Profit and risk are the most important issues faced in the banking industry. Over the past two decades, the globalization of financial markets and institutions has created the increasingly competitive banking environment. The recurrence of banking crises, such as the subprime mortgage crisis in 2007-08, has induced significant impacts on economical activities. Facing the challenges, only about 10% of the banks claimed to achieve successful implementations of Enterprise risk management (ERM). Since Internet and IT change the business operations to create better chances and more challenges, Electronic customer relationship management (eCRM) is considered valuable for business organizations to sustain competitive advantages in electronic commerce. This article proposes an integrated conceptual model, named RM-eCRM, to incorporate the risk management concepts into the eCRM concepts. In this framework, the perspectives of Customer-centric risk-sensitive culture and Customer-oriented risk-adjusted management would facilitate appropriate technology use. The perspective of Risk-adjusted marketing capabilities mediates the association between RM-eCRM technology use and Risk-adjusted organizational performance through Customer interaction in the electronic commerce environment. This study contributes to a better understanding of the driving forces of customer interaction and risk-adjusted influences on important performance indicators in electronic bank marketing. Further research would adopt the confirmatory factor analysis (CFA) to develop the construct measures and structural equation modeling (SEM) for testing the proposed RM-eCRM framework.

Keywords: Enterprise risk management, Electronic customer relationship management, Structural equation modeling