PREFACE

I registered for Ph. D on January 2010. I started to collect the secondary data from different resources, at the initial stage of distributing the questionnaire I didn’t got enough reply from the responses, I decided to change the strategy of distributing and making a new design for the questionnaire.

After changing the design of the questionnaire, I started to get more responses from different resources, but the number of the questionnaires were not enough which make me to go visit several companies personally to ask them to fill it for me.

For preparing the thesis, I had referred to penalty of materials from books, journals, magazines, newspapers, websites and others secondary resources. I have taken utmost care to the render my thanks to the writers by mentioning the original source either as footnote or in the bibliography or both the places. However, if inadvertently, I have forgotten to mention some resource, I convey my apology to the original contributors of the sources.

I have tried to put in my best efforts to prepare this thesis. I hope that the work presented here will be helpful to the scholars, researchers, CRM organizations, and other interested persons for their future work in the area of Relation Management, or Customer Relationship Management software.

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