Assignment 1 - Research paper.

Value: 20 %  
Due date: End of week 6

The paper should be between 2000-2500 words in length (excluding references and footnotes) and be focused on the topic you select from the list of topics below or on the topic you propose. If you choose your own topic you should write a brief outline of the topic and submit it to the unit lecturer for approval by end of week 4.

Topics:
- Business intelligence and CRM
- The role and importance of analytical CRM
- Why many CRM projects fail?
- The impact the web and portals have on CRM
- Knowledge management and CRM
- Design issues specific to the CRM data warehouse
- CRM and privacy
- What are the major challenges the organisation faces in implementing a CRM system?
- The importance of quality customer information for CRM
- The role of data mining in CRM
- The importance of Close-Loop CRM

Possible structure for your paper (suggestion only):

- Introduction
  - Review of relevant literature and discussion of the topic
- Conclusion

Submission

Refer to the unit web site for information about assignment presentation standards and submission of assignments.