

早稲田大学総長 殿

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所 属 商学研究科

資 格 教授

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特 別 研 究 期 間 研 究 成 果 報 告 書

1. 研究課題: Comparative Study of Customer Service and CRM
2. 研究期間: 2007 年 8 月 10 日 ~ 2008 年 8 月 31 日
3. 研究場所(国/都市・機関名): ISRAEL (Jerusalem – Hebrew University;
Tel Aviv – Tel Aviv University / USA (Boston – Harvard University)
4. 研究成果概要 (2,000 字以内):

During most of my sabbatical year, I was visiting professor at Hebrew University in Jerusalem, Israel (August 2007 – January 2008) and at Tel Aviv University in Tel Aviv, Israel (February – May 2008) where I continued research begun several years ago on the comparison of consumer behavior in Japan, the United States, Israel and elsewhere from the perspective of customer relationship management (CRM) and customer service (Grossberg 2004, Grossberg 2006).

In Israel I was able to interview managers at companies which produce software and systems that are used by companies worldwide to improve their customer relationship management process. I also interviewed officers of firms that utilize these software programs to improve their productivity and level of customer service.

I was in residence in Boston, Massachusetts in the United States from May through July 2008 as a visiting scholar at the Reischauer Institute of Harvard University. At Harvard I was able to collect data about CRM developments and customer service innovations in the U.S. marketplace. I completed the comparative data collection by returning to Israel from July 30 – August 25, 2008.

During my sabbatical year, I published the following article, in addition to the research described above:

“The Golden Opportunity of Silver Marketing: The Case of Housing and Financial Services,” (chapter 28 in) Florian Kohlbacher & Cornelius Herstatt, eds., *The Silver Market Phenomenon: Business Opportunities in an Era of Demographic Change* (Springer: Berlin, 2008).

※研究終了後2ヶ月以内に提出してください。ワープロ原稿の貼付けも可。なお、学術研究活動情報(学術年鑑 Web) のホームページに掲載しますので、電子メールでも産学官研究推進センターまで (tokkenseika@list.waseda.jp) ご提出くださるようご協力をお願いします。