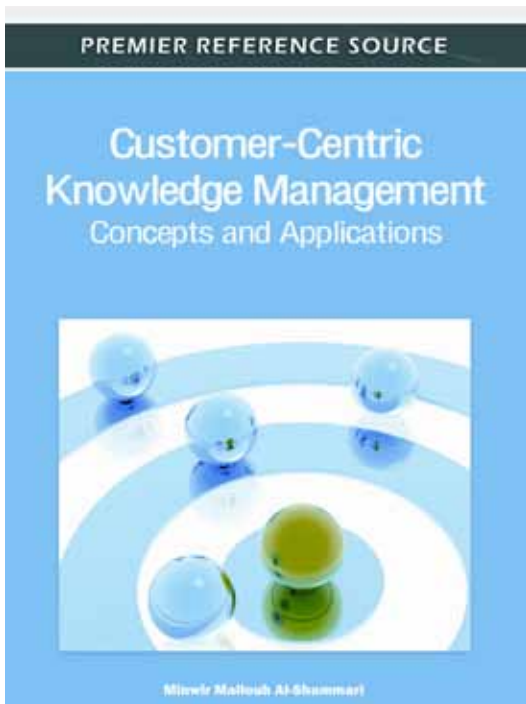


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Customer-Centric Knowledge Management: Concepts and Applications



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Customer-Centric Knowledge Management (CCKM) is needed in order to build good customer relations and to maintain customer satisfaction and loyalty. It includes the management of processes and techniques used to collect information regarding customers' needs, wants, and expectations for the development of new and/or improved products and services.

Customer-Centric Knowledge Management: Concepts and Applications is a comprehensive collection addressing managerial and technical aspects of customer-centric knowledge implementation. It seeks to expand the literature and business practices and contributes to the dynamic and emerging fields of organizational knowledge management, customer relationship management, and information and communication technologies (ICTs).

Topics Covered:

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- CCKM and Supply Chains
- CCKM and the Role of People
- CCKM and the Role of Processes
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Minwir Al-Shammari is Professor of Management and Director of Business Graduate Studies at the University of Bahrain. He holds a PhD in Business Administration (Industrial Management) from University of Glasgow (UK, 1990) and MS in Industrial Management from Central Missouri State University (USA, 1986). He has been involved for about 20 years in teaching, research, training, and/or consultancy in the areas of operations management, knowledge management, supply chain management, business process re-engineering, project management, organization theory, spreadsheet modeling, management Information Systems, organizational change, management science, and research methodology. He is Editor-in-Chief of the *Journal of Supply Chain and Customer Relationship Management*, IBIMA Publishing. He is the author of the premier reference source *Customer Knowledge Management: People, Processes, and Technology* (2009), and editor of *Knowledge Management in Emerging Economies: Social, Organizational and Cultural Implementation* (2010), IGI-Global Publishing. He has published more than 30 research papers that have appeared in international refereed journals such as *International Journal of Knowledge Management*, *Logistics Information Management*, *International Journal of Information Management*, *European Journal of Operational Research*, *Expert Systems with Applications*, *Journal of Computer Information Systems*, *International Journal of Information Management*, *International Journal of Information Communication Technologies and Human Development*, *International Journal of Operations and Production Management*, *Production and Inventory Management Journal*, *Business Process Management Journal*, *International Journal of Commerce and Management*, *International Journal of Computer Applications in Technology*, *Cross-Cultural Management*, *International Journal of Management, Leadership and Organization Development Journal*, and *Creativity and Innovation Management*.



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