003). Furthermore, (DeLone and Mclean, 2003) calculated the effects of IS at the individual and organizational level. Nevertheless, very little study has been done to evaluate the M-CRM process performance. There hasn't been any research on whether the traditional IS success model can be applied to the M-CRM setting. As a result, based on the DeLone and Mclean IS performance theory that illustrates the positive relationship between the level and improvement of overall, this research establishes to evaluate the correlation between M-CRM quality and individual achievement contexts. Furthermore, it created the variables that are E-main CRM's benefit. In addition, the study allows for an experimental examination of the effects among these three types of quality on individual performance in the M-CRM context.

2.4 Theory of Planned Behavior

Perceived behavioral control, according to Ajzen (1991) refers to how much a person believes he has control over internal or external elements that may enhance behavioral outcomes. Ajzen (1991) also explains Behavioral control is defined as the perceived easiness of controlling one's attitudes of carrying out an activity. The Theory of Planned Behavior (TPB) is an extension of the Theory of Reasoned Action (TRA) (Ajzen & Fishbein 1980; Fishbein & Ajzen 1975), necessitated by the TRA's limits in addressing with behaviors over which persons have only partial authority and autonomy (Ajzen, 1991). Several of the most extensively quoted and utilized behavior theories is the Theory of Planned Behavior (TPB). It's part of a group of theoretical approaches that take an analytical perspective to behavior, focusing on general experiences. According to the TPB, the best predictor of behavior is the willingness to contribute. The purpose is the result of a set of assumptions toward a particular behavior. Perceived behavioral control was included as a third set of elements impacting intention (and behavior) by the TPB. This is the anticipated ease or difficulty with which the individual will be able to do or carried out the behavior, and it is closely related to perceived. Background elements, such as psychological variables, are thought to have an impact on behavior via the three components and purpose. Behaviors, system quality, and attitude toward the behavior characterize the user acceptance until it occurs. The goal is an excellent predictor of future behavior. According to the idea, behavioral intention is an estimate of the abilities required to express the behavior as well as the try to manage obstacles. As a result, it's thought that perceived interactive regulator has a significant influence on performance. The observed conduct generates comments the performance's prospects. Furthermore, the theory of planned model theory argues that customers make judgements based on cost calculations .Assessing the advantages and disadvantages of various procedures, and selecting the choice that maximizes their predicted significant benefits. To fully comprehend that persons, behave in particular ways, the TPB has been applied to a wide range of behaviors. It is one of the most well-supported different theories in terms of human behavior prediction. The idea of perceived behavioral control is included in the so-called "theorists' concepts" category. However, in certain instances, using the platform is required. Users do not have a choice whether or for not using the system. As a result, this idea is probably more suited as an available alternative.

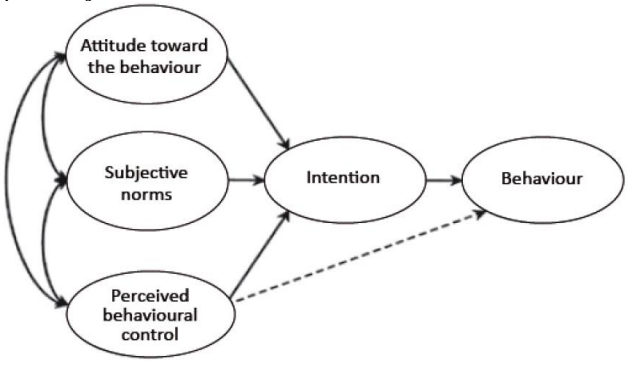

Figure 3 Theory of Planned Behavior

2.5 Technology, Organization, and Environment Framework

The technology background, according to contains both internal and external technologies that are relevant to the firm. Both sorts of processing equipment can be included in technology. The framework relates directly to the company's decision, level of centralized control, formalizations, top management support, human resources, percentage of support and lack, and staff relationships, as well as the company's business size, level of concentration of power, formalization, managerial structure, human resources, amount of slack resources, and linkages among employees. The organization's structure and processes, the company's business rivals, the macroeconomic setting, and the regulatory environment are all factors to consider when related to the purpose. In conclusion, the TOE theory emphasizes technologies (accessibility and capabilities), organization (internal and external connection frameworks, communication procedures, scale, and slack), and environment (industry characteristics and market structure, technology support infrastructure, and government regulation). These criteria, however, differ from those found differently by different experts.

