

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.,

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C)],

The American Economic Association's electronic bibliography, EconLit, U.S.A.,

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 4456 Cities in 177 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	ETHICAL DECISION MAKING: GUIDING PRINCIPLES <i>M. R. JHANSI RANI, DR. C. B. VENKATA KRISHNA PRASAD & K. UDAY GOWRI SHANKAR</i>	1
2.	MONETARY POLICY COMMITTEE AND SPECTRE OF COMMITTED BANKING <i>DR. S. N. MISRA & SANJAYA KU. GHADAI</i>	7
3.	HUMAN RESOURCE ACCOUNTING IN KRL: A CASE STUDY OF KOCHI REFINERIES LIMITED <i>DR. SAMIR M. VOHRA</i>	10
4.	ORGANISATIONAL CULTURE OF BHARATIYA MAZDOOR SANGH: IDENTIFYING THE DIMENSIONS OF OPINIONS ON THE OFFICE BEARERS <i>DR. R. VANNIARAJAN & DR. C. VADIVEL</i>	15
5.	GROUP LENDING AS AN INSTRUMENT OF CREDIT RISK MANAGEMENT IN CAMEROONIAN MFIS <i>CLAUDE ESSOMBA AMBASSA</i>	19
6.	A STUDY ON RELATIONSHIP BETWEEN STORE LOYALTY AND SATISFACTION IN CUSTOMERS OF ORGANISED RETAILERS IN INDORE <i>CHITRA SAWLANI & DR. RAJENDRA JAIN</i>	26
7.	DIMENSIONALITY OF CUSTOMER LOYALTY: A STUDY IN THE INDIAN CONTEXT <i>HARSANDALDEEP KAUR & HARMEEN SOCH</i>	31
8.	COMPARATIVE ANALYSIS OF MUTUAL FUNDS/SCHEMES AMONGST THE REGIONS OF AMERICAS, ASIA - PACIFIC AND EUROPE - AFRICA - MIDDLE EAST <i>DR. K. KANAKA RAJU & DR. S. RAVI DHARMA RAJU</i>	36
9.	IMPACT OF FOREIGN DIRECT INVESTMENT ON NON-LIFE INSURANCE SECTOR IN INDIA <i>DR. T. JOSEPH & S. SIVAPRAKKASH</i>	41
10.	PRODUCTIVITY ANALYSIS FOR STATE BANK OF INDIA: A FRAMEWORK FOR EVALUATING e-BUSINESS MODELS <i>SWAYAMBHU KALYAN MISHRA & DR. KISHORE KUMAR DAS</i>	45
11.	A PROFITABILITY ANALYSIS OF SELECTED DISTRICT CO-OPERATIVE MILK PRODUCERS' UNIONS LIMITED OF NORTH GUJARAT <i>PATEL RAJESHKUMAR G., PATEL NITINKUMAR P. & BAROT HIMATKUMAR V.</i>	50
12.	COMPARATIVE STUDY OF CAPITAL STRUCTURE: A CASE STUDY OF TATA POWER & ADANI POWER <i>AMALESH PATRA</i>	55
13.	ORGANIZATIONAL COMMITMENT OF TEACHERS IN HIGHER EDUCATION WITH SPECIAL REFERENCE TO KUMAUN UNIVERSITY <i>BHANU PRATAP DURGAPAL</i>	61
14.	ECONOMIC DEVELOPMENT AND EMPOWERMENT OF RURAL WOMEN THROUGH DEVELOPMENT PROGRAM WITH SPECIAL REFERENCE TO CHHATTISGARH STATE <i>KUMUDANI SAHU, DR. S. N. JHA & DR. L. S. GAJPAL</i>	66
15.	THE EFFECTS OF TRANSFORMATIONAL LEADERSHIP ON ORGANIZATIONAL COMMITMENT IN INDIA'S INFORMATION TECHNOLOGY INDUSTRY <i>MAHADEVAMANGALAM NAVEEN & DR. G. HARANATH</i>	70
16.	TELEVISION VIEWING BEHAVIOUR OF CONSUMERS AND TELEVISION ADVERTISEMENTS' IMPACT ON CONSUMERS' PURCHASE DECISION <i>T.VIJAYA CHITHRA & DR. S. KOTHAI</i>	75
17.	MODERN BANKING SERVICES: A STUDY ON CUSTOMER PERCEPTION AND BEHAVIOUR WITH SPECIAL REFERENCE TO CENTRAL BANK OF INDIA <i>SUCHITRA</i>	80
18.	INNOVATIVE STRATEGIES FOR TALENT MANAGEMENT: A CASE STUDY OF ENTERPRISE RENT-A-CAR <i>NIMITHA ABOOBAKER</i>	84
19.	A STUDY OF ARCS: TOOL TO CLEAN NPAs OF THE INDIAN BANKING SECTOR <i>NEETU GUPTA</i>	87
20.	VALUE BASED PERFORMANCE APPRAISAL SYSTEM: A CASE STUDY FROM BRAC BANK LIMITED <i>SAIMUNA TASKIN</i>	92
	REQUEST FOR FEEDBACK & DISCLAIMER	97

