

ARTICLE REVIEW
REPORT



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ORIGINAL ARTICLE

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FACTORS FAVOURING e-CRM IN BANKS

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Anitha. G

ABSTRACT

The present day banks are facing stiff competition in order to increase the business. The old generation banks have faced much competition to attract customers as the banks were limited in number and there were more customers who were running behind to utilize the various services provided. But the scenario has completely changed; each street has branches of all popular banks which were situated in the adjacent buildings. The traditional methods of providing services have gone and each banker wish to attract, delight, retain, and capitalize the customer.

Article Indexed in



Correspondence to Anitha. G and P. Jayalakshmi

Designation:- ¹Assistant Professor, Department of Commerce, PSG CAS, Coimbatore.

²Principal, Chikkanna Govt. Arts College, Tirupur.

REVIEW OF THE ARTICLE

Factors Favouring E-crm In Banks

Anitha. G and P. Jayalakshmi

Title and Abstract:

The title was clear and well articulated. The abstract was complete and essential details were presented. The present study has been done to study Factors Favoring E-crm In Banks.

Introduction:

Introduction was justifying. The present day bankers use various customer relationship management activities to enhance their image in a brighter way. The e-CRM approach in relationship management and it gives great benefits to its stake holder including employees, customers, suppliers and channel partners.

Methodology:

Objectives of the study stated clearly. The present study was Qualitative in approach. The instrument has been created by including 22 statements pertaining to the various dimensions. Author used factor analysis for analyzing and drawing meaningful inferences from the opinion/benefits derived from e-CRM. SPSS version 14 has been applied to analyze the data.

Presentation of Results:

Results were organized in a way that was easy to understand. Tables, graphs, or figures were used judiciously and agree with the text.

Conclusions:

Major conclusion stated by author was, five concrete factors which induce the benefits derived by the customer through implementing e-CRM in the different sector of the banks. The different dimensions include 1. Operational efficiency and employee's knowledge 2. Consistent service and customized operations 3. Physical infrastructure with utmost safety 4. Employee behaviour and assistance provided 5. Relation and Knowledge.

Scientific Conduct:

There were no instances of plagiarism. Ideas and materials of others were correctly attributed.

Relevance:

The study was relevant to the mission of the journal or its audience. The study was worth doing. The study addresses important problems or issues; the study was worth doing.

SUMMARY OF ARTICLE

No.		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers	✓				
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas		✓			
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn			✓		
6.	Quality of writing (Organization, Clarity, Accuracy Grammer)		✓			
7.	References & Citation (Up-to-date, Appropriate Sufficient)			✓		

FUTURE RESEARCH SCOPE:

1. Factors for success in customer relationship management(CRM) systems.
2. Evaluating Customer Satisfaction In Banking Services .
3. Towards A Successful CRM Implementation In Banks: An Integrated Model.
4. Customer Relationship Management And Firm Performance.
5. The impact of electronic commerce on organizational structure: a case study of e-commerce decentralization.

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Reviewed By :-

Mrs. Pallavi Rahul Chincholkar

M.Sc, M.Ed, SET, NET

M.S (Guidance & Counseling)

Email : chincholkarpr@gmail.com

Mob : 09421044094

LAXMI BOOK PUBLICATION

Ph.: 0217-2372010 /
+91-9595-359-435

Email.: ayisrj2011@gmail.com

Website.: www.isrj.org