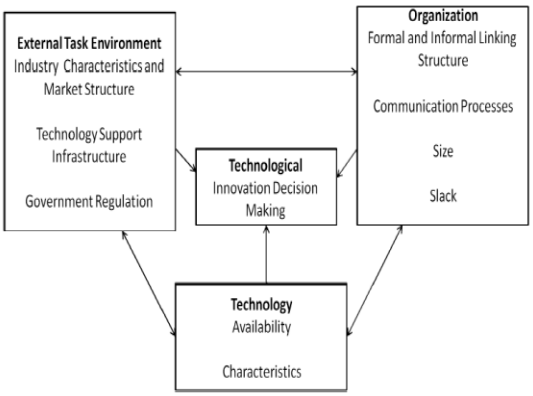

Figure 4 Technology, Organization, and Environment Framework

2.6 Evaluation Adopted Theories

The AHP investigations provide an extensive literature with a wide range of well-known frameworks and hypotheses. MM and TPB are the most generally stated and accepted theories. Many of these models considers "behavioral goal" to be the most important determinant of behavior or IT acceptability by employers. Individual views, behavior, performance expectancy (impact of other people's opinions), technology and trainers' effectiveness, management support, perceived utility, and perceived ease of use all play an essential influence. Several studies have proposed various models depending on them, with the goal of analyzing the adaptability criterion for staff acceptance of information technology. Nevertheless, it is insufficient not to consider employees' perspectives because the phrase organizational adoption of M-CRM includes employees' acceptance; consequently, business strategy should be distributed as well (Wu & W. Furthermore, these frameworks are only useful to a limited extent in clarifying staff' acceptance of E-CRM. Rogers (2015) proposed that the choice to incorporate a system into an organization occurs in a series of steps, beginning with the recognition of the presence of innovation and progressing through conviction, decisions, implementation, and confirmations. In summary, many components of M-CRM effectiveness must be considered, such as the organization process, customer needs, and employee happiness. Most studies concentrate on the key aspects that influence M-CRM effectiveness and drive E-CRM adoption (Kim et al. 2015). Several M-CRM research focus on the investigation of organizational elements that influence M-CRM success (Abdul Fattah 2012). Considering all of the consideration has been given to M-CRM implementation by different studies, the failures for M-CRM attempts remain alarmingly high. Previous studies that have recommended some theories to study some elements through one aspect of E-CRM are familiar to the scholar. According to (Wu, & Wu 2005; ebjan & Tominc 2016), the MM theory can be used as a strategy for practitioners to aid in the diffusion of E-CRM. There is also a noticeable disparity in adopting techniques to examine elements that have impacted job satisfaction, such as three-aspect technological factors, organizational context, as well as human considerations. Several results suggest that future study must incorporate theories to investigate other elements (Anaam, et.al 2021). Model discovered a need for theories following evaluating prior studies for the reasons listed: The lack of task focus (acceptable) between individuals, technology, and organizations that contribute in the muddled findings in valuing studies is a limitation of the existing M-CRM approval model. Various academic studies have looked into the influence of M-CRM on user satisfaction as a result of the system or as a factor, but the influence of M-CRM on staff satisfaction has not been accurately described in any of the prior quantification models. Both the UTAUT model and the Updated DeLone & McLean model have variables that must be considered in order to provide a thorough understanding of consumer adoption. The goal of this paper is to give a sound conceptual foundation for understanding user acceptance. The conceptual framework proposes combining the UTAUT independent components of achievement and perceived behavioral control with the IS success model constructs of skills and data.

