

SERVICE QUALITY AND CUSTOMER RELATIONSHIP MANAGEMENT PRACTICES IN 21st CENTURY: EMERGING ISSUES AND CHALLENGES

ABOUT THE UNIVERSITY

Sri Venkateswara University was established on September 2, 1954 as the brain-child of visionary luminaries Sri Prakasam Pathulu, Sri Neelam Sanjeeva Reddy and others. Sri Venkateswara University has been catering to the higher educational needs and aspirations of the people of Rayalaseema region. Christened with generous help from the Tirumala Tirupati Devasthanams which donated 1200 acres of sprawling campus along with the then existing college buildings. For administrative convenience the University College of Arts and Sciences has been reorganised into three Colleges from the academic year 2009-10 viz., SVU College of Arts, SVU College of Sciences and SVU College of Commerce Management and Computer Science, SVU College of Engineering is the fourth College. The university is efficiently nurtured by committed Vice-Chancellors starting from Prof. S.Govindarajulu to the present Vice-Chancellor Prof. A.Damodaram. The University has been growing from strength to strength and has emerged as premiere institute of learning, teaching, research, extension and consultancy. It is heartening to note that Sri Venkateswara University by its quality education has been accredited by National Assessment and Accreditation Council (NAAC) with 'A' Grade.

ABOUT THE DEPARTMENT

The Department of Commerce was established during the academic year 1969-70 to offer M.Com degree course under the aegis of Economics Department. S.V.University College of Arts and Sciences & subsequently it emerged as independent entity during the year 1971, with Dr. O.R. Krishna Swamy as founder member of the Department. Later, it was kept in the S.V.U College of Arts, Commerce and Law when the S.V.U.College of Arts and Sciences was divided into three colleges during the year 1978. Further when the two colleges were re-organized into schools during the year 1981, the department became an integral part of the School of Social and Behavioural Sciences. Further, a School of Commerce, Management and Information Sciences was created in the same year. Under the re-organised set-up during 2006, the Department became a part of the College of Commerce, Management and Information Sciences. For the new millennium, a new course i.e., MFM was started in the year 1999 under semester system with five subjects in each of I,II and III semesters and four subjects along with a project work in the IV semester was introduced during 2002. Both M. Com and MFM courses were modified to incorporate Choice Based Credit System (CBCS) during 2006.

The Commerce Department is one of the biggest departments in Sri Venkateswara University Campus with a total strength of 300 students. To meet the overwhelming demand for finance professionals and commerce post-graduates, the department started M.F.M and M.Com (A&F) courses on self-supporting basis with effect from 1999 and 2004 respectively. The MFM Course stopped in 2012 and started M.Com (F.M) course during the same year.

THEME OF THE SEMINAR

Banking Sector:

The banks are facing lot of difficulties in acquiring new customers and in retaining the existing customers. As a result of the advancement of banking technology and computerization and networking of bank branches, the customers are becoming more and more dynamic and less loyal in their behavior. The development of the Internet is further adding to this trend and the whole market becomes transparent and customers are in a position to move easily from one bank to another. In such a situation, customer satisfaction is the key to bank marketing, which aims at retention of the old customers and their bringing in new customers. Two strategies are identified for increasing an organization's market penetration: the offensive strategy, which focuses on generating new customers, and the defensive strategy which focuses on preserving the current customers. Although these strategies can be successful, all customers are not retained as a consequence and organization's need to identify those customers at risk of leaving in order to reduce defections.

Most of the banks are concentrating more on retaining the existing customers rather than going for new customers. Lot of research studies have been carried out about servicing existing customers and customer retention. The concept of acquiring new customers has not gained the required momentum. That area has been unexplored by many of the researchers. Implementation of Customer Relationship Management poses a greater challenge to the banks after acquiring the customers. The various ways and means through which customer relationship management is implemented by the banks determine the success or failure of the entire concept.

Transportation

Until the time of railroads, transportation was treated as a "public good" that anyone within the society could use. Even man-made systems, such as roads and canals, were usually publicly or cooperatively owned, and any charges for use were dedicated to offsetting construction and maintenance costs.

Nothing is more important to civilization than transportation and communication, and, apart from direct tyranny and oppression, nothing is more harmful to the well-being of a

society than an irrational transportation system. Trade is essential to economic vitality, and transportation is essential to trade.

Insurance

Insurance has evolved as a process of safeguarding the interest of people from loss and uncertainty. It may be described as a social device to reduce or eliminate risk of loss to life and property. Insurance contributes a lot to the general economic growth of the society by providing stability to the functioning of process. The insurance industries develop financial institutions and reduce uncertainties by improving financial resources.

