

Appendix: Lifecycle overview

Lifecycle	Discipline	#	Keywords	Bibliography
Adoption	IS		CRM readiness, CRM strategies, IT, investment, Customer retention, Service recovery, buyer-seller relationships, knowledge, data collection, customer orientation,...	Anderson, E. (2002), Bapna, R. <i>et al</i> (2001), Batista, L and Kawalek, P (2004), Bendapudi, N and Leone, R (2001), Bhattacharjee, A. (2001), Bunduchi, R. (2005), Cao, Y. <i>et al</i> (2004), Chen, I.J. and Popovich, K. (2003), Chen, J. <i>et al</i> (2002), Cho, Y. <i>et al</i> (2001), COOK, G.R. and Housel, T. (2005), Dholakia, P and Morwitz, V (2002), Farag, N.I. <i>et al</i> (2003), Fleming, J.H. <i>et al</i> (2005), Franz, R. and Wolking, T. (2003), Freemant, P. and Seddon, P.B. (2005), Geib, M. <i>et al</i> (2004), Glassberg, B.C. and Bowman, M.D. (2003), Goodhue, D.L. <i>et al</i> (2002), Gulati, R. and Oldroyd, J.B. (2005), Hackney, R.A. and Burn, J.M. (2001), Helm, S. (2000), Jutla, D. <i>et al</i> (2001), Karakostas, B. <i>et al</i> (2005), Khalifa, M. (2005), Khalifa, M. and Liu, V. (2003), Klein, R. (2005), Kotorov, R.P. (2002), Lauer, T and Cass, K (2003), Lederer, A.L. <i>et al</i> (2001), Lee, S and Shu, W (2001), Ling, R. and Yen, D.C. (2001), Lloyd, G. <i>et al</i> (2001), Long, L. (2002), Luo, X. and Seyedian, M. (2004), Madeja, N and Schoder, D (2003), Moon, J. and Sanders, G.L. (2004), Motiwalla, L. <i>et al</i> (2002), Muntermann, J. and Janssen, L. (2005), Negash, S. <i>et al</i> (2003), Nemati, H.R. and Barko, C.D. (2002), Ocker, R and Mudambi, S (2003), Pan, S and Lee, J (2003), Papatthanassiou, E. <i>et al</i> (2003), Ramaswami, S.N. <i>et al</i> (2001), Rao, B. and Minakakis, L. (2004), Ray, G. <i>et al</i> (2005), Sawhney, M (2001), Schultze, U. (2003), Scullin, S.S. <i>et al</i> (2004), Senger, E. <i>et al</i> (2002), Shang, S.S. and Lin, J-S. (2005), Shaw, N and Craighead, C (2003), Sheng, Y (2002), Sutanto, J? <i>et al</i> (2004), Swanson, E.B. And Ramiller, N.C. (2005), Swift, R.S. (2002), Tao, Y-H. and Yeh, C-C.R. (2003), Themistocleous, M. <i>et al</i> (2005), Thorogood, A. and Yetton, P. (2004), Vatanasombut, B. <i>et al</i> (2004), Wang, S. and Cheung, W. (2004), Wells, N and Wolfers, J (2000), White, A. and Daniel, E.M. (2004), Wind, Y (2001).
