

E-CRM IN COMMERCIAL BANKS

A PRACTITIONER'S APPROACH



Dr. Mohd. Rashid Farooqi
Dr. Mohammed Kamalun Nabi
Dr. Mrinalinee

e-CRM IN COMMERCIAL BANKS: A PRACTITIONER'S APPROACH

Dr. Md. Rashid Farooqi

Assistant Professor

Department of Management and Commerce
Maulana Azad National University (Central University)
Gachibowli, Hyderabad, Telangana

Dr. Mohd. Kamalun Nabi

Assistant Professor

Department of Commerce and Business Studies
Jamia Milia Islamia
New Delhi

Dr. Mrinalinee

Assistant Professor

L.N. Mishra Colloge of Business Management
Muzaffarpur, Bihar, India



**OCEAN PUBLISHING HOUSE
DELHI**

CONTENTS

Chapter I. Introduction	1-25
Chapter II. literature Review	26-47
Chapter III. Research Methodology	48-53
Chapter IV. Data Analysis	54-102
Chapter V. Findings And Conclusion	102-117
Chapter VI. Recommendations And Suggestions	118-125
Bibliography	126-140

A BOUT THE AUTHORS



Dr. Md. Rashid Farooqi completed Ph.D. in Management from Jamia Millia Islamia, New Delhi. He has more than eight years of teaching experience at Graduate and Post graduate level. He has also guided and supervised numerous BBA and MBA Projects.

He has presented papers at National conferences in India. His area of interest includes Marketing Management, CRM, Service marketing and Rural marketing. His research papers and article published in many referred National and International Journals.

He won IOS Merit Scholarship award and winner of many quiz competition held at AMU Aligarh. He taught at prestigious L. N. Mishra College of Business Management Muzzaffar Pur, Presently he is sharing his knowledge at Maulana Azad National Urdu University (Central University)Hyderabad.



Dr. Mohammed Kamalun Nabi is currently working as an Assistant Professor in the Department of Commerce and Business Studies, Jamia Millia Islamia Central University, New Delhi. Dr. Nabi has twenty one years of teaching experience and has supervised 6 Ph.D. scholars and more than 100 MBA, MIB, BIBF, BBS and B.COM dissertations. To his credit, Dr. Nabi has eleven books and near about sixty research papers published in leading journals and periodicals of the country. His area of specialization is Consumer Behaviour, Advertising, Services Marketing

and Business and Corporate Laws. At present, besides teaching, he is actively engaged in guiding scholars in the area of Marketing and Consumer Behaviour.



Dr. Mrinalinee is M.B.A, M.A. (Economics) and PhD in Management. At Present She is working as a faculty of Marketing Management at L. N. Mishra College of Business Management Muzaffar pur, Bihar, India.

As a prolific writer she has contributed research articles to the journal of national repute. Recently she has been awarded gold medal for higher academic achievement i.e. Doctor of Literature (D. Litt).



OCEAN PUBLISHING HOUSE

B-66, TOP FLOOR, RADHEY PURI EXT-1

KRISHNA NAGAR, (OPP. PNB BANK)

DELHI-110 051

E-mail: oceanpublishinghouse@gmail.com