

# **Affecting Factors of Knowledge Sharing on CRM: An Empirical Investigation Using Structural Equation Modeling**

## **Abstract**

This study investigates the possible relationship between Knowledge Sharing (KS) strategies and CRM value strategies, where knowledge sharing dimensions i.e.,-leadership, trust and care, concept ba, knowledge culture and ergonomics role- affected on CRM value strategies-operational excellence, innovation process and customer intimacy-. It hypothesized a direct positive relationship between KS and CRM. Items representing the KS and CRM were developed from the findings of a wide review of literature that encouraging utilizes KS on CRM. To test this model we develop and validate a data collection instrument to capture the appropriate data, and then use SEM to examine the assertions of the model and suggest additional significant relationships among the factors of their model. The main findings suggested that companies under study should focus on and pay attention more to knowledge from customer to harvest CRM value.