	Marketing	48	CRM effectiveness, Customer service, Consumer loyalty, Consumer satisfaction, customer retention, customer trust, one-to-one marketing, relationship marketing, employee turnover,...	Avlonitis, G. and Panagopoulos, N. (2004), Bendapudi, N and Leone, R.P. (2002), Bhattacharya, C and Sen, S (2003), Blocker, C.P. (2005), Bolton, R.N. <i>et al</i> (2000), Bowman, D. and Narayandas, D. (2001), Burez, J. and Van Den Poel, D. (2004), Burnham, T. <i>et al</i> (2003), Chaudhury, A. and Ray, I. (2003), Chen, Q. <i>et al</i> (2004), Chen, Y and Iyer, G (2002), Colgate, M and Danaher, P (2000), Duncan, M.E. (2000), Ennew, C. and Sekhon, H. (2005), Foley, L.M., <i>et al</i> (2005), Hanvanich, S. <i>et al</i> (2003), Helm, S. (2004), Hess, R.L. Jr. <i>et al</i> (2003), Hollmann, T. and Jarvis, C.B. (2004), Homburg, C. <i>et al</i> (2005), Hsieh, Y-C. <i>et al</i> (2005), Izquierdo, C.C. <i>et al</i> (2002), Jayachandran, S. <i>et al</i> (2005), Karayanni, D. (2005), Matzler, K. <i>et al</i> (2004), McMahan-Beattie, U. and Palmer, A. (2004), Meyer-waarden, L. (2004), Mithas, S. <i>et al</i> (2005), Odekerken-Schröder, G. <i>et al</i> (2002), Paparoidamis, N. <i>et al</i> (2004), Perin, M.G. <i>et al</i> (2005), Plakoyiannaki, E. and Hart, S. (2003), Plakoyiannaki, E. and Tzokas, N. (2001), Plakoyiannaki, E. <i>et al</i> (2002), Plessis du, P. and Jordaán, Y. (2004), Reinartz, W. <i>et al</i> (2004), Reinartz, W. <i>et al</i> (2005), Reinartz, W.J. And Kumar, V. (2000), Román, S. <i>et al</i> (2002), Sauer, N. <i>et al</i> (2005), Sebastiao, H.J. (2005), Shankar, V. <i>et al</i> (2003), Simonson, I. (2005), Sirdeshmukh, D. <i>et al</i> (2004), Söderlund, M. (2002), Sridharan, S. (2002), Srinivasan, R. and Moorman, C. (2005), Storm, D (2001), Thomas, J. <i>et al</i> (2004), Tih, S. and Ennis, S. (2004), Trez, G. and Luce, F.B. (2002), Verhoef, P (2003), Verhoef, P <i>et al</i> (2001), Verhoef, P. (2002), Wulf de, K <i>et al</i> (2001).
Acquisition	IS	88	e-commerce applications, website development, database management, software selection, outsourcing, user interfaces, usability, architecture,...	Albert, T. <i>et al</i> (2004), Appan, R. and Mellarkod, V. (2003), Berghel, H. (2002), Bhatt, G (2001), Brohman, K. <i>et al</i> (2003), Bueren, A. <i>et al</i> (2004), Cenfetelli, R.T. <i>et al</i> (2005), Centefelli, R.T. and Benbasat, I. (2003), Chai, L and Pavlou, P (2002), Chan, J (2003), Chen, K. and Sockel, H. (2001), Chen, L. and Soliman, K.S. (2002), Cheung, K-W. <i>et al</i> (2003), Chiu, D. <i>et al</i> (2003), Cho, Y. <i>et al</i> (2002), Cho, Y. <i>et al</i> (2003), Elgarah, W. and Courtney, J.F. (2002), Fingar, P (2000), Fink, J. <i>et al</i> (2002), Geib, M. <i>et al</i> (2005), Geib, M. <i>et al</i> (2005), Grandon, E and Ranganathan, C (2001), Griffith, D.A. <i>et al</i> (2001), Grudin, J. (2004), Guan, J and Alkinkemer, K (2002), Heldal, F. <i>et al</i> (2004), Hess, T.J. and Wells, J.D. (2002), Holmström, H (2001), Hou, J-L. and Lin, F-H. (2004), Howcroft, D and Light, B (2002), Huang, E and Hsu, K (2002), Hwang, Y. (2005), Jukić, N. <i>et al</i> (2002), Jukić, N. <i>et al</i> (2003), Kamakura, W. <i>et al</i> (2004), Kamis, A. <i>et al</i> (2004), Kannan, P.K. <i>et al</i> (2001), Kemper, B.G. and Lee, P. (2003), Körner, V and Zimmermann, H (2000), Körner, V. and Zimmermann, H-D. (2000), Koufaris, M. <i>et al</i> (2002), Koufaris, M. and Hampton-Sosa, W. (2004), Krauss, F. <i>et al</i> (2001), Kuanchin, C. <i>et al</i> (2001), Kwok, K.H.S. and Dickson, K.W.C. (2004), Lawyer, J. and