Name of model	Strength	Weakness
Updated DeLone & McLean, 2003)	Most of the recent studies applied this theory to E-CRM area. Additionally, the theory Updated DeLone & Mclean included factors like, Information Quality, service Quality, and System Quality that have impact on the User satisfaction. Those factors most related to the problem statement.	This model focused on technology only. Hence, this study need to integrate another theories that focus on another factors for comprehensive view suitable With the telecommunication context.
Motivation Model (MM)	In Motivational Model factors such as: perceived ease of use (system quality), output quality (information quality),and perceived usefulness are more related to the problem Statement in this study.	This model not sufficient for context of telecommunication, because this model ignore many factors that encourage the users to use the technology to improve the individual performance. Hence, this study need to integrate another theories that focus on another factors for comprehensive view suitable With the telecommunication context.
Theory of Planned Behavior (TPB)	It is one of the best-supported social psychological theories with respect to predicting human behavior	The theory of planned Behavior only focuses on the intention and behavior. The main assumption of theory of reasoned action (TPB) is that individuals are rational in considering their actions and the implications of their actions (Decision-making). In context of Telecommunication companies, the use of the system is compulsory.
Technology Organization Environment TOE	The fundamental theory that highlighted the importance of technology, organization, and Environmental factors. Provides a useful analytical framework that can be used for studying the adoption and assimilation of different types of IT innovation	TOE framework is focused on factors technology, organization and environmental factors, but the factors under each category not compatible with context of Telecommunication and Arab countries.

2.6 Observation on Early Work of Existing Evaluation

The experiences of modeling a communication based on the aforementioned information, personalizing that each engagement, approaching the company at an adequate place and time, supporting the engagement, and closing the resulting transaction were all part of the M-CRM organizational processes [7]. In the Indian communication sector, Dubey & Srivastava (2016) discovered the Reliability has a significant relationship with customer satisfaction. The research found that service quality, intangible value, and confirmation have significant influences on customer relationship management. Complexity also has a big impact on client engagement. Responsibilities, tangibility, empathy, assurance, and dependability are all considered the essential aspect of customer experience, according to the founders of the structural model. Nonetheless, this research just looked at Motivation and went no further than evaluating M-CRM effectiveness. (Anaam et.al 2022) used Vodafone as a case study to explore the influence of M-CRM on relationship marketing in the UK telecom sector. M-CRM is effective at developing the relationship for the user's relationship quality, according the research. A research attempted to analyses key issues related to assess M-CRM effectiveness, based on founding studies focused on customer loyalty through testing User satisfaction, user Privacy, and customer Switching Behavior variables that affect customer loyalty. Hosseini (2015) creates a paradigm for measuring service quality that is both trustworthy and meaningful. Customers play an important role in analyzing goods and services" and reason for starting, as well as ensuring customer happiness, according to the research authors. According to the research, money has been concentrated on the effect of satisfaction and loyalty. The field's final limitation was a lack to encourage awareness and understanding for the impact of service quality on satisfaction. Weshah et al. (2018), (Anaam et al. 2020) looked into the influence of (CRM) on the introductions of Jordanian telecommunication firms.

2.7. **Mobile Customer Relationship Management**

Mobile Customer Relationship Management solutions are used to effectively deliver messages to anywhere in the global, supporting them with the same services that they would receive through a permanent Online connection or personal contact (Anaam et.al 2020). Organizations can provide clients with proximity data and quality service, which is a regularly stressed advantage. Mobile CRM is also essential for firms to improve their massive success. It has the capacity to enhance the implementation of other sales technologies like traditional CRM. M-CRM has an influence on collaboration and connection recital, Additionally, how collaboration controls that relationships, from the perspective of a salespeople. Because of its simplicity and effectiveness, M-CRM needs to allow business owners to usage CRM knowledge further resourcefully via a mobile application advantages include ease of use and effectiveness (anaam et.al, 2022). Each factor is covered in the latest research in terms of service satisfied and usability, comfort and safety, mobile comment, and variety resources.

Authors	Sampling	Study Focus	Variable	Framework	Type Of Study	Country	Method	Domain
(The et al. 2013)	Age, Knowledge	Smes	Technogym/ Organization/Environment	Toem		Uganda	Mix Method	(Individual)
(Abdullateef et al. 2014	Employee	Call Centers	Customer Orientation/ Organization, Knowledge Management/Technological	Conceptual Framework	Developed	Malaysia	Qualitative	Individual
(Hosseinianzadeh 2015)	It Managers	Health Service	Change Management, Support Knowledge Flow Of Organization, Customer Behavior	Framework	Implementation	Iranian	Quantitative	Organization
(Rita 2016)		Online Tourism	Website Image Perceptions /Online Knowledge/ Online Routine Customer Innovativeness	Framework		Portuguese	Quantities	Organizations
Rigo et al. 2016	Stdents/Academic/ Staff	Higher Education Institution	Users, Technology And Processes	No	Adoption	European	Qualitative	Organizations
Emad et.al ,2016		Banking Sector	Consumer's Intention	Framework				Organizations
(Abdullah & Thomas 2015	Manager	SMEs			Adoption	Yemen	(Quantitative and Qualitative	Organization
(Ramayasa 2015)	Student	E-Learning	Organization /Human/Technology	HOT Fit	Success Acceptance			University

