CRM:

<https://www.investopedia.com/terms/c/customer_relation_management.asp>

Enterprise resource planning ERP:

<https://www.oracle.com/in/erp/what-is-erp/#:~:text=Enterprise%20resource%20planning%20(ERP)%20refers,compliance%2C%20and%20supply%20chain%20operations>

SCM:

<https://www.investopedia.com/terms/s/scm.asp>

The five most critical **elements of SCM** are developing a strategy, sourcing raw materials, production, distribution, and returns.

e-procurement:

<https://www.indeed.com/career-advice/career-development/e-procurement>

characteristics of SCM:

<https://www.tradeready.ca/2016/topics/supply-chain-management/7-characteristics-next-gen-supply-chains-must-possess/>

business models:

<https://www.tutorialspoint.com/e_commerce/e_commerce_business_models.htm>

functional areas of CRM:

<https://crm.walkme.com/what-are-functional-areas-of-crm/>

Functional areas improved by CRM:

* Lead management
* Marketing
* Sales
* Reporting and Analytics
* Customer service

Supplier relationship management (SRM) – focuses on keeping suppliers satisfied by evaluating and categorizing suppliers for different projects, which optimizes supplier selection.

Partner relationship management (PRM) – focuses on keeping vendors satisfied by managing alliance partner and reseller relationships that provide customers with the optimal sales channel.

Employee relationship management (ERM) – provides employees with a subset of CRM applications available through a web browser.

CRM Future Trends:

* CRM applications will change from employee-only tools to tools used by suppliers, partners, and even customers
* CRM will continue to be a major strategic focus for companies
* CRM applications will continue to adapt wireless capabilities supporting mobile sales and mobile customers
* CRM suites will incorporate PRM and SRM modules

There are three main types of procurement activities: direct procurement, indirect procurement, and services procurement.

Information Management can be defined as a process of establishing the organizational principles for various data life cycles across both structured and unstructured data sources, instituting a committee to govern the principles, and setting up the processes and procedures to harness the data such that meaningful business insights are derived and delivered to the consumers at the right time in the right format.

Push and pull SCM:

<https://www.blockchain-council.org/blockchain/what-is-push-and-pull-strategy-in-supply-chain-management/>

<https://keydifferences.com/difference-between-entrepreneur-and-manager.html>

MSMEs:

<https://okcredit.in/blog/government-policies-for-small-businesses/>

(a) Empirical – This category of entrepreneurs rarely introduce anything radical, innovative or revolutionary. They are guided by the principle of rule of thumb.

(b) Rational – The rational entrepreneurs have the information and are aware about the business environment. They understand the prevailing economic conditions and are ready to introduce modifications when necessary.

(c) Cognitive – Cognitive entrepreneurs are sophisticated. They have experts to advise them and acts upon accordingly. They introduce changes whenever necessary .These changes may completely break from the existing scheme of enterprise.