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**CUSTOMER RELATIONSHIP MANAGEMENT
AND INNOVATIVE BEHAVIOR IN
INTERNATIONAL CONTEXT**

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KEY WORDS: customer relationship management, innovation, innovative work behavior, multinational companies

SUMMARY

The present paper analyzes the relationship between innovative work behavior (IWB), customer relationship management (CRM) and marketing performance (MR) in organisations. Also, the paper analyzes the presence of CRM dimensions and innovation types in the discourse of top ten multinational companies from consumer goods industry and it was investigated the association between CRM and innovation based on content analysis of the official websites of the studied companies. Theoretical concepts of customer relationship management and innovation were also identified and presented. The purpose of the current research was to identify the link between CRM and innovation at organisational level, as a relationship which supports performance and competitiveness from marketing perspective. For this, the research was done in two phases and the methodology involved both qualitative and quantitative research methods. Phase 1 of research involved a qualitative research which was performed through three studies: first study investigates CRM presence at the website level of top ten multinational companies from consumer goods industry; the second study investigates innovation presence at the website level of ten multinational companies from consumer goods industry; third study investigates if the multinational companies with a high degree of innovation also register more developed CRM activities. Phase 2 of research involved a quantitative research performed through a survey based on a questionnaire. This phase considers the relationship between innovative work behavior, customer relationship management and marketing performance at organisational level. The results of the analysis identified that both innovation and CRM are present on the website of top ten multinational companies from consumer goods industry, but at different levels. Also, the results of the quantitative research showed that there is a relationship between organisational innovative work behavior and CRM, but also between CRM and marketing performance.