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# Testing the Moderation Effects on Gartner's Customer Relationship Management Practices and Customer Acquisition

[Subhasish Das](#), [Manit Mishra](#) & [Prasanta Kumar Mohanty](#)

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## Abstract

The prime objective of the study is to understand the moderating effect of job satisfaction and gender on the relationship between customer relationship management (CRM) practices and customer acquisition. The study first investigates the relationship between the four best CRM practices; CRM vision, CRM strategy, valued customer experience and organizational collaboration, suggested by Gartner's competency model with customer acquisition and then tries to test the moderation effect of employee's job satisfaction and