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Design and Development of a Modular Smartphone Application with CRM Approach Overview

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Abstract:	The rapid expansion of mobile computing and digitally mediated customer interactions has transformed Customer Relationship Management (CRM) from a transactional database system into a strategic organizational capability. However, existing CRM scholarship remains predominantly focused on large-scale enterprises, offering limited guidance on how modular, AI-enabled CRM architectures can be operationalized within digitally constrained business ecosystems. Addressing this gap, this study conceptualizes and empirically validates a modular smartphone-based CRM framework structured around differentiated stakeholder profiles. Grounded in capability-based perspectives of CRM and modular digital architecture theory, the study develops four interoperable application modules—Customer, Company, Salesperson, and Administrator—designed to orchestrate campaign management, multichannel communication, transaction monitoring, and inventory coordination within a unified parameterization logic. The modular configuration enables progressive digital capability maturation while maintaining system scalability and role-specific functionality. Methodologically, the research follows a design science paradigm complemented by quantitative validation. Following artifact deployment in a niche business ecosystem, data were collected using Likert-based instruments and analyzed through hypothesis testing, analysis of variance (ANOVA), and post hoc comparisons to assess inter-group performance effects. Findings reveal statistically significant differences across stakeholder roles, demonstrating that modular CRM configurations enhance transactional efficiency, customer service performance, and perceived business effectiveness.