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

FORMER CO-ORDINATOR

DR. S. GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P. J. L. N. Government College, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of I.T., Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VIT University, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

DR. JASVEEN KAUR

Asst. Professor, University Business School, Guru Nanak Dev University, Amritsar

FORMER TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR

IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF _____.

(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled ' _____ ' for possible publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to their inclusion of names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

NAME OF CORRESPONDING AUTHOR :

Designation :

Institution/College/University with full address & Pin Code :

Residential address with Pin Code :

Mobile Number (s) with country ISD code :

Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No) :

Landline Number (s) with country ISD code :

E-mail Address :

Alternate E-mail Address :

Nationality :

NOTES:

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
- b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**
New Manuscript for Review in the area of (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
- e) **Abstract alone will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
- f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
- g) The author (s) name or details should not appear anywhere on the body of the manuscript, except the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.

2. **MANUSCRIPT TITLE:** The title of the paper should be **bold typed, centered and fully capitalised**.
3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
5. **ABSTRACT:** Abstract should be in **fully italicized text**, ranging between **150 to 300 words**. The abstract must be informative and explain the background, aims, methods, results & conclusion in a **SINGLE PARA**. **Abbreviations must be mentioned in full**.
6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations.
7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at www.aeaweb.org/econlit/jelCodes.php, however, mentioning JEL Code is not mandatory.
8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. ***It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.***
9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
11. **MAIN TEXT:**

THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably range from 2000 to 5000 WORDS.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure. It should be ensured that the tables/figures are referred to from the main text.**
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, horizontally centered with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word should be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section: Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they are supposed to follow Harvard Style of Referencing. **Also check to make sure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parenthesis.
 - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders after the references.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:

BOOKS

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

UNPUBLISHED DISSERTATIONS

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

PRODUCTIVITY ANALYSIS FOR STATE BANK OF INDIA: A FRAMEWORK FOR EVALUATING e-BUSINESS MODELS

SWAYAMBHU KALYAN MISHRA
RESEARCH SCHOLAR
DEPARTMENT OF MANAGEMENT
SCHOOL OF COMMERCE & MANAGEMENT STUDIES
RAVENSHAW UNIVERSITY
CUTTACK

DR. KISHORE KUMAR DAS
READER IN COMMERCE & MANAGEMENT
DEPARTMENT OF COMMERCE
SCHOOL OF COMMERCE & MANAGEMENT STUDIES
RAVENSHAW UNIVERSITY
CUTTACK

ABSTRACT

In the world of e-business the rapid growth of the market and fierce competition between the increasing numbers of participants add up to new innovations every day leading to short development cycles. New business models and a herd of start-up companies emerge every few months, to exploit the new opportunities. However, the business has had rough times trying to keep up with the rapid development of e-business. Despite the fact that more and more efforts are made to grasp the essentials of e-business and in particular e-business models, the existing literature on the subject is scattered. Moreover, the studies are quickly out-dated due to the fast phase of the 'new economy'. A clear need exists for an objective and up-to-date literature study of e-business models. This study is an effort to draw together some of the e-Business models and real-life experiments that has been circling around the e-business models. To study the sweeping changes brought about by e-initiative measures in the banking sector some banks were chosen, from public sector like SBI

KEYWORDS

SBI, CRM, e-banking.

INTRODUCTION

Competition from multinational banks and entry of new private sector banks has rewritten the rules of the retail lending business in India. Slow growth in corporate lending, pressure on corporate spreads due to competition and concerns over asset quality have induced public sector banks to follow the private sector banks in placing emphasis on growth through expansion of retail portfolio. The Indian retail lending market is relatively unexplored with the per-capita usage of retail product offerings such as housing finance, credit cards, auto loans, consume finance, etc. As compared to Asian peers. Also the relative size of the Indian market backed by factors such as a growing population of bankable households, low penetration rate for retail finance products and the increased propensity of the urban populace to take credit offers scope for expansion. In retail financing most of the players are trying to enter or consolidate their housing finance segment, as housing loans market is perhaps the least risky segment in the financial sector. Moreover, with new technology, private-sector banks like ICICI bank and HDFC bank could offer customers services like ATMs, phone banking, internet banking, automatic money transfers and computerized monthly statements. By contrast, the public-sector banks were mired in the past and unions called the shots. The focus remained on industrial credit which was slowing down.

