Customer Relationship Management (CRM) Implementation Perception and Barriers for Zakat Institution: Case Study Approach

Abstract

Zakat is one of the demands that must be fulfilled by the Muslims who have the ability to contribute in terms of property or money to be distributed to the poor and the needy as well as other beneficiaries based on certain Qur’an verses that clearly stated the compulsory of Zakat obligations. Therefore, a systematic and efficient mechanism is necessary for the collection and distribution of Zakat. It is important to identify the perception and the barriers for the implementation of Zakat CRM system. The method for this research is using a case study which comprises interview session with several groups, observation of work processes and report analysis. This research is towards establishment of implementation framework for Zakat CRM system.

References

Index Terms

Computer Science
Information Sciences
Keywords

Zakat CRM system, perceptions and barriers