



SRINIVAS UNIVERSITY

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Srinivas Centre for Research in Alternative Banking Channels



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The Banking Industry is undergoing significant technological changes. It has several impacts on customer satisfaction and loyalty. The world has witnessed an information and technological revolution of late. This revolution has touched every aspect of public life including banking. Since two decades, due to an increasingly competitive, saturated and dynamic business environment, retail banks in many countries have adopted customer-driven philosophies to address the rapid and changing needs of their customers. Over the past two decades in particular, the banking industry has invested substantial resources in bringing ICT to customers.

Objectives:

- To study the awareness of various Alternative Banking Channels.
- To find of the efficiency of individual banking modes.
- Comparative analysis of the various Alternative Banking Channels.
- To analyse the effectiveness of the various methods of Banking.

Publication :

1. Amith Menezes on “Emergence of cheque truncation system”, IJMIE, July 2015, Vol-5, Issue-7, Pgs. 261-269, ISSN (online) – 2249-0558.
2. Amith Menezes on “Green Banking initiatives & awareness”,IJMIE, Jan 2016, Vol-6, Issue-1,Pgs. 396-400 ISSN (online) – 2249-0558.

3. Amith Menezes in proceedings of SDM, Ujire bearing ISBN:978-93-81195-25-3 on “ Business Ethics and its importance in Banking Industry “ Pgs: 166-170
4. Amith Menezes in proceedings of SIMS, Pandeshwar bearing ISBN-978-81-929306-0-2 on “ Innovative practices - the differentiating factor for private sector banks “. Pgs : 79-81.
5. Amith Menezes in ISBN:978-93-84869--66-3 of School of Management, Manipal University on “Changing dynamics of payments & clearing systems in Banking” Pgs. 144-152.
6. Amith Menezes in ISBN:978-93-84734-40-4 of St.Agnes College on “Future of Cheque Clearing System” Pgs. 76-80

Working Papers:

- Customer satisfaction with relation to various Alternative Banking Channels.
- Usage of Net banking; A comparative Study of selected Banks
- Awareness of Mobile banking.
- Online Vs. Offline Banking transactions.