GLOBAL CHALLENGES IN BANKING

Present day challenges are many banks are now in edge in the competitive environment . The service challenges are listed as :

1. Enhancement of customer service.
2. Innovations in technology.
3. Improvement of risk management systems.
4. Diversifying products.

Globalisation challenges are not restricted only to global banks. Banks in India also need to face them. Overcoming these challenges makes them more competitive and will also equip them to launch themselves as global players.

STATE BANK OF INDIA: A REVIEW

With its rapid growing associate banks and non-banking subsidiaries, the State Bank Group has emerged as a truly universal bank with a dominant presence in the market. The business of the associate banks has more than doubled in the last two and a half years and, in terms of size, these banks together are almost equivalent to the second largest bank in the country holding 75-100% equity. Amongst the non-banking subsidiaries too, there is a significant value creation.

TECHNOLOGY

With the help of innovative information technology, banks are able to reduce the transaction cost and handle a large number of transaction in no time. Now banks can provide customized products easily and customers could access many services through internet by sitting at home. To provide better services to their customers, banks are embracing Customer Relationship Management [CRM] facilitated by the availability of conductive technology. Innovation in technology is also helping banks to cross sell the products of insurance and securities firms, which are swelling their fee-based income in the total income.

INNOVATIONS IN CUSTOMER SERVICES

Satisfied customer is the best guarantee for stability of the organization in the long-run. Banks can satisfy their customers only by providing customised, cost effective and timely services .With the help of technology banks are able to provide plethora of products and services to their customers which suit them. Major services provided by the Indian banks that are of international standards are Any time banking, Anywhere banking, Global ATM and Credit Cards, Internet banking facility etc.

CUSTOMER RETENTION

Levesque and McDougall (1996) investigated the major determinants of customer satisfaction and future intentions in the retail bank sector. They identified the determinants which include service quality dimensions (e.g. getting it right the first time), service features (e.g. competitive interest rates), service problems,

service recovery and products used. It was found, in particular, that service problems and the bank's service recovery ability have a major impact on customer satisfaction and intentions to switch.

Clark (1997) studied the impact of customer-employee relationships on customer retention rates in a major UK retail bank. He revealed that employee and customer perceptions of service quality are related to customer retention rates and that employee and customer perceptions of service quality are related to each other.

According to Haverty (1998) e-CRM providing cost savings, opportunism, and threats drive action and innovation even in conservative banks. They have influenced how banks must re-position themselves to take advantage of new opportunities that include establishing new service delivery channels and new markets for existing services (loans, letter of credit etc). Many banks have already built web sites on the Internet, offering banking services. Leveraging the power of the web is a move from static pages to dynamic application that is connected to bank data.

According to Goldfinger (2001), safety was seen as a major barrier to Internet banking. Banks were worried about unauthorized access to their systems and customers were concerned about the protection of their personal data and the risk of false transactions. Banks have been able to manage security with least repercussions.

However, according to Hickman & Katkov (2001), banks are exploring alternate security measures such as electronic signatures, digital certificates, smart cards and biometrics. A major problem with most of these measures is, their complications and cost to adopt and maintain. Furthermore, in many countries, electronic signatures are not enforceable by law. According to Outwater (2001), the e-purse bombed several years ago and smart cards have been lukewarm at best. It is evident that banks are trying to ensure secure payment on the Internet. However, most favorable solutions keep on avoiding them.

Clark (2002) examined the relationship between employees' perceptions of organizational climate and customer retention in a specific service setting, viz. a major UK retail bank. Employees' perceptions of the practices and procedures in relation to customer care at their branch were investigated using a case study approach. The findings revealed that there is a relationship between employees' perceptions of organizational climate and customer retention at a micro organizational level. He suggested that organizational climate can be subdivided into five climate themes and that, within each climate theme, there are several dimensions that are critical to customer retention.

Mohini Singh (2002) explained that online business organizations investigated that secure transactions and transmission of information are important services offered to customers. It was emphasized by one of the respondents that "many potential web shoppers abort their transactions due to security fears".

According to Mark.L (2004) identifying the needs of the customers and providing them a best solution before he makes a request shows excellence in service of the customers. Presently customers do not visit their banks for other kind of additional services such as finance, credit cards etc. customers still see the banks as providing bank services. Customers of the banks are becoming choosier and the success of the banks does depend upon this.

