# LIST OF ABBREVIATIONS

- **CRM**: Customer Relationship Management
- **RM**: Relationship Marketing
- **RESP**: Respectively
- **For ex**: For Example
- **Etc**: et cetera
- **i.e.**: that is
- **CCRM**: Customer Centric Relationship Management
- **MO**: Market Orientation
- **Vs-**: versus
- **CLM**: Customer Lifecycle Management
- **(CLV) (or CLTV)**: Customer lifetime value
- **LCV**: Lifetime Customer Value
- **ULTV**: User Lifetime Value
- **LTV**: Lifetime Value
- **SME**: Small and Medium Enterprises
- **ROI**: Return on Investment
- **Resp**: Respectively
- **For ex**: for example
- **SPSS**: Statistical Package for the Social Sciences
- **Min**: Minimum
- **Max**: Maximum
- **%**: percentage
- **IBEF.**: India Brand Equity Foundation
- **FY**: Financial Year
- **FDI**: Foreign Direct Investment
- **CRO**: Customer Relationship Orientation