

Chapter 7

Student Relationship Management Using Social Clouds

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ABSTRACT

A new vision of higher education systems, in which the student is the central subject of the teaching process, opens up new learning opportunities that include customization of teaching methods to the students' needs, and new modes of communication both between teachers and students and among students themselves. The main subject of this chapter is the implementation and improvement of the Student Relationship Management (SRM) concept as a cloud service in an e-education system by using social media. The experimental part of the chapter presents the design and implementation of an e-education model based on cloud computing. The proposed model is implemented at the Faculty of Organizational Sciences, University of Belgrade, by using the existing cloud computing infrastructure of the Laboratory for E-Business.

INTRODUCTION

Nowadays, concept Customer Relationship Management (hereinafter: CRM) becomes very important for an educational institution that aims to manage with relationships between students, teachers and administrators. Educational institution needs to identify the problems of students and to enhance the cohesion in relationships

with them. A good customer relationship is the key to success. The use of customer relationship management systems in education is becoming significantly important for increasing student life time value. Student Relationship Management concept (hereinafter: SRM) is used to present the systematic care of a business relationship between the university and students, where the students are the central subject (Vulić, Barać, & Bogdanović, 2011).

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Given the possibility of dissemination of information to many users, social computing can play important role in improving the educational process. Many social networks formed groups for educational purposes. This chapter discusses possible solutions for improving relations between students and educational institutions in the process of e-learning through social media. The main focus is on the development of social media metrics that can be applied in e-education. The metrics should be defined with respect to processes in e-education, on strategic and operative levels, and synchronized with the strategy of educational institution. This chapter also deals with metrics that consider the quality of teaching and learning process and learning outcomes.

LITERATURE REVIEW

Customer Relationship Management

Customer relationship management has been defined as a management approach that involves identifying, attracting, developing and maintaining successful customer relationships over time in order to increase the retention of profitable customers. CRM is a coherent and complete set of processes and technologies for managing relationships with current and potential customers and associates of the company, using the marketing, sales and service departments, regardless of the channel of communication (Chen & Popovich, 2003). Presents a highly fragmented environment and has different meanings for different people (Sohrabi, Haghighi, & Khanlari, 2010). CRM is endorsed to generate and administer bonds with clients more efficiently through the itemized and precise analysis of customer information utilizing distinctive information technologies (Peppers & Rogers, 2011). To assess future customer behavior and offer the best possible care, it is necessary to exploit, evaluate and regularly update the company's knowledge about the customer

(Wilde, 2011). CRM is therefore understood as a customer-oriented management approach where information systems provide information to support operational, analytical and collaborative CRM processes and thus contribute to customer profitability and retention (King & Burgess, 2008).

Student Relationship Management

Educational institutions are becoming aware that education belongs to the service industry and students' demands and desires have to be met. Independent learning and teaching is an educational system and consists of sub-systems: a learner, a teacher and a method of communication (Moore, 1973). Blended learning represents a fundamental reconceptualization and reorganization of the teaching and dynamic learning, starting with various specific contextual needs and contingencies (Garrison, & Kanuka, 2004).

The introduction of CRM into e-learning is a long and demanding process, because students' demands are increasing parallel with the growth of technology capability. The steps of the CRM implementation in the field of e-education are the following (Vulić, 2013):

- Defining the CRM goal and strategies, and
- Adaptation and implementation.

From the perspective of the educational institutions, the CRM business strategy provides a clear and complete picture of each individual and all the activities pertaining to the individual. On the other hand, from the perspective of the student, the CRM strategy allows interaction with the educational institutions from a single entity that has a complete understanding of their unique status.

Student Relationship Management is the systematic care of a business relationship between the university and students, where service quality is becoming an ever more interesting question (Vulić, Barać, & Bogdanović, 2011). In this way, student's satisfaction can be increased. Furthermore, the

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