It is with great pleasure that we welcome the inaugural issue of the *International Journal of Customer Relationship Marketing and Management* (IJCRMM). The mission of the International Journal of Customer Relationship Marketing and Management (IJCRMM) is to provide broad international coverage of subjects relating to all areas of customer relationship marketing and E-CRM as well as selected articles in other areas of consumer behaviour. Emphasis is placed on the publication of articles which seek to link theory with application or critically analyze real-life situations with the objective of identifying good practice in the implementation of CRM approach and its effect on customer behaviour. This inaugural issue contains five articles discussing a range of issues dealing with CRM and customer retention. Below is a brief overview of the articles that appear in this issue.

The lead article, written by George Avlonitis and Nick Panagopoulos, discusses the increased usage of sales technology (ST) and sales-based CRM systems in recent years. Indeed, the article seeks to increase knowledge in the area by offering a synthesis of prior work into (a) what companies need to consider to effectively implement a CRM system into the sales force, (b) how its impact on a sales force’s performance can be assessed, and (c) what key performance indicators (KPIs) might be incorporated into the system’s in order to aid managerial decision making processes. The suggested framework addresses issues of relevance not only for scholars but also for practicing managers by drawing on the authors’ practical experience in this important area. As such, the article adds layers of knowledge for both theory and practice.

Ronald Goldsmith of Florida State University article proposes that existing manifestations of consumer relationship management theory and practice can be effectively combined into a five stage model representing the goals of CRM. He suggested a model that integrates the five stages into a seamless process enabled by IT technology and a customer-centric management philosophy. Each stage of the model feeds information forward and backward to enhance the effectiveness of the entire system.

The third article of Svend Hollensen and Vlad Schröder underlines the importance of multilevel relationships in strategic business-to-business relationships. The article addresses various issues related to the recruitment of the global account manager and his supporting team. Finally, the article suggests organisational solutions based on best-practice examples.

The intention of the article by Jamie Burton, of Manchester Business School in the UK, is to introduce the current fundamental debate in the marketing literature regarding to the shift from product or goods-orientated, to service-dominant logic for the conceptualisation of organisational vision and mission (Vargo and Lusch 2008). Burton suggests that if a shift to service-dominant logic is to lead to firms developing competitive advantage through more effective co-creation of customer-perceived value, then firms need to influence their organisational climate in order to encourage a culture that supports delivery of effective CRM solutions that enable and encourage staff to work to develop relationships that create value with customers that encourage those customers to stay in those relationships. Relevant literature across a number of research paradigms is reviewed in this...
an agenda for future research is discussed.

Finally, the article of Norizan Mohd Kassim, Salaheldin Ismail, and Nor Asiah Abdullah investigates how image, perceived service quality and satisfaction determine customer retention in the retail banking industry in a developing country context. The article concludes that image also plays an important role in determining retention. Thus, satisfaction is not the sole determinant of retention in retail banking. The interrelationships between the determinants (image, quality and satisfaction) allow bank managers to better understand the dynamics of customer retention formation.

I would like to thank all the authors for submitting their articles to this inaugural issue and the Editorial Board member of IJCRMM for their valuable comments and contribution.

Riyad Eid is a senior lecturer of marketing in the School of Business at the University of Wolverhampton (UK). Dr. Eid received a BSc (Hons) in Business administration from Tanta university (Egypt), an MSc in business administration from Tanta University (Egypt), PGDip (2002), and a PhD in marketing from Bradford University (UK). Dr. Eid’s main area of marketing expertise and interest is in the domain of Internet marketing and customer relationship management. He has acted as a consultant to a number of organizations in Egypt, Saudi Arabia, United Arab Emirates, and the UK. Dr. Eid has published in several international refereed journals such as the Journal of International Marketing, the Service Industries Journal, the Journal of Euro-Marketing, the Journal of Marketing Intelligence and Planning, the Journal of Industrial Management and Data Systems, the Benchmarking International Journal, the Journal of Internet Research, the International Journal of E-Business Research, and the Journal of Manufacturing Technology Management. He also has attended numerous international refereed conferences worldwide. He is a subject matter expert (marketing) for the E-TQM College in (Dubai, United Arab Emirates) and Umm Al-Qura University (Saudi Arabia). Dr. Eid was presented with Emerald Best Paper Award for one of his publications. He is also a member of editorial review boards for a number of international journals.