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The International Journal of Customer Relationship Marketing and Management (IJCRMM) addresses critical success factors for CRM implementation, activities that are affected by the use of CRM programs, and consequent performance outcomes. IJCRMM documents the role of CRM in different sectors and industries and identifies marketing activities that are affected by its usage. This journal publishes original and reviewed papers, case studies, conference reports, management reports, book reviews, notes, and commentaries on all aspects of customer relationship marketing and management.

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Riyad Eid is an Associate Professor of Marketing at the United Arab Emirates University. Dr. Eid received a BSc (Hons) in Business administration from Tanta University (Egypt), an MSc in Business Administration from Tanta University (Egypt), PG Dip (2002) and a PhD in Marketing from Bradford University (UK). Prior to the UAEU appointment, he was an Assistant Professor at the Marketing Department, Bradford University, UK, and an Associate Professor at the Marketing Department; Wolverhampton University, UK. Dr. Eid’s main area of marketing expertise and interest is in the domain of Internet and Internet Marketing. Dr. Eid has published in several internationally recognized journals and he has also attended numerous numbers of International Refereed Conferences worldwide. Dr. Eid acted as consultant to a number of organizations in Egypt, UAE, and UK. He is a subject Matter Expert (Marketing) for the E-TQM college in Dubai (UAE) and Umm Al-Qura University in Saudi Arabia. Dr. Eid was presented with Emerald Best Paper Award for one of his publications. He is also the Editor-in-Chief of the International Journal of Customer Relationship Marketing and Management and a member of the Editorial Review Board for a number of international journals.

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