Hansemark and Albinsson (2004) explored how the employees of a company experience the concepts of customer satisfaction and retention. They used phenomenological method, allowing the informants' own interpretations to be discovered. Satisfaction was discussed from three perspectives: definition of the concept, how to recognize when a customer is satisfied, and how to enhance satisfaction. The informants' experience pertaining to these three categories varied, and a total of seven ways to define, recognise or enhance satisfaction were discovered. These were: service, feeling, chemistry, relationship and confidence, dialogue, complaints and retention. All except the first two of these categories of experience were found to enhance retention, implying that the informants have found that strategies for enhancing both satisfaction and retention are similar. The strongest connection between retention and satisfaction strategies turned out to be in terms of relationship and confidence.

According to Huang & Lin (2005) personalization is a strategy that can be easily differentiated and which cannot be simulated by competitors in the market. A good personalized idea will enhance in the increase of sales, improves the customer relationship. Personalization can be defined as serving the unique needs of individual customers. By improving the customer conversations the organization can improve the customer relationships. Personalized services are not only limited in cheering new sales, but its successful implementation allows the organization to improve its effectiveness and efficiency in serving the customers established already.

e-BUSINESS MODEL & CRM

Bank customers form expectations derived from many sources-Boulding et al. (1993) proposed that customers form expectations of what will happen in their next encounters based on what they "deserve". Zeithaml & Bitner (2000) identify two levels of expectations, desired service and adequate service. Desired service represents the "wished for" level of performance and adequate service reflects showing more basic service expectations. The model permits exploration of the perceived difference between expected service and the experienced series, particularly the zone of tolerance developed by Parasuraman et al., (1991), they're by customer specific benefits are under for the study.

The importance of e-CRM technology in bank-customer interactions remains undisputed. Commentators; nevertheless, emphasize how customer evaluation is shaped by social and personal forces. (Hollander,1985; Czepiel,1990) Interaction has got a very prime place in the banking services. However in order to make the interactions good it is highly important that both banks as well as customers actively involve themselves in the interaction. The relationship, which is maintained between customer and organization, has always a special place in the banking is maintained between to other industries. The interaction process has includes three major factors. (Mosad, 1995).

- 1) Information exchange
- 2) Business or financial (transactions)
- 3) Social exchange

In an article by West (2001), the author argued that in order to implement CRM system successfully, organizations (especially banks) must apply policies, processes, and technologies in order to provide a personalized and engaging experience which would be consistent across all customer interactions. The author presented several components of CRM such as, marketing automation, sales force automation (SFA), contact centres, field service, etc., which are used in three major operational areas of a CRM enabled bank i.e. Marketing, Sales, and Service. These components may also be seen as the life cycle of a customer relationship which moves from marketing, to sales, and service.

Winer (2001) believes that if firms want to efficiently retain their profitable customers, they need to implement a comprehensive set of relationship programs including: frequency/loyalty programs, customer service, customization, and community building. He states these programs are determinants of customer satisfaction which finally leads to customer retention

OBJECTIVES OF THE STUDY

The present study attempts to make critical evaluation of marketing of services to the different groups of customers and to evaluate the efficiency, challenge and perspective of banking in State Bank of India The specific objective of the study are as follows:

- To analyses the significance in response on CRM initiatives.
- To measure the degree of satisfaction in respect to the effectiveness of CRM .
- To suggest, on the basis of results of study, ways and means for improving customer relationship in the bank.

METHODOLOGY

Research design of the study is both descriptive and analytical. It has been based on data collected from the customers (existing) of the branches of SBI.

DATA COLLECTION: Primary from a sample respondents of 100 customers of 5 different branches of State bank of India in Bhubaneswar & Cuttack. Only 97 customers are found to be valid for all purpose . Questionnaire were used to collect responses from the existing customers in Likert scale from 1....5 in the value scale of strongly satisfied to strongly dissatisfied .

The data collected from primary sources have been supplemented by interpretation through statistical tools and techniques like Descriptive test ,cross tabulation and standard deviation.

RESULTS DISCUSSION

The following tables have been prepared out of the collected responses and have been measured through statistical tools and techniques in the software.

TABLE-1: ANALYSIS OF DESCRIPTIVE STATISTICS FOR DISSATISFACTION

	Mean Score	Std. Deviation	Analysis No. of Respondents
A. Dis-satisfaction due to difference between consumer expectation and employee perception	2. 12	34.979	97
B. Due to management perception and service quality	3.11	39.419	97
C. Due to service quality specification and service delivered	2.15	33.890	97
D. Due to service delivered and communication to customer	1.89	20.69	97
E. Due to perceived service and expected service by customers	2.17	38.601	97

Source: ' compiled data

Table-1 indicates the descriptive statistics of factor analysis ,the lowest mean score is marked as 1.89 concerning the opinion D-due to service delivered and communication to customers. The customers agree that they are mostly dissatisfied on the communication system , where as service delivered and the management perception of the banks is the least reason for dissatisfaction.

