

# Globalization and Customer Relationship Management ( CRM )

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**Abstract.** In times past carrier – pigeon were communication device . they transferred the government letters . Now , there are the kinds of communication devices in our homes and around of us . At the same time , people saw all of the world in the extent of their own village or city . They thought that their habits , customs , the life style and their attitude were the only current culture and the best culture . It was difficult for them to think there was the other people with the different culture from theirs . .But today, the problem of world's people is not the perception of this matter that there are the other people with the different cultures from theirs , but the problem is how should cope with these different cultures . the very limited communication of that time needed that culture . But today's developed and publicized communication instruments need a new and modern cultural space . This article tries to study this issue . Globalization process has resulted in the minimization of the world . In this process relation with the costumer has become more easier . This doesn't mean that its complexities have been reduced , but this easiness has become an obstacle to communicate and adsorb the more customers . Here , We try to study globalization process and consider its positive and negative effects on costumer communication management .

**Keywords:** Globalization, culture, subcultures, customer , Customer Relationship Management ( CRM )

## 1. Introduction

The world's economics is increasingly becoming internationalization . We can Its effects in the increased international trade , production globalization and the flow of direct foreign investment . One of the most important phenomenon in the recent decade in the global economics is increased merge of economies in the world . Among the merger forces of global economics , we can refer to extraterritorial trade . In two past decades , the pressure resulted from technology development on economic merge process (globalization ) has resulted in changes in structure of markets and emergence of supernational or multinational corporations . . The global emerge in the world area has occurred in two level of macro and micro- economics . This emerge is seen in the level of micro-economics more than macro economics , because the corporations have been developed in the behind of boundaries . Or they have related the activity of independent corporations through common investment and corporation with local agencies , without participate in assets (strategic corporation ) . In the level of macro- economics , the emerge of global economics has been obtained through the reduction of trade obstacles and the more easier flow of goods and services and the production factors ..

## 2. Globalization

Axford dictionary means the word of "globalization " as becoming universal or making worldwide. Grammatically , it is an infinitive noun from "to globalize " that is made of adjective "global " . Its verb is a transitive and needs an object .According to Mc Gregore globalization means the increase of links and the intercommunication which are extended beyond of governments and make the global new system . Antony gidnez believes that globalization Is a strain of complex process that its impetuses are a combination of economic and politic effects . Also , he explains while it creates the new ultranation forces and systems , changes daily life specially in the developed countries . also Gidnez doesn't recognize

"globalization " only a background for the contemporary policies . He believes that globalization of institutions changes the societies in which we live . He explains that this phenomenon is not the end of policy , government , nation , family , culture , and affects ,but it reinforces some of them . Martin Albero , one of the other global theorists , defines this phenomenon as the processes which based on them all of world's people connect to each other in a global , single and comprehensive society. Also , Amanuel Rishter knows "Globalization " as the formation of network in which the isolated communities are merged in interdependence and global unity . Davar Sheikhi believes that globalization forces us into the global massive area and we become global without recognize it . Above mentioned definitions illustrate that even undeveloped countries can have a role in this trend , because globalization is completely realized when people obtain their required and sufficient information through a very simple instrument . But always there are the factors that influence on this phenomenon and prevent the other countries to participate in this trend .

### **3. Culture**

Webster's dictionary has been defined culture as " behaviors and beliefs of a specific group of humanistic behaviors of one unit of pattern. Edgar Shain is delivering the following definition of culture.a pattern of shared hypothesis that cover the group so it can solve the problems of outside and inside and by its function and effects its considering valued.thus it is like an appropriate way of understanding ,thinking and feeling in the field that the problems are given to the members of educational group.