Authors/ Years	technology			Organization		Human		Independent				Display Area
(t. zhou, lu & wang 2010)	X						X					M-Banking
Ramaraj, 2010	X											M_Crm
Cheng & Liao2008,(Yee, Yeung & Cheng 2008)		X										Data Mining
(Leong , Keng-Boon, Alain Yee-Loong Chong 2013)	X	X					X					Mobile Services
(Hsiao Et Al. 2013)												E-Government
Teo Et Al., 2008		X										Internet
Raven, Leeds, And Cho (2010)						X	X					E-Learning
Yang & Fang, (2004		X										CRM
Khayun &Ractham, 2011		X										User Learning
(Barki, Tiliah, & Boffo, 2007			X				X					Education
Lin & Lee,2006		X										CRM Tech
(Petter, Delone & Mclean 2013)			X				X					Web Bag
Tam, & Oliveira 2016a)							X					M- Banking
Lin 2007		X										E-Healthcare
Belanger, Collins, & Cheney, 2001)			X				X					Communication
(I. C. Chang Et Al. 2007)			X									Health Care
Wang, 2008			X									Enterprise
Brown & Jayakody,2008		X										Marketing
(Kabak, & Dogac 2010)	X											E-Business
(Wixom & Todd, 2005)			X							X		
(Deans 2004	X											M-Internet
(Gruen Et Al. 2000)	X											Relationship Marketing
Schierholz Et Al.2007	X											M-CRM
(Petter, Delone & Mclean 2008)	X	X	X			X						Acadimi
(Hannachi 2015)			X			X						CRM
Yang Et Al. 2010						X						E-Commerce
Mueller, & Nyfeler 2011				X		X						Communication
(Abdullateef Et Al. 2014)												CRM Strategy
Hsiao, Wu & Chen 2013	X				X	X						
(Ajoye 2014)	X	X	X	X								Is
(Chuchuen, & Chanvarasuth 2011)			X			X						It

(Grandhi, & Chugh 2012)			X			X						M-CRM
petter et al. 2008)	X	X	X	X		X						Is
(ambra, & wilson 2004)	X	X	X	X		X				X		Web Bag
(seddon, & seddon 2014)	X		X			X						Is
(jun, yang & Kim 2005		X										Customer Satisfaction
Cheng & Liao (2008)(Liu, & Arnett 2000)	X	X	X									E-Commerce
(Nottingham, & User 2013)										X		Healthcare
(Kim, Park & Jeong 2004)		X		X								Communication
(Maillet Et Al. 2015)		X								X		Electronic Patient Records
(Tam, & Oliveira 2016a)		X								X		M-Banking
(Hsu, Chang, Chu, & Lee, 2014)					X							Online Service
(Akinnuwesi, & Olabiyisi 2013)			X									Software
(Ajoye 2014)		X	X	X								Is
(T. Zhou Et Al. 2010)	X									X		M-Banking
(T. Zhou 2011)			X							X		M-Payment Services
(Huang, Wu & Chou 2013)										X		Data Mining
(Erlirianto Et Al. 2015)	X	X	X	X	X	X						E-Medical Record
Zhou Et Al. 2010										X		M-Banking
Kuegler, Smolnik & Kane 2015)										X		Social Software
(Gebauer Et Al. N.D.)										X		Is
(Venkatraman, Sundarraj & Seethamraju 2015)					X							Healthcare
(Zhang, Huang & Chen 2010)										X		Mobile Comunication
(Urbach, Smolnik & Riempp 2010)	X	X	X	X		X						Mobile Communication
(Zhou, Lu & Wang 2010)				X						X		M-Banking
(Junglas, Abraham & Watson 2008)										X		Is