Chowdhury, S. (2004), Liao, Z. (2005), Light, B. (2003), Loiacono, E.T. and Lin, H. (2003), Lu, Y. <i>et al</i> (2004), Mansour, A. and Bashar, A-S. (2005), Massad, N. (2002), McCarthy, R.V. <i>et al</i> (2001), NG, H.Y. And Hope, B.G. (2004), Oetzel, J.M. (2004), Park, S-H. <i>et al</i> (2003), Paul, D.L. and McDaniel, R.R.Jr. (2004), Pavlou, P.A. (2003), Poulson, B. <i>et al</i> (2004), Preston, D. and Brohman, K. (2002), Ranganathan, C. and Ganapathy, S. (2002), Romano, N.C., Jr. (2003), Rong, G. <i>et al</i> (2001), Rosenbaum, H and Huang, B (2002), Roussinov, D and Zhao (2003), Roussinov, D and Zhao, J (2002), Roussinov, D. and Zhao, J.L. (2003), Schubert, P. (2000), Schubert, P. and Koch, M. (2002), Shah, J.R. and Murtaza, M.B. (2005), Shankaranarayan, G. <i>et al</i> (2000), Sharma, S.K. and Gupta, J.N.D. (2002), Sit, E. and Fu, K. (2001), Slywotsky, A (2000), Spiegler, I. (2003), Suh, B. and Han, I. (2003), Sukpanich, N and Chen, L (2000), Sullivan, J.R. and Walstrom, K.A. (2001), Susarla, A. <i>et al</i> (2002), Susarla, A. <i>et al</i>

				(2003), Tan, Y-H. and Thoen, W. (2001), Treiblmaier, H. <i>et al</i> (2004), Vliet van, P.J.A. and Pota, D. (2001), Wang, M. <i>et al</i> (2002), Webb, H.W. and Web, L.A. (2004), Whitman, M.E. <i>et al</i> (2001), Yao, Y. (2002), Zahedi, F. and Lu, Y. (2003), Zhang, P and Dran von, G (2001), Zhang, P. and Dran von. G.M. (2002), Zhang, Y and Im, I (2002), Zo, H. and Ramamurthy, K. (2002), Zwass, V. (2003).
Implementation	Marketing	14	Technology acceptance, privacy concerns, website design, trust,...	Aiken, D. <i>et al</i> (2003), Greenleaf, E.A. <i>et al</i> (2002), Jiménez, J. and Martin, M.J. (2004), Lemon, K.N. (2002), Iwin, M. <i>et al</i> (2002), Mueller, S. and Pietrzyk, S. (2004), Muthaly, S.K. <i>et al</i> (2001), Nysveen, H. <i>et al</i> (2005), Park, Y-H. and Bradlow, E.T. (2005), Rice, M. (2005), Staat, M. <i>et al</i> (2002), Teerling, M. And Huizingh, E. (2004), Turley, D. and Geiger, S. (2002), Verlegh, P.W.J. <i>et al</i> (2002), Verlegh, P.W.J. <i>et al</i> (2003), Wu, T. (2001), Yim, F.H.K. (2005).
	IS	37	Implementation strategies, framework, critical success factors, barriers, staffing issues, change management, alignment, organizational change,...	Alt, R and Puschmann, T (2004), Batenburg, R. And Versendaal, J. (2004), Brehm, L. <i>et al</i> (2001), Buehrer, R. And Mueller, C.D. (2002), Bull, C. (2003), Butler, T. (2003), Chatterjee, D. <i>et al</i> (2002), Cooper, B. <i>et al</i> (2000), D'Andrea, V. <i>et al</i> (2003), Dous, M. <i>et al</i> (2005), Esichaikul Vatcharaporn and Sukaramula Pimchanok (2000), Ferneley, E. And Light, B. (2002), Finnegan, D. and Willcocks, L. (2005), Fjermestad, J and Romano, N (2003), Fjermestad, J. and Romano, N.C.Jr. (2003), Gardner, S. and Ash, C.G. (2003), Gefen, D and Ridings, C (2002), Gill, M.A. and Wu, Z. (2001), He, L. and Brown, D. (2005), Huang, J. and Lee, C. (2005), Kim, G-M. (2002), Kim, H. <i>et al</i> (2002), Kohli, R. <i>et al</i> (2001), Kotorov, R. (2003), Kundisch, D. <i>et al</i> (2001), Lam, W. (2005), Levina, N. and Ross, J.W. (2003), Louvieris, P. <i>et al</i> (2004), Majchrak, A. <i>et al</i> (2005), McNulty, E (2003), Missi, F. <i>et al</i> (2005), Newell, S. <i>et al</i> (2000), Ou, C and Sia, C (2004), Payton, F and Zahay, D (2002), Puschmann, T and Alt, R (2001), Rigby, D and Ledingham, D (2004), Rigby, D. <i>et al</i> (2002), Sigala, M. (2003), Viaene, S. and Cumps, B. (2005), Wikström, C (2004), Wilson, D. <i>et al</i> (2001), Wright, G. and Donaldson, B. (2002), Wurl, R. and Bartolacci, M. (2004).