Insurance provides financial support and reduces uncertainties in business and human life. It provides safety and security against a particular event. There is always a fear of sudden loss. Insurance provides a cover against any sudden loss. Insurance generates significant impact on the economy by mobilizing domestic savings. Insurance turns accumulated capital into productive investments.

Tourism

Tourism as an industry has been travelling with the wild pace of technological advancements and aboard are people from different places and cultures interacting with increasing ease... since, the globe had been shrunk into a village. Unlike our predecessors, we can affordably and in a shorter time travel across the world in large numbers comparatively safe. Tourism being one of the biggest and fastest growing industries globally, its benefits and the challenges, keenly observed by governments affects the economic, socio-cultural, environmental and educational resources of nations.

The positive effects of tourism on a country's economy include the growth and development of various industries directly linked with a healthy tourism industry, such as transportation, accommodation, wildlife, arts and entertainment. This brings about the creation of new jobs and revenue generated from foreign exchange, investments and payments of goods and services provided. Though improvement in the standard of living of locals in heavily visited tourist destinations is usually little or non-existent, inflation of the prices of basic commodities, due to visiting tourists, is a constant feature of these areas.

In essence, the service equality and customer satisfaction has been well conceived as a subject of contemporary significance and social relevance in the changing competitive business environment. Besides they have also become thrust areas of discussion, debate and research to the business corporate, academicians and the researchers across the state.

Customer relationship management is an information system that tracks customer's interaction with the firm and allows employees to instantly pull up information about the customers such as past sales, service records, outstanding records and unresolved calls. Customer Relationship Management stores all information about its customers in a database and uses this data to coordinate sales, marketing, and customer service departments so as to work together smoothly to best serve their customers' needs. Customer Relationship Management, if used properly, would enhance a company's ability to achieve the ultimate goal of retaining customers and gain strategic advantage over its competitors.

It is hoped that the deliberations and debates among the cross section of the delegate will come out with pragmatic approach, models and theories and suggest appropriate marketing strategies to attract new customers and retain the old customers in the ever changing competitive environment by the government and private sector agencies.

SUBTHEMES OF THE SEMINAR

- * Service quality and Customer Relationship Management dimensions in the changing Global scenario
- * Service quality and customer satisfaction in Corporate Sector.
- * Service quality and customer satisfaction in Service Sectors like Banks, Transportation, Insurance and Tourism.

The seminar is mainly designed to analyze the CRM in banking sector, implications of globalizations on CRM and risk management in banking sector through implementation of CRM. It is a firm belief that the deliberations and outcome of the proposed seminar will certainly form a distinct contribution to the existing knowledge on the subject and enable the administrators and policymakers in formulating and implementing a constructive policy so as to place the CRM in right perspective with vibrant future.

OBJECTIVES OF THE SEMINAR

- * To review and assess various models, methods and measurement of service quality and CRM practices being followed by different sectors.
- * To identify and throw a light on the emerging need for service quality and CRM in the context of Globalization.
- * To provide a cross sectional forum, discussion and debate among bankers insurance suppliers, transportation authority, tourism agencies, academicians, researchers about the various issues and challenges of service equality and customer relationship management in the 21st century.

DATES TO REMEMBER

Last date for acceptance of abstracts 1st July, 2016
Last date for receipt of full papers 16th July 2016

IMPORTANT INSTRUCTIONS

Send soft copy and hard copy of abstract in not exceeding 300 words in Times New Roman with font size 12. Full length paper must be typed clearly in the above format on A4 size paper in double space, it should be well structured with proper indexing and should not exceed 3000 words. The abstract and full length paper should be submitted in MS-Word format to the following e-mail ID: seminardirector2014@gmail.com

Delegate fee:

- Delegate representing Industry and Banks: Rs.600/-
- Academicians : Rs.500/-
- Research Scholars: Rs.300/-
- Spot Registration: Rs. 600/-

Registration Fee is to be paid by a DD drawn in favour of: The Director, National Seminar, S.V.University, Tirupati.

All Correspondence shall be made to:

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ORGANISING COMMITTEE

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A TWO-DAY NATIONAL SEMINAR ON
SERVICE QUALITY AND CUSTOMER RELATIONSHIP
MANAGEMENT PRACTICES IN 21st CENTURY:
EMERGING ISSUES AND CHALLENGES

Sponsored by
ICSSR, UGC, APCSCE

6 - 7 August, 2016




Organised by:
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