

## ABSTRACT

The major focus of my research work is to recognize and to evaluate the faculty member's problems (communication gaps, lack of trainings, lack of e.mail accounts) in Higher Education Institutions (HEI) by taking the case of Mehran University of Engineering and Technology. This research study helps to overcome faculty problems by giving resolution through Customer Relationship Management (CRM).

CRM is a rapid competitive necessity for HEI, looking to facilitate the faculty members and satisfied them throughout their career. Many institutions in HEI are resulting many profits from CRM like: increases their customer satisfaction level, activate the flow of information, digitalize the systems of departments, helps to make quick decisions and are energized to increase their projects from corner to corner university grounds. HEI seek to develop a more efficient management process through the CRM. CRM is applied for the HEI which facilitates the faculty members in their professional development as well as the development of the institutions. In HEI, CRM is considered to be the foundation in which the faculty member has to make programs, including the planning and management of the academic activities. At HEI, proper planning and management is necessary to make standard and quality in academic performance. In HEI faculty members are the potential source in development of human being. Faculty members should realize their responsibilities and should have the positive contribution in universities as well as in the society. In this research, we are looking the communication gaps like a lack of information systems, between administration and faculty members and from faculty members to the students.

Basically to know the problems of faculty members, two methods have been used in this research work: Qualitative and Quantitative research methods. The purpose to use Qualitative method was to get respondents' opinions with their thoughts by means of interview technique, whereas Quantitative method was used to test and to achieve the objectives arise in this research work. The Questionnaire was designed and distributed among respondents (faculty members). The unit of analysis in this research study is

faculty members of MUET from different department. These types of techniques to help me to increase the accuracy of research work, hence give the value to research results.

CRM can effectively solve the problems of faculty members considering its three factors of People(Faculty members), Process(Digital system) and Technology(MOODLE) in HEI by giving training to the faculty members to effectively utilize the current technology, by providing the software like MOODLE specially for teachers and students connections, to make the digital system all around the university for immediate flow of information and for making decisions which can help to manage their day-to-day activities with their students and other stakeholders.CRM systems provide the ability for the university to build relationships with prospective students, accomplish the requirements of existing students and maintain the ongoing relationships with the alumni which is a key necessity for HEIs. CRM not only helps universities to achieve these goals, but also coordinates them in a efficient and timely manner in developing country like Pakistan specially at MUET.