Use & Maintenance	Marketing	9	Critical success factors, cases, ...	Andersen, P.H. and Nielsen, A.E. (2001), Deighton, J. (2002), Fletcher, K. <i>et al</i> (2004), Guenzi, Paolo (2002), Kennedy, K.N. <i>et al</i> (2003), Panigyrakis, G. and Catzipanagiotou, K. (2004), Payton, F.C. and Zahay, D. (2004), Plakoyiannaki, E. (2005), Raman, P. (2004), Saini, A. and Johnson, J. (2005), Speier, C and Venkatesh, V (2002).
	IS	53	Evaluation, consumer behaviour, e-commerce,...	Alshawi, S. <i>et al</i> (2003), Balasubramanian, S. <i>et al</i> (2003), Baruch, L. (2004), Bharati, P and Chaudhury, A (2001), Bharati, P and Chaudhury, A (2004), Brereton, P. (2004), Case, T <i>et al</i> (2001), Cass, K and Lauer, T (2002), Cenfetelli, R.T. and Benbasat, I. (2002), Chea, S. and Luo, M.M. (2005), Chen, J and Ching, R (2004), Chen, J. and Ching, R.K.H. (2005), Chiou, J-S. (2004), Choi, J. and Nazareth, D.L. (2005), Cochran, J (2004), Counihan, A. <i>et al</i> (2002), Foroughi, A. <i>et al</i> (2001), Hackney, R. <i>et al</i> (2004), Han, H. <i>et al</i> (2001), Jaspersen, J. <i>et al</i> (2005), Johansson, N. and Mollstedt, U. (2004), Johansson, W. <i>et al</i> (2001), Khalifa, M and Liu, V (2002), Khalifa, M and Liu, V (2002), Kim, E. <i>et al</i> (2001), Kimery, K and McCord, M (2002), Lawson-Body, A. (2003), Lewis, M. (2005), Li, E.Y. <i>et al</i> (2001), Magin, S. <i>et al</i> (2003), McCalla, R. <i>et al</i> (2004), Mithas, Sunil (2003), Murphy, K.E. and Simon, S.J. (2002), Muthitacharoen, A and Palvia, P (2003), Muthitacharoen, A <i>et al</i> (2002), Narayandas, D. (2005), Nyshadham, E (2000), O'Reilly, P. And Dunne, S. (2004), Papadopoulou, P. <i>et al</i> (2002), Pennington, R. <i>et al</i> 03 Raghuram, T.S. <i>et al</i> 001 Reinartz, W and Kumar, V (2002), Schaupp, C and Belanger, F (2003), Schubert, P and Dettling, W (2002), Schubert, P. (2003), Shang, S. and Seddon, P.B. (2002), Shin, N (2003), Stamoulis, D. <i>et al</i> (2002), Subramanyam, R and Krishnan, M (2001), Torkzadeh, G and Dhillon, G (2002), Verhoef, P.C. and Donkers, B. (2001), Webb, H.W. and Webb, L.A. (2002), Webb, H.W. and Webb, L.A. (2001), Yang, Y. and Padmanabhan, B. (2005), Yoon, Jongwook <i>et al</i> (2003), Zahay, D and Griffin, A (2004).