Culture of each society is formed of two aspects of physical and non-physical one.the physical aspect of culture includes the instrument, that have been made by the members of society and it is known also as civilization. non-physical culture includes values, beliefs. skills and sciences (Geranmaye,1998:57)

Sarukhani has mentioned in social science encyclopedia : " culture as a difference between human and other beings includes all achievements of society or group like language , art industry , right , knowledge , religion , behavior , customs and even instruments. ( Sarukhani , 1996 : 175)

Downs is defining culture as a mental project or plan that guides us in our relationship with our surrounding area , other folks and people all around the world.(Down , 1971 : 35 )

### **4. Subculture**

Brike an English sociologist , recognizes subcultures a historical reaction to cultural fashions and their formation results from the effort of every generation to resolve structural problems that the members of that generation experience them collectively .Widely , Subcultures have been defined as social groups that formed around of interests and common customs . The term of " subculture " is to determine the social situation of social groups and their study related to larger social organizations include crowds public , masses , society , and culture . This term was formed in the context of pluralistic and free studies of Chicago school . But this off – base interdisciplinary subject was formed by Frankfurt school and their critiques from mass culture and critical perspectives of Birmingham school and also superstructuralists and feminists . Generally , subcultures are the groups which are considered as derivation of the basic society's standards . They are formed due to age , gender , economic taste , race ,and etc . Socially and analytically subcultures are defined without any political intervention , penetrated , dependent or sub-branch .

### **5. Marketing**

Philip Katler who is famous as the father of modern management in marketing and literacy of management has delivered the following definition of marketing : " Marketing is a social and managing process by which people an group provide their needs and expectations from proceeding , providing and exchanging useful and valuable product . (katler Philip , 2006 : 1-5 )

Marketing is the key of success in any any field . Marketing means creating customer . marketing is including 4 parts : 1-product 2-price 3-price 4- advertisement ( khozaee , 2010 : 26 )

### **6. Customer**

customer is one who defines his own need , use produced products and series and is ready but he pays the prices only if he feel the value of service or product that can cover the cast of them .

Who is customer ? customer is a real or legal one that we provide our products and services to him directly or indirectly . customers are the most important peoples in an organization. ( yaar ahmadi khorasani , 2008 : 1 )

## **7. Relationships**

Bernard Berlson and Mouris Janoits have said : The effects of relationship are so vast and various . these effects may be done as short-term ones . maybe it contains mental , political , economical , skills , inclination and obvious behaviors . ( dadgaran , 2006 : 141 )

## **8. Relationship with customer**

In the present world the concept of relationship with customer is located in the center of attention . today , organizations have placed their customers

In the center of all actions and they analysis their marketing and selling strategies based on this. Something that is changing nowadays is expantion of customer's willing . (khosravi , 2010 : 1 )

All the process and technology that are in use for knowing attracting , spreading , maintaining , and in every organization and companies . ( khosravani shariati , 2010 : 1 )

The goal of relationship with customer is to provide some advantages by two-edged exchanging and fulfilling the promises. Management of relationship with customer is a business strategy that is being improved with technology improvement and by these companies are paying attention to make useful relationship based on improving the receiving and comprehensible values of customer . ( bakhtae , golchinfar : 2011 , 1 )

## **9. Globalization And Customer Relationship Management**

In the conditions that economy passes through its evolutionary stages of globalization. The attitude of different job areas about to provide services for customers has been basically and philosophically changed. Today , the economic agencies seek out to provide a one by one communication between their valuable customers , in such a way a part of the competitive forces of production and service corporations serves to adsorb , maintain and to be stable of the relations with customers . For this purpose , they must obtain an advantage that their competitors haven't it and also the speed of its imitation is slow . Additionally , globalization has provided many opportunities for trade corporations to supply their products to the world , has provided many problems against their activities . The competition in the global markets should be associated with recognition of these markets .And the most important of this recognition is that of culture and subcultures in international societies . If we want to succeed in the global market ,we must obtain this recognition to have an efficient communication with our customers . and approach to our goals , that according to Peter Draker "there is only one valid definition about the goal of every organization and trade and it is the adsorption of one customer ".

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