Hypothesis₁: e-loyalty is highly significant across groups

TABLE-2: DESCRIPTIVE STATISTICS OF OPINION ON TECHNOLOGY (GROUP WISE)

Opinion on technology: e-CRM strategy of 10 marketing variables of CRM,	Mean Response per group	Std. Deviation
1. e-Loyalty	2.19	34.936
2. Customer insight	2.35	35.826
3. Products	1.18	28.242
4. Transaction Security	1.53	32.401
5. Distribution system	1.27	29.198
6. Safe Website	1.49	37.483
7. client360 &one to one service	1.43	33.184
8. User friendly Software	1.08	19.185
9. Employee Relationship	1.96	33.055
10. Grievance	2.36	46.51

Source: Compiled data

Table 2. showed the descriptive results of use of e-CRM strategy as per the requirements Here the lower mean value and standard deviation has been marked effective and satisfactory. Here more mean values are marked on grievance system, customer insight and e-loyalty , which are to be modified for more better effective . Other wise for all other variables , it looks more effective . So Bank has tried a lot to fill up the gap of expectation and satisfaction of each customers at their end for more better market . Among all the variables user friendly software products and distribution system has occupied more positive space in the mind of the customers .

Testing of Hypothesis₁: The hypothesis is rejected as e-loyalty is not that effective in the e-strategy system . So bank has to try for more brandism through providing a better e- environment

Hypothesis: City area customers prefer more to i-banking technology across domicile types.

TABLE-3: DOMICILE & TECHNOLOGY PREFERENCE

Domicile	ATM	e-banking	i-banking	m-banking	Total
urban	31	2	2	2	37
City	30	0	12	2	44
Semi-Urban	3	1	5	3	12
rural	1	2	0	1	4
Total	65	5	19	8	97

* 4 groups from highly agreed to not agreed.

Source: ' compiled data

Table-3 reported the cross tabulation of domicile type of the customers with use of technology. From technology type point of view, it has been categorized as per the responses as ATM use, e-Banking,, i-banking and m-banking . It reported that maximum respondents are using ATM amongst all the type of 65 are having deposit account followed by i-banking facility of bank , which counted for 19. Out of the total deposit accounts, maximum customers are of city areas followed by Urban type areas. In measuring the accounts type, maximum customers are from city areas using more technology than urban and sub-urban areas. Moreover, maximum respondents using ATM account are from Urban areas than other areas. City area customers mostly prefer i-banking and ATM account type to use than other places. That indicated a more group difference among the account type of the respondents in response to their domicile types.

Testing of Hypothesis₂: The hypothesis is accepted as mostly people from city areas prefer i-banking than other areas.

TABLE-4: SERVICE QUALITY OF STATE BANK OF INDIA

Dependent Variable	95% CONFIDENCE INTERVAL			
	Mean	Std. Error	Lower Bound	Upper Bound
1 Management Perception Gap .	3.012 ^a	.102	2.811	3.213
2 Quality Specification Gap .	2.929 ^a	.104	2.723	3.135
3 Service Delivery Gap .	3.146 ^a	.097	2.954	3.338
4 Marketing Communication Gap .	3.030 ^a	.105	2.824	3.237
5 Perceived Service Quality Gap .	2.604 ^a	.094	2.418	2.790
6 Management Perception Gap .	2.979 ^a	.100	2.783	3.176
7. Contact Management Gap	2.939 ^a	.089	2.763	3.115
8. Data Warehousing Management	2.919 ^a	.098	2.725	3.113
9. Email Management	2.730 ^a	.095	2.543	2.917

a. Covariates appearing in the model are evaluated at the following values: age = 2.71, sex = 1.58, education = 1.47. Source: ' compiled data

Table 4 showed the descriptive results of service a provided by SBI s per the expectation of the existing customers . Here the lower mean value and standard deviation indicates the perceived Quality Gap . Here more gap is marked on Quality Specification , Perceived Service Quality ,Data warehousing management and . Email Management The result of mean score is reported also lower for all the variable cited above ,It is concluded that, the Marketing , service quality indicates more gap in SBI .So SBI must take steps to cater more strategic endeavours for more better productivity .

TABLE-5: DESCRIPTIVE RESULTS OF USE OF ACCOUNTS

Types of Account	No. of respondents	Mean	Std. Deviation	Std. Error
Deposit	55	2.06	1.397	.102
Loan	12	2.19	1.514	.125
Both Deposit & Loan	30	2.35	1.547	.146
Total	97	2.18	1.476	.070

Source: ' compiled data

Table 5. showed the descriptive results of use of accounts type as per the requirements Here the lower mean value and standard deviation has been marked on Deposit than the other two types of account. The result of standard error is reported 0.102, which is also very low and negligible. So it is concluded that, the deposit account holder are more satisfied on the present services provided by SBI .

