

عنوان مقاله:

(Busy Customer Portfolio Management (BCPM

محل انتشار:

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خلاصه مقاله:

Customer portfolio management (CPM) is a relatively new concept in marketing, which is gaining popularity in both academic research and industrial practices. CPM builds on the notion that there are different types of customer-firm relationships and each relationship contributes to a firm's profitability. This research tries to introduce a novel customer portfolio, which emphasizes on busy customers by increasing individual today's customer value to maximize the overall value of the busy customer portfolio. Busy customers, have some factors and behavioral properties, which should research. Therefore, due to their vital and valuable role in today markets, in this paper we suggest creating a distinguished customer portfolio, specifically for busy customers.

کلمات کلیدی:

Customer portfolio management, customer- firm relationships, busy customer portfolio

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