REFERENCES

Books, articles and journals:

Andresen, Jan L. "A Framework for Selecting an IT Evaluation Method". 2001.

Buttle, Francis. Customer Relationship Management: Concept and Tools. Bayumedia, 2007.

Brewton, J. "Maximizing CRM Success through Performance Measurement." Destination CRM, November 3, 2003.

Chang, Hsin, H. "Critical Factors and Benefits in the Implementation of Customer Relationship Management." Taiwan: National Cheng Kung University, and *Total Quality Management:* Vol. 18, No. 5, 483-508, July 2007.

Chen, I. J., & Popovich, K. "Understanding Customer Relationship Management (CRM): People, Process and Technology." Business Process Management Journal: 9(5), 672-688, 2003.

Combe, B. "Cloud Computing-Overview, Advantages, And Challenges For Enterprise Deployment." Huntsville: 01-11, 2009.

Cooper, Donald R & S., Pamela S. *Business Research Methods*. Singapore: McGraw – Hill International. 2011.

Cronholm, S., & G. Goldkuhl. "Six Generic Types of Information Systems Evaluation." Madrid: Linkoping University, September, 2003.

Crowder, H., P., Dinkelacker, J., & Hsu, M. "Predictive Customer Relationship Management: Gaining Insight About Customers in the Electronic Economy." 2001.

Fendy & I. P. Handoko. "Performance Evaluation Of CRM System Based On Cloud Computing On PT Columbindo Perdana." 2011.

Gray, P., & Byun, J. "Customer Relationship Management." Berkeley: University of California, March 23, 2001.

Grembergen, W., V., & Amelinckx, I. "Measuring and Managing E-business Projects through the Balanced Scorecard." *The 35th Hawaii International Conference on System Science*. Belgium: University of Antwerpen, 2002.

Kaplan, R., Norton, D. P., & Knapp, K. R. "The Balance Scorecard: Historical Development and Context, As Developed." Anderson University: Anderson IN, Summer 2001.

Kaplan, R., & Norton, D. P. "Using The Balance Scorecard as A Strategic Management System." *Harvard Business Review*.

Kim, Hyung-Su & Kim, Young-Gul. "A CRM performance measurement framework: Its development process and application." April 28, 2008.

Kim, J., Suh, E., & Hwang, H. "A Model for Evaluating the Effectiveness of CRM Using the Balanced Scorecard." Journal of Interactive Marketing: Volume 17(2), Spring 2003.

Knox, S., & Ryals, L. "Cross Functional Issue in The Implementation of Relationship Marketing Through Customer Relationship Management." Cranfield: European Management Journal. Vol. 19 No.5, pp. 535-42, 2001.

Obeng, T., K., & Loria, K. "Customer Relationship Management Implementation." Luleh University of Technology, 2006.

O' Teilly, P., & S. Dunne. "Measuring CRM Performance: An Exploratory Case." Ireland: University College Cork.

Martinsons, M., Davidson, R., & Tse, D. "The Balanced Mcorecard: A Foundation for The Strategic management of Information System." *Decision Support Systems* 25(1999) 71-88.

Raov, S., Raonk, N., and Kumari, E. "Journal of Theoritical and Applied Information Technology." Cloud Computing: An Overview, 2005 – 2009.

Sack, Sara. "Return on Investment: Initial Considerations for Measuring Cost Savings of AT Reuse." Kansas: May 25, 2007.

Shanks, G., & Tay, E. "The Role of Knowledge Management in Moving to A Customer Focused Organization", The 9th European Conference on Information Systems: Bled, Slovenia, June 27-29, 2001.

Sun Microsystems, Inc. "Introduction To Cloud Computing Architecture." *White Paper*, 1st Edition, June 2009.

Sun Microsystems, Inc. "Take Your Business to Higher Level." *White Paper*, 1st Edition, June 2009.

Vouk, M., A. "Cloud Computing – Issue, Research and Implementation." Raleigh: North Carolina, 02, 2008.

Wilson, H., N., Daniel, E., M., & McDonald, M., H., B. "Factors for Success in Customer Relationship Management (CRM) Systems." Journal of Marketing Management, 18(1), pp. 193-219, 2002.

Internets: "About The Balanced Scorecard."

http://www.balancedscorecard.org/BSCResources/AbouttheBalancedScorecard/tabid/55/Default.aspx, accessed March 29, 2012.

Costello, D. "New Measures of CRM Performance." Destination CRM, October, 2000. http://www.destinationcrm.com/Articles/Editorial/Magazine-Features/New-Measures-of-CRM-Performance-46864.aspx/, accessed March 15, 2012.

CRM Scorecard. "What is CRM Scorecard?." http://www.crmscorecard.com/, accessed March 29, 2012.

"Customer Relationship."

http://www.strategy2act.com/solutions/customer_relationship_excel.htm, accessed March 29, 2012.

Destination CRM. "Maximizing CRM Success through Performance Measurement." http://www.destinationcrm.com/Articles/Web-Exclusives/Viewpoints/Maximizing-CRM-Success-Through-Performance-Measurement-44429.aspx/, accessed March 15 2012.

Destination CRM. "What is CRM?." February 19, 2010. http://www.destinationcrm.com/Articles/CRM-News/Daily-News/What-Is-CRM-46033.aspx/, accessed March 15, 2012.

"Lead to Opportunity." http://starrforce.com/2010/07/salesforce-com-lead-to-opportunity-sales-process/, accessed May 24, 2012.

"Standard Deviation Function."

http://spreadsheets.about.com/od/excelfunctions/qt/2010-10-03-Excel-2007-Standard-Deviation-Function.htm, accessed June 12, 2012.

Strativa. "IT Consulting." http://www.strativa.com/itconsulting.htm/, accessed March 15, 2012.

"The History of CRM - Evolving Beyond The Customer Database." http://www.crm-software-guide.com/history-of-crm.htm, accessed March 20, 2012