FINDINGS

The Following finding of the study are marked as significant:

- Expression of dis-satisfaction is marked due to service delivered and communication to customer.
- Customer feel more satisfied on transaction Security, Distribution system, Safe Website, client360 & one to one service, Software and Employee Relationship in e-service quality
- City area customers mostly prefer i-banking and ATM account type to use than other places.

In response to Marketing , it is important to measure the service quality and measuring the gap . Here customers feel more satisfied on Quality Specification Gap. Perceived Service Quality Gap .. Data Warehousing Management and . Email Management are more wider in SBI than other factors in service provided by the bank.

SUGGESTIONS

SBI must strategically planned for different groups of customers in different locality and must improve the standard of e-management system as negatively marked by customers.

SUMMARY

The banking sector more particularly in the state of Orissa contributes more for the development of the economy and draws a key linkage with several other key factors of the economy. Presently, by pursuing an aggressive growth strategy, the banking industry is searching for opportunities in order to achieve the desired level of revenue growth. They adopt to access the global market, simulate the domestic demand and invest in new emerging areas. But cost reduction and customer satisfaction are now very important to compete in domestic and global markets. On the whole, banks have a clear vision of their desired strategic position; they want the ability to differentiate their brand and products through superior customer service, and to drive effective sales through a customer's entire portfolio. They also clearly recognize the strategic role that CRM has to play, as reflected in current investment levels, as well as the increased importance ascribed to CRM in the future. At the same time, banks know that the enterprise-wide adoption of CRM will not be easy. While it is encouraging to see that internal politics to CRM tools are no longer seen as major stumbling blocks, there are explicit as well as implicit indications that a great deal of progress must be made in order to achieve the internal process changes necessary to gain the maximum effect from e-CRM strategic implementations.

REFERENCES

1. Addington, D. (2004) "Quality Management Relies on Customer Feedback", [Online], Available from: <http://www.destinationcrm.com/Articles/ReadArticle.aspx?ArticleID=43978> [Accessed 22nd October 2009]
2. Adebajo, D. (2003) "Classifying and Selecting e-CRM Applications: An Analysis-Based Proposal", *Management Decision*, ABI/INFORM Global, 41(5/6):570-577.
3. Ahmad I. and Chowdhury A.R. 2008. Electronic Customer Relationship Management (eCRM) – Customers' perception of value from eCRM features on airline e-ticketing Websites.
4. Ahmad, R., and Buttle, F. (2002) "Customer Retention Management: A Reflection of Theory and Practice", *Journal of Marketing Intelligence and Planning*, 20(3):149-161.
5. Ahn, J.Y., Kim, S.K., and Han, K.S. (2003) "On the Design Concepts for CRM System", *Industrial Management and Data Systems*, 103(5):324-331.
6. Alavi, M., and Carlson, P. (1992) "A Review of MIS Research and Disciplinary Development", *Journal of Management Information Systems* 8(4):45-62.
7. Alder, G.S. (1998) "Ethical Issues in Electronic Performance Monitoring: A Consideration of Deontological and Teleological Perspectives", *Journal of Business Ethics*, 17:729-743.
8. Alter, S. (1999) "A General, Yet Useful Theory of Information Systems", *Communications of the Association for Information Systems*, 1(13):170-249.
9. Alter, S. (2002) "The Work System Method for Understanding Information Systems and Information System Research", *Communications of the Association for Information Systems*, 9:90-104.
10. Angeles, P.A. (1981) "Dictionary of Philosophy", Harper Perennial, New York, NY Articlebase.com (2006) "How CRM Software Helps in Account Management", [Online], Available from: <http://www.articlesbase.com/customer-service-articles/how-crm-software-helps-in-account-management-49978.html> [Accessed 22nd October 2009].
11. Ask Oxford (2010) "Research" [Online], Available from: http://www.askoxford.com/concise_oed/orexxsearch?view=uk [Accessed 02nd March 2010].
12. Atkinson, P., and Hammersley, M. (1994) "Ethnography and Participant Observation", In N. K. Denzin and Y. S. Lincoln (Eds.), *Handbook of Qualitative Research*, Thousand Oaks, CA: Sage, 248-261.
13. Babbie E.R. 2010. *The Practice of Social Research*. [E-book] USA. Wadsworth.
14. Barber, L., Hayday, S., and Bevan, S. (1999) "From People to Profits", *Institute of Employment Studies Report* 355 250.
15. Barclays (2010) "Barclays PLC", [Online], Available from: <http://group.barclays.com/About-us/Barclays-at-a-glance/Key-facts> [Accessed 31st March 2010].
16. Baskerville, R. (1999) "Investigating Information Systems with Action Research", *Communications of the Association for Information Systems*, 2(19).
17. Baskerville, R., Myers, M.D. (2004) "Special Issue on Action Research".
18. Bergeron, B. (2002) "Essentials of CRM: A Guide to Customer Relationship Management", John Wiley & Sons, Inc., New York.
19. Bernard H.R. 2006. *Research methods in anthropology: qualitative and quantitative approaches*. [E-book] Oxford: Alta Mira Press.
20. Bernstein, R.J. (1978) "The Restructuring of Social and Political Theory", University of Pennsylvania Press, Philadelphia.
21. Berry, L.L. (1983) "Relationship Marketing", In *Emerging Perspectives on Services Marketing* Eds. Leonard L. Berry, G. Lynn Shostack, and Gregory Upah, Chicago, IL: American Marketing Association, 25-28.

