Managing Customer Trust, Satisfaction, and Loyalty through Information Communication Technologies

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Due to the growth of internet and mobile applications, relationship marketing continues to evolve as technology offers more collaborative and social communication opportunities.

Managing Customer Trust, Satisfaction, and Loyalty through Information Communication Technologies highlights technology’s involvement with business processes in different sectors and industries while identifying marketing activities that are affected by its usage. This reference is a vital source for organizational managers, executives and professionals, as well as academics and students interested in this constantly changing field.

Topics Covered:
- B2B Marketing
- CRM and Customer Trust
- Customer Behavior
- Customer Relationship Management
- Database Marketing
- Web CRM

Market: This premier publication is essential for all academic and research library reference collections. It is a crucial tool for academicians, researchers, and practitioners. Ideal for classroom use.

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), PGDip (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 International Internet Marketing. Dr. Eid has published in several internationally recognized journals such as Journal of International Marketing, The Service Industries Journal, Journal of E-Marketing, Journal of Marketing Intelligence and Planning, Journal of Industrial Management & Data Systems, Benchmarking International Journal, The International Journal of E-Business Research and Journal of Internet Research. 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 collage 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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