2.3 Theoretical Gaps

The M-CRM literature pays special emphasis to the organizational aspects connected to M-CRM performance, and recognizes that while these organizational elements are M-CRM practice determinants (Mirusmonov 2015). Knowledge management are critical instruments that have an impact on the entire organization. Multiple technigues have been proposed in the field of expertise acceptance and integration. A lot of studies have been focused on how to effectively implement M-CRM (Anaam et.al 2018). Notwithstanding all of the advice including how to implement E-CRM, the percentages for M-CRM projects are still alarmingly high. According to numerous surveys, 60 percent of M-CRM initiatives fail to get traction. Approximately 40% are considered successes ((Williams et al. 2017). Researchers have highlighted crucial aspects that contribute to M-performance. CRM's (Harrigan, Ramsey, & Ibbotson, 2011; Kale, 2004; H.-W. Kim & Pan, 2006; Nguyen & Newby, 2016). However, there are a lot of accomplishment snatchers. Because M-CRM is complicated by technology, organizational, and human challenges, businesses must skillfully combine four fundamental elements of M-CRM: organization, technology, and human aspects.

2.4 Important Of Integrating Theories

M-CRM fields are still grappling with difficulties of adoption and performance metrics. Several elements, as indicated in the preceding section, influence the effectiveness of acceptance of M-CRM in telecommunication companies such as technological human aspects, organizational variables (top management support, user training), and system factors (system quality, information quality, and service quality, system Use). This study will investigate the impact of prior factors on perceived usefulness and user satisfaction M-CRM adoption. This study assessed two theories of technology adoption based on the literature that most appropriate theories to adopt in this paper. Based on the literature, and the problem statement in this study. The conceptual model in this study will be based on the Technology Acceptance Model and Updated DeLone & Mclean IS Model. Literature evidence numerous studies on theory integration; for example, (Jaber, & Simkin 2016; Anaam et.al 2022) used the Model of PC Utilization (Thompson et al., 2000) to addresses the operational adoption issues facing the organization deploying CRM practices. (Racherla, & Hu 2008) used A technology-organization- Environment (TOE) Framework to instigated organizational and social aspects which impact hospital adoption of M-CRM systems, according to the research. This field of inquiry, on the other hand, has mainly focused on the measurable goals, neglecting them. The contextual and organizational factors that have a major influence on employee satisfaction in telecommunication companies. Further, there have been few researches on M-CRM systems and their uptake_by telecommunication companies. This study integrates two theories, namely the Theory of DeLone & Mclean theory and the (TAM) to develop a model towards organizational success adoption. It has been argued that User Satisfaction is a complex and multifaceted phenomenon. This is because user satisfaction usage is influenced by different dimensions and factors. Delone & Mclean and TAM were adopted in this study to determine users' Satisfaction with M-CRM and usage towards organizational performance.

3. Methodology

In theory, this study followed a methodological approach that is typical to all academic inquiries. The challenge, hypothesis, research design, measurement, data collecting, analysis techniques, and conclusion are the seven major processes. generality. Furthermore, each phase has an impact on the theories. The method of research is depicted in Figure 4.1. The systematic review was the first part of the research, as it was used to enhance the topic or purpose of the study by detecting gaps in the existing literature. The goal includes a summary of the research. In general, the evaluation seeks to find and understand all possibly academic papers approaches with implications for the topic under examination, as well as to combine them utilizing meta-narratives rather than the significance level. This aids in the comprehension of difficult topics. Whereas this methodology covers a wide range of subjects and studies, it maintains that the research process should be transparent and that users must be able to determine the research technique. Whether the justifications for the decisions made were acceptable, and with relation to the selected issue and from a methodological standpoint.

What kind of research can be done? A semi-systematic review can be examined and synthesized utilizing a number of methods These approaches are extensively equivalent to methods of research in general.