22. Berry, L.L. (1995) "Relationship Marketing of Services-Growing Interest, Emerging Perspectives", *Journal of the Academy of Marketing Science*, 23(4):236-245 251.
23. Bertalanffy, L.V. (1950) "The Theory of Open Systems in Physics and Biology", *Science*, 3:23-29.
24. Brady H.E. & Collier D. 2004. Rethinking social inquiry: diverse tools, shared standards. [E-book] USA. Rowman & Littlefield Publishers, Inc.
25. Burns R.A. & Burns R.B. 2008. *Business Research Methods and Statistics Using SPSS*. London. SAGE Publications Ltd.
26. Buttle, F. 2009. *Customer relationship management : concepts and technologies*. 2nd ed [E-book]. Oxford : Butterworth-Heinemann.
27. Chaffey D, Chadwick F.E., Johnston K. & Mayer R. 2006. *Internet Marketing. Strategy, Implementation and Practice*. [E-book]. England: Pearson Education Limited.
28. Chaffey D, Chadwick F.E., Mayer R & Johnston K. 2009. *Internet Marketing: Strategy, Implementation and Practice*. England: Pearson Education Limited.
29. Chaffey D, Smith P.R. 2008. *eMarketing eXcellence: Planning and optimizing your digital marketing*. [E-book]. Oxford: Butterworth-Heinemann.
30. Chandra S. & Strickland T.J. (Jr.). 2004. *Technological Differences Between CRM and eCRM*. *Issues in Information Systems*, Volume V, No 2. 89.
31. Chaudhry, A. (2004) "CRM: Making it Simple for the Banking Sector" [Online], Available from: www2.sas.com/proceedings/sugi29/180-29.pdf [Accessed 08th October 2009].
32. Checkland, P., and Holwell, S. (1998) "Information, Systems, and Information Systems: Making Sense of the Field".
33. Chitwood R. 2005. Keeping your customers by offering added value. Access on 9th April, 2009. Available at: <http://www.maxsacks.com/articles/article1105.html>.
34. Churchill, Jr. A. G.; Dawn, L. (2002), *Marketing Research Methodological Foundations*, Eighth Edition, South-Western, a division of Thomson Learning.
35. Collis J. & Hussey R. 2009. *Business Research: A Practical Guide for Undergraduate & Postgraduate Students*. London: Palgrave Macmillan.
36. Denzin N.K & Lincoln Y.S. 2008: *The Landscape of Qualitative Research*. USA: SAGE Publications.
37. Dutka, Alan; (1995), *American Marketing Association AMA Handbook for Customer Satisfaction*, NTC Business Books.
38. Eid, R. (2007) "Towards a Successful CRM Implementation in Banks: An Integral Model", *The Service Industries Journal*, 27(8):1021-1039.
39. Fjermestad J., & Romano N.C. Jr. 2006. *Electronic Customer Relationship Management*. New York: *Advances in Management Information Systems Vladimir Zwass Series Editor*.
40. Ford, D. (1990) "Understanding Business Markets: Interaction, Relationships, and Networks", London, Academic Press Formant 'C (2000) "Customer Acquisition and CRM: A Financial Services Perspective", In S.A.Brown (Ed), *Customer Relationship Management: A Strategic Imperative in the World of E-Business*, Toronto, John Wiley and Sons, 87 106 256.
41. Foss, B. (2002) "CRM in Financial Services: A Practical Guide to Making Customer Relationship Management Work" Milford, CT, USA, Kogan Page Ltd.
42. Gibson W. and Brown A. 2009. *Working with qualitative data*. [E-book] London. SAGE Publications.
43. Goldenberg, B.J. (2002) "CRM Automation", Prentice Hall, NJ, 07458.
44. Graham R. Gibbs and Graham Gibbs. 2007. *Analyzing qualitative data*. [E-Book]. London: SAGE Publications Ltd.
45. Grant C.A. 1992. *Research and multicultural education: from the margins to the mainstream*. [E-Book]. USA: The Falmer Press.
46. Greenberg P. 2004. *CRM at the speed of light: essential customer strategies for the 21st century*. [E-book]. USA: McGraw-Hill/Osborne. Available in the Google Books. Registration not required.
47. Gronroos, C. (1990) "The Marketing Strategy Continuum: Towards A Marketing Concept for the 1990s," *Management Decision*, 29(1)9.