	Marketing	53	Loyalty programs, consumer behaviour, effectiveness, data mining, customer selection, performance,...	Bansal, H.S. <i>et al</i> (2004), Bharadwaj, N. (2001), Bloemer, J.M.M. <i>et al</i> (2003), Cao, Y. and Gruca, T.S. (2005), Cardoso, M.G.M.S. and Moutinho, L. (2003), Cho <i>et al</i> (2002), De Wulf, K. <i>et al</i> (2002), Diehl, K and Zauberman, G (2002), East, R. <i>et al</i> (2004), Eggert, A. and Georges, L. (2002), Essam, E.E. and Mathew, J. (2004), Fader, P.S. <i>et al</i> (2005), Farquhar, J. and Swailes, S. (2002), Faure, C. and Menzel, S. (2005), Ganesh, J <i>et al</i> (2000), Godek, J <i>et al</i> (2002), Greve, G. And Albers, S. (2005), Gruen, T.W. <i>et al</i> (2000), Gustafsson, A. <i>et al</i> (2005), Hamilton, R and Sivakumaran, B (2002), Helm, S. (2004), Hillebrand, B. (2004), Hollmann, T. and Jarvis, C.B. (2005), Huber, F. and Herrmann, A. (2000), Ioannou, C. And Black, I. (2004), Jank, W. And Kannan, P.K. (2005), Johnson, M and Selnes, F (2004), Jones, T. (2002), Kirpalani, N. (2004), Kivetz, R and Simonson, I (2002), Kivetz, R and Simonson, I (2003), Kivetz, R. (2003), Lemon, K <i>et al</i> (2002), Lewis, M. (2005), Lewis, M. (2004), Li, S. <i>et al</i> (2005), Ligas, M. and Coulter, R.A. (2000), Menon, A. <i>et al</i> (2000), Meritavo, M. <i>et al</i> (2005), Mild, A. and Reutterer, T. (2003), Noble, S.M. And Phillips, J. (2004), Ossianson, E. (2005), Page, N. <i>et al</i> (2001), Pressey, A.D. and Mathews, B.P. (2002), Rolfes, L. <i>et al</i> 005 Ryals, L. (2005), Salazar, M. <i>et al</i> (2005), Schoefer, K. <i>et al</i> (2002), Sirdesmukh, D. <i>et al</i> (2002), Slotegraaf, R and Inman, J (2004), Stern, P. and Hammond, K. (2004), Tähtinen, J. and Snehota, I. (2003), Thakur, R. <i>et al</i> (2004), Thomas, J.S. (2001), Thomas, J.S. and Sullivan, U.Y. (2005), Tih, S. and Ennis, S. (2004), Venkatesan, R and Kumar, V (2004), Verstraeten, G. <i>et al</i> (2002), Walsh, G. <i>et al</i> (2004), Wangenheim, F.V. (2005), Wiesel, T. (2004), Wiesel, T. and Skiera, B. (2005), Wuehrer, G.A. and Brand, P. (2002), Zweig, D. and Aggarwal, P. (2005).

Evolution	IS	16	Knowledge management, system design, ...	Badii, A. and Sharif, A. (2003), Bueren, A. <i>et al</i> (2005), Chai, L. and Pavlou, P.A. (2004), Ganapathy, S. <i>et al</i> (2004), Holten, R. and Dreiling, A. (2003), Massey, A.P. <i>et al</i> (2001), Olson, D.L. <i>et al</i> (2002), Park, C-H. and Kim, Y-G. (2003), Plessis du, M. and Boon, J.A. (2004), Rollins, M. and Halinen, A. (2005), Roussinov, D. and Zhao, J.L. (2004), Shaw, M.J. <i>et al</i> (2001), Stark, J. and Meier, R. (2001), Vrechopoulos, A.P. (2004), Vrechopoulos, A.P. <i>et al</i> (2003), Watson,R.T. <i>et al</i> (2005), Yi-Ching Hsieh <i>et al</i> (2002).
	Marketing	6	Customer valuation, database marketing,...	Ansari, A and Mela, C (2003), Birgelen van, M. <i>et al</i> (2002), Ellis-Chadwick, F. <i>et d</i> (2002), Elsner, R. <i>et al</i> (2004), Kamakura, W. <i>et al</i> (2003), Reinartz, W and Kumar, V (2003).