What is a systematic review's possible contribution? Within a certain field of study or topic, this type of assessment might be beneficial for discovering themes, theories viewpoints, or related approaches. Or for identifying components of a theoretical concept's technique. The ability to map a field of research, summarize the scientific understanding, and develop an overview of the study, for example, could be a possible contribution. Include a schedule or comprehensive summary of a specific problem

Search Process? what exactly is it, and how should you utilize it? The semi-systematic or narrative review approach is intended for issues that have been conceptualized and investigated by numerous groups of researchers from various disciplines. That is, it is simply not practical to review every single article that might be related to the title, so an alternative technique should be devised. This methodology has been used in various publications publication in an academic journal. A study review examines how study in a particular field has progressed over time or how a topic has developed across research traditions intending to provide an overview of the subject.

limitations that obstruct a thorough, systematic review.

4. Results

4.1 Theoretical and Practical Implications

From a theoretical standpoint, this study combines TTF, AHP, MM, TEO, and TPB to explain why so many people utilize E-CRM. We discovered that task technology fit, Furthermore, to technology perceptions such as performance expectancy, had a considerable impact on user acceptance. This demonstrates that when considering the factors influencing mobile commerce adoption, we must include not only technology views based on TTF, AHP, MM, TEO, and TPB, but also the impact of a good task technology fit. Furthermore, the connection between the two viewpoints, including technology perceptions and task technology fit, warrants further investigation. Our study, for example, discovered a link between task technology fit and performance expectations. In comparison to each separate study approach, we feel that combining both perspectives will yield useful insight. From a practical standpoint, our findings revealed that user adoption of M-CRM is influenced by both performance expectations and task technology fit. Furthermore, we discovered that task technology fit has a clear impact on performance expectancy. As a result, network operators must improve task technology fit. They can segment the market and offer specialized users differentiated services. For example, may be more concerned with the importance of utilization and the range of functionalities available, whereas working professionals may be more focused on the security and simplicity of use of E-CRM. As a result, service providers can offer a variety of services to fulfill the needs of various groups to increase user acceptance of E-CRM. M-CRM service providers must improve consumers' technological perceptions, such as performance expectancy, furthermore to task technology fit.

4.2 Integrating Theories to Investigate M- CRM

The structure is broken down into three sections: operational data storage, data analysis, and consumer interaction points. Customer information is gathered from a variety of areas, including performance data, archival data, internal data, and external data. The operational data warehouse collects this information. The operational data warehouse serves as a data center for obtaining information about clients, such as population data, from the user information warehouse. The analysis techniques transfer the client data with analytics-based cybersecurity methodologies. User information is used to derive knowledge for M-CRM and operational M-CRM procedures. Customers' information, information for customers, and information from customers are all part of the knowledge. The customer touch points indicated in Figure 5 are used to manage operations such as customer storage, customer creation, customer data transmission, and defined procedures. Analytical and predictive modeling, data warehousing, customer knowledge analysis, and query software solutions are all vital components of E-CRM, as shown in Figure 5. Figure 5 depicts CRM's connection with M-CRM systems. Figure 5 shows how M-CRM is an internal, company-facing database containing which is used to identify and analyze customer segments before formulating strategies to please and attract each category. The crucial term here is analysis. M-CRM (E-customer relationship management) is an internal procedure for determining who your customers are and what they want from you. M-CRM foresees this. Their requirements M-CRM then puts the outcomes of M-CRM into effect. For data extraction, reorganization, and analysis, M-CRM uses data-warehousing and data-mining tools. Supply Chain Management, like other systems, creates data that is fed into E-CRM. The data is then transformed into usable business information by E-CRM, which is subsequently sent into operational M-CRM for future customer interactions or communications.

