

« »  
;( , )

-  
-

( )

- ,  
,

, , , ,

.

.

,

-

.

,

,

,

1,

,

,

.

,

,

,

-

.

-

,

-

.

,

-

,

-

,

,

,

,

.





( . 1).  
1 -

( )	min max
-	
-	
-	
-	-
-	( )

1

1.

1,



1 -

1. ... // ... 2015. 1. .78-88.

2. ... // ... 2016. 8. .67-73.

3. ... // ... : ... 2018. 2

(23). .20-29.

4. ... // ... : ... XV ... 2018. .101-103.

5. ... // ... .2014. 1 (38). 44-47.

6. Prahalad C., Ramaswamy V. Co-opting 1 1 // Harvard Business Review on Customer Relationship Management. Harvard. 2001. 192 .