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Customer Information Management: Theories and Applications towards Sustainable Solutions

by

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Customer information is essential for the profitability of businesses. Previous organisational practises revolved around the unconsented acquisition and use of customer information which is an ethical matter currently tackled by data protection initiatives in the UK, central Europe and the US in order to derive to sustainable solutions. Imperative to the process of sustainable development in regard to customer data management practises is the understanding of how customers perceive privacy as well as what factors can alleviate disclosure concerns through reciprocal information exchanges and the instilment of trust. This research focuses on factors that facilitate information divulgence by consumers to organisations by reviewing relevant literature that seek to understand the decision making of individuals when disclosing personal information to organisations as well as when providing consent for use of previously acquired information. This has the potential to sustainably streamline the delicate process of accumulation, use and sharing of customer information.