A STUDY ON CUSTOMER RELATIONSHIP MANAGEMENT IN COMMERCIAL BANKS IN KERALA

Thesis submitted to the Mahatma Gandhi University for the Award of the Degree of DOCTOR OF PHILOSOPHY IN COMMERCE

By

ANTONY JOSEPH K.

Under the Supervision of Dr. GABRIEL SIMON THATTIL Professor Department of Commerce University of Kerala

RESEARCH DEPARTMENT OF COMMERCE NIRMALA COLLEGE, MUVATTUPUZHA KERALA STATE JULY 2011