## ROLE OF INFORMATION TECHNOLOGY IN BUILDING EFFICIENT CRM PROGRAMMES IN SELECTED BANKS IN INDIA

## A THESIS SUBMITTED TO THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA

TOWARDS PARTIAL FULFILLMENT FOR THE DEGREE OF

Poctor of Philosophy
in
management studies

UNDER THE GUIDANCE OF PROF. (DR.) JAYRAJ JADEJA

## BY TANUSHRI BANERJEE

FACULTY OF MANAGEMENT STUDIES THE MAHARAJA SAYAJIRAO UNIVERSITY OF BARODA VADODARA 390 002

24th SEPTEMBER, 2008