



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Research Center for Relationship Marketing



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Relationship marketing is about forming long-term relationships with customers. Rather than trying to encourage a one-time sale, relationship marketing tries to foster customer loyalty by providing exemplary products and services. This is different than most normal advertising practices that focus on a single transaction; watch ad A and buy product B. Relationship marketing, by contrast, is usually not linked to a single product or offer. It involves a company refining the way they do business in order to maximize the value of that relationship for the customer

Relationship marketing mainly involves the improvement of internal operations. Many customers leave a company not because they didn't like the product, but because they were frustrated with the customer service. If a business streamlines its internal operations to satisfy all service needs of their customers, customers will be happier even in the face of product problems.

Objective

To encourage the students and scholar to widen their knowledge in Relationship marketing

- Promoting innovations and discoveries in this area for further reference in future
- To encourage research and publications in reputed journals and websites.
- To promote systematically and methodological comprehensible gain in knowledge
- Developing teaching materials and preparing working papers.
- Organize workshops / seminars / conferences
- Conducting management development programs / certificate programs for aspirants
- Undertaking research and consultancy studies.
- Preparing management graduates for the Capital Market and Risk Management

fields.

List of publications so far: -

-NA

List of working papers: -

1. The Impact of Customer Relationship Marketing on Customer Satisfaction of the Karnataka Bank Services
2. Customer Relationship Marketing and Customer Satisfaction: A Study on Mobile Service Providing Companies in Karnataka Bank

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