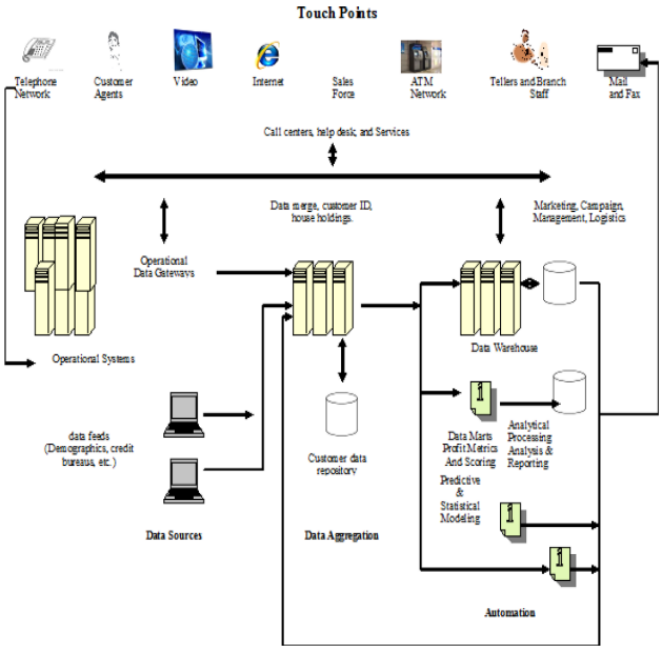

Figure 5 M-CRM system Process

This study looked at elements that influence user adoption of M-CRM from both the TTF, AHP, MM, TEO, and TPB viewpoints. Individuals' adoption of M-CRM is influenced not only by their attitude toward the technology but also by the fit between their jobs and M-CRM future technologies, according to our findings. The following are some of the study's weaknesses. First, we used TTF, AHP, MM, TEO, and TPB to describe M-CRM user adoption. Other theories, such as perceived value theory, may be used in future studies, as well as the influence of other aspects like cost and trust. Second, user behavior is fluid and changes all the time. Only cross-sectional data was collected. A longitudinal study could reveal more about how user adoption behavior evolves. Third, we carried out this study is still in its early stages. Our findings may not apply to more developed

E-CRM. Fourth, in comparison to the extensive services and functions provided by M-CRM provides fewer services and functions. There are several potential study suggestions due to the limits of our study. First, we concentrated on E-CRM, with students making up a portion of our data set. Future research may look into additional online services, such as shopping, or duplicate our findings with working-class people. Second, academics can see if our findings can be extrapolated to nations with more developed E-commerce. This would need more information about user adoption around the world. Third, a survey methodology of the processes of M-CRM user uptake is required.

4.3 Integration Theoretically Results

This part discusses several critical concerns that have not yet been properly investigated as study directions in M-CRM theories. By examining and analyzing the aforementioned state-of-the-art solutions, it has been discovered that no single method covers every one of the challenges associated with M-CRM. Some strategies, for example, consider concerns like trust, knowledge management, and information quality, then others completely disregard them. Several scholars have emphasized the significance of simulated results in user experience, and it is well understood that user experience evolves across time (anaam et.al 2018).

a. Human Context

Our findings imply that expectations influence individuals' behaviors, which is in line with user experience models and assimilation theory. Furthermore, integrated theories elucidate the temporal character of the effect as well as the interaction between expectation and performance. Positive expectancies after extremely short-term encounters in research conditions have been proven in previous investigations. The latest descriptive research builds on prior research by demonstrating that the effect can endure for many weeks while utilizing a digital platform in a close area, and also that the benefit fades over a term and that measurable experiences ultimately have the biggest influence. Instead, as the integration hypothesis predicts, humans modify their experiences to meet their requirements, although the comparison is more likely to occur only when there is a visible disparity and/or human are prompted to evaluate their experiences more deeply so that they notice the discrepancy (anaam et.al 2022) Our findings back up and build on previous research that shows that pleasure, efficiency, and effectiveness are strongest determinants of behavioral intention. The implication for both researchers and practitioners is that satisfaction is influenced by the expectations that individuals have about current judgments. Users' expectations should remain reasonable so that the gap between expectations and experiences does not become too great, resulting in a poor comparison impact. Additionally, usability and enjoyment should not be overlooked in the research process, as they are crucial when people create behavioral intentions.

a. Technology

Responsibilities in technology. When a corporation evaluates the advantages provided by a specific technology (such as mobile technology), technological competency is critical. In fact, various researchers have emphasized the relevance of the company's technology orientation in successfully adopting e-commerce (Trainor et.al 2012). Technological competence refers to a project is crucial as well as its depth of knowledge about a certain technology, as well as the responsibility of the company to participate in the familiarization with that activity. In the sphere of mobile commerce, indicated that organisations with stronger technological competency have higher expected performance of mobile commerce activities. As a result, firms with more technological expertise and knowledge of m-marketing are projected to be better able to evaluate the advantages of M-CRM.

b. Organizational context

The capacity of a corporation to undertake an innovation, that is, the implementation of new procedures, products, or ideas used within organisation, is described as predispositions for technology. Focusing with technological advances is a result of a strong proclivity to develop in the realm of emerging technologies. Employee assistance. The sustainability of a CRM strategy execution is not solely dependent on the corporation's technological capabilities, nor on the strategy or methods engaged in the research work. Employee support, willingness to participate, and level of engagement, as well as understanding of the nanotechnology field, are key components for a team's achievement; on the other hand, the main reason for failure in the implementation of information systems, as in contexts of strategy implementation, is a lack of staff assistance.

