

SMC模型在IT分销业的实证研究

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Positive Research of SMC Models in IT Distribution Market Industry

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摘要 SMC模型是1987年提出的、用于预测客户交易行为的一组理论方法。由于数据收集难以及模型复杂,还鲜见该模型的实证分析和决策支持。本文首次以我国IT分销业为行业背景,选取该行业最大的一级分销商—神州数码公司—进行分析,验证了该模型的有效性,并讨论该模型在企业实际决策中的应用。同时,针对不同客户类型提出SMC模型的修正思路。

关键词: 客户关系管理 SMC模型 客户价值

Abstract: SMC model is a group of models to forecast customer's buying behaviors and it was put forward in 1987. There are few positive researches and applications of SMC model for shortage of customer data and its complexity. To choose IT distribution market industry as background, a positive research is done in this paper. Digital China is the biggest company in China's IT distribution market. Digital China's customer data sample is used in this paper. The conclusion is that SMC model does work in IT distribution market industry. Also, the revisal advice for SMC is put forward to meet different type of customer behavior.

收稿日期: 2003-03-10;

引用本文:

齐佳音, 李怀祖, 舒华英等. SMC模型在IT分销业的实证研究[J] 中国管理科学, 2003, V(6): 71-76

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