Retirement	IS	0		/
	Marketing	0		/
General	IS	37	Literature review, consumer trust typology, research areas, diffusion of innovations, CRM development issues,...	Ali, M and Alshawi, S (2004), Brandtweiner, R and Mahrer, H (2002), Chan, S. <i>et al</i> (2004), Chang, P. <i>et al</i> (2004), Cottam, I. <i>et al</i> (2004), Fano, A and Gershmann, A (2002), Firth, D (2001), Gangopadhyay, A (2002), Hoffman, K.D. (2003), Hongwei, W. <i>et al</i> (2003), Huang, L.T. <i>et al</i> (2005), Kocas, C. (2003), Lee, Y.E. and Izak, B. (2004), Li, N. and Zhang, P. (2002), Liu, C and Arnett, K (2001), Lu, H. And Lin, J.C-C. (2002), Malhotra, Y (2004), McKnight, D and Chervany, N (2001), McKnight, D.H. and Chervany, N (2001), McKnight, D.H. and Chervany, N.L. (2002), McKnight, H and Chervany, N (2000), McKnight, H. <i>et al</i> (2003), Meyer, M. (2005), Motiwalla, L and Mehta, A (2004), Padmanabhan, B and Tuzhilin, A (2003), Papatla, P. <i>et al</i> (2002), Paulissen, K., <i>et al</i> (2005), Romano, N (2000), Romano, N (2001), Romano, N (2002), Romano, N.C.Jr. and Fjermestad, J (2001), Romano, N.C.Jr. and Fjermestad, J. (2002), Rust, R and Kannan, P (2003), Sathish, S. <i>et al</i> (2002), Seybold, P (2001), Siau, K. and Shen, Z. (2003), Stefanou, C.J. <i>et al</i> (2003), Tan, X. <i>et al</i> (2002), Verhoef, P.C. <i>et al</i> (2002), Womack, J.P. and Jones, D.T. (2005).
	Marketing	28	Literature review, conceptual frameworks, privacy, CRM definition, loyalty issues,	Agustin, C. and Singh, J. (2002), Andersen, P.H. and Kumar, R. (2003), Banerjee, M. and Hart, S. (2004), Beatson, A.T. and Coote, L.V. (2002), Bonner, J.M. and Calantone, R.J. (2003), Boulding, W. <i>et al</i> (2005), Cacho-Elizondo, S. (2005), Costabile, M. <i>et al</i> (2002), East, R. <i>et al</i> (2002), Fam, K.S. and Foscht, T.s (2002), Fournier, S. <i>et al</i> (2005), Gallarza, M.G. and Gil, I. (2004), Gao, T. <i>et al</i> (2002), Gensler, S. and Boehm, M. (2005), Gregoire, Y. and Fisher, R.J. (2005), Guenzi, Paolo (2002), Gummesson (2005), Hamilton, K. and Caterall, M. (2005), Hart, S. <i>et al</i> (2002), Johnson, M.D. <i>et al</i> (2001), Korkman, O. (2005), Lee, S.J. and Vida, I. (2001), Lents, P. <i>et al</i> (2004), Lewis, B. and Soureli, M. (2005), Liu, F. <i>et al</i> (2002), Marinova, D (2004), Marzocchi, G.L. and Bergami, M. (2005), McAlexander, J.H. and Koenig, H.F. (2002), Payne, A. and Frow, P. (2005), Pizzutti Dos Santos, C. and Vargas Rossi,C.A (2002), Pizzutti Dos Santos, C. and Vargas Rozzi, C.A. (2003), Prado, P.H. And Santos, R.C. (2005), Ravald, A. (2001), Rogers, M. (2005), Sayre, S and Horne, D (2000), Sharma, N. (2005), Srivastava, M. and Harmon, R. (2005), Tanner, J. <i>et al</i> (2005), Terho, H. (2005), Vasquez-Parraga, A.Z. and Alonso, S. (2000), Wagner, J. <i>et al</i> (2002), Wong, N. and Citrin, A. (2003), Zahay, D. (2005).
