DECLARATION

I, Ali Reza Mahnam, do hereby declare that the thesis entitled “EFFECTIVENESS OF CUSTOMER RELATIONSHIP MANAGEMENT IN STAR CATEGORY HOTELS IN KARNATAKA” submitted to the University of Mysore for the award of the Degree of Doctor of Philosophy in Commerce is a record of original and independent research work done by me under the supervision and guidance of Dr. M.L. ASHOKA, Professor, Faculty, Department of Studies in Commerce, University of Mysore, Manasagangotri, Mysore. This thesis in whole or part has not been provisionally submitted for any other Degree, Diploma, Association, Fellowship or other similar Degree of this or only other university. Such material as has been obtained from other sources is duly acknowledged in this thesis.

Ali Reza Mahnam
Research Scholar

Date:
Place: Mysore