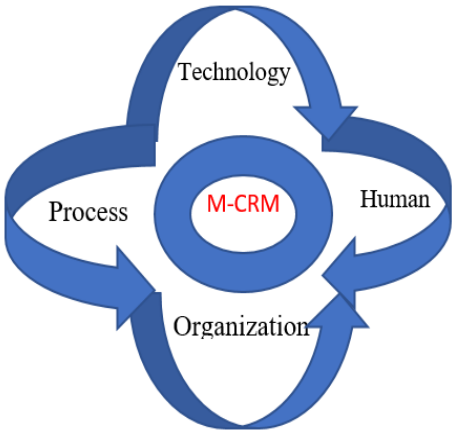

Fig 6. Four Key Elements of M-CRM

4.4 **Analysis Outcome of the Integrate Theories Assessment Parameters for Deploying M-CRM**

Technology: influence indirectly on M-CRM performance via staff supports. In other words, the relationship between Technology Factors and M-CRM Performance. Based on the studied data, the case business has a good degree of M-CRM in two of the model's categories: management and information technology, both of which have a score of larger than 3. Also, the organization has a moderate degree of M-CRM in the other two categories of Human and Process, with scores ranging from 2.5 to 3.5, while the People category has the lowest level of M-CRM. The estimated average variation (more than 0.50, 0.60, or 0.70, respectively. In terms of the reflecting latent variables' reliability analysis (technological, organization, Process and Human) The results show in figure 7.

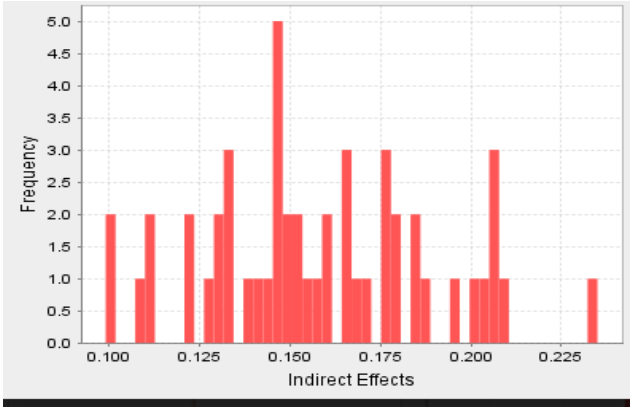

Fig 7 Results of Integration Theories

5. CONCLUSION

The investigative study reported in this work-study seeks to address questions about academics' adoption of M-CRM and how they view the functionality of E-CRM. (1) Enhancing previous studies in analyzing M-CRM by providing a technique that considers a number of desirable properties that make up a significant CRM setting. (2) The establishment and justification of an M-CRM task-technology fit construct in a model that validates the task-technology fit theory's usefulness in evaluating perception M-CRM job relationship. The results indicate that the user's workload, technological qualities, and Individual traits have a major impact on M-CRM task-technology fit, which in turn has an impact on M-CRM performance and overall performance. Nevertheless, the data suggest that more research is needed to explore more match characteristics. The paper makes several contributions in response to these research questions. Research evaluations serve as a crucial foundation for all kinds of study. They can be used to produce information, formulate policy and practice standards, and offer evidence of significance. and, if done correctly, have the potential to generate fresh concepts. a set of instructions for a specialty area, as a result, they serve as a breeding environment for thought and investigation in the future However, completing a literature search and assessing its quality can be difficult, that is why this guide was created. The pamphlet provides some easy tips for conducting yourself better. Further in-depth literature evaluations, and, in the end, simply superior investigation If it is certain that the research is based on a high level of accuracy, rather than repeating the same study, it will be much important to discern true areas for further research, establish better and more precise hypotheses and research questions, and boost academic achievement. As a community, the quality of research.

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