48. Groth, R. (2000) "Data Mining-Building Competitive Advantage", Prentice Hall, Englewood Cliffs, NJ.
49. Grove S.K. 2005. *The practice of nursing research: conduct, critique, and utilization*. [E-Book]. USA: Elsevier Saunders.
50. Hakansson, H. (Ed.) (1982), "International Marketing and Purchasing of Industrial Goods: An Interaction Approach", Chicester: John Wiley & Sons Ltd.
51. Hamilton, R., and Hewer, P. (2000) "Electronic Commerce and the Marketing of Internet Banking in the UK", *Journal of Financial Services and Marketing*, 5(2):135- 149.
52. Harris, R. (2003) "What Is a Customer Relationship Management (CRM) System? Even if you think you know the answer, the question has changed", *Montana Associated Technology Roundtables*, [Online], Available from: <http://www.matr.net/article-9070.html> [Accessed 12th February 2008].
53. Joseph P.T. 2006. *e-Commerce: An Indian Perspective*. [E-Book]. New Delhi. Prentice-Hall of India.
54. Kincaid, J.W. (2003) "Customer Relationship Management Getting It Right", Hewlett-Packard Company, Prentice Hall Inc, Upper Saddle River, New Jersey 07458 261.
55. Kiser L.B. 2010. *Qualitative Inquiry: Thematic, Narrative and Arts-Informed Perspectives*. London: Sage Publications Ltd.
56. Knox, S., Maklan, S., Payne, A., Peppard, J., and Ryals, L. (2003) "Customer Relationship Management: Perspectives from the Marketplace", Burlington, MA: Butterworth-Heinemann.
57. Kumar R. 2005. *Research Methodology: a step-by-step guide for beginners*. [E-book] London: SAGE Publications Ltd.
58. Liu, H-Y. (2007) "Development of a Framework for Customer Relationship Management (CRM) in the Banking Industry", *International Journal of Management*, 24(1).
59. Malhotra N.K. & Birks D.F. 2006. *Marketing Research An Applied Approach*. England. Pearson Education Limited.
60. Malik, S.A., and Wood-Harper, T. (2009) "Customer Relationship Management (CRM) in Banking Sector of Pakistan: Problems and Challenges", *Creating Global Economies through Innovation and Knowledge Management: Theory & Practice*, *Proceedings of the 12th International Business Information Management Association Conference*, June 29 - 30, 2009, Kuala Lumpur, Malaysia, 312-320.
61. MarketingProfs.com (2005) "MarketingProfs Know-How Exchange: Cross-selling, Up-selling, Back-selling?" [Online], Available from: http://www.marketingprofs.com/ea/qst_question.asp?qstID=6154 [Accessed 20th October 2009].
62. Mukerjee, K. (2007) "Customer Relationship Management: A Strategic Approach to Marketing", Prentice Hall of India Private Ltd., New-Delhi-110001.
63. Myers M.D. 2009. *Qualitative Research in Business & Management*. London: SAGE Publications Ltd.
64. Parvatiyar, A., and Sheth, J.N. (2001) "Customer Relationship Management: Emerging Practice, Process, and Discipline", *Journal of Economic and Social Research*, 3(2):1-34.
65. Payne, A., and Frow, P. (2004) "The Role of Multi-channel Integration in Customer Relationship Management", *Industrial Marketing Management*, 33:527-538.
66. Payne, A., and Frow, P. (2005) "A Strategic Framework for Customer Relationship Management", *Journal of Marketing*, 69:167-176.
67. Rai A.K. 2008. *Customer Relationship Management: Concepts and Cases*. [E-book]. New Delhi: PHI Learning Limited.
68. Shanmugasundaram S. 2008. *Customer Relationship Management: Modern Trends and Perspectives*. [E-book]. New Delhi: PHI Learning Limited.
69. Shelly G.B., & Vermaat M.E. 2010. *Discovering Computers: Living in a Digital World, Fundamentals 2010 Edition*. [E-book]. USA: Course Technology, Cengage Learning.
70. Sheth, J.N., and Parvatiyar, A. (2000) "Handbook of Relationship Marketing". Thousand Oaks, CA, Sage, pp. 609-620.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

DISCLAIMER

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

