banker may enlighten its regular customers by conducting demo-classes of the new e-devices at periodical intervals. As the technological changes can cause the banking sectors reforms the banker should be ready to update and extend the innovative services. Thus, Indian banking has changed the entire scenario with an assurance that customer satisfaction is the driving force for the innovations in electronic services. It is to be mentioned that a study on electronic banking with respect to different services and with respect to customer satisfaction is descriptive in the sense that it is mainly based on the opinion of the sample customers in Madurai District. This will enable us to understand the role of commercial banks in electronic banking era. The suggestions made will enable the bankers to formulate necessary policies on electronic banking in general and on different channels of electronic services in particular, to function and perform better.

If the present study helps the researchers in any way to undertake the studies of a similar nature in other areas, the researcher will feel happy that his study has helped the future researchers and he will have a sense of satisfaction that he has undertaken a useful study.

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**THESES AND REPORTS**


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RESEARCH ARTICLES


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