



भारतीय वित्त संस्थान

Estd. : 1987

39

Yrs. in the
Service of
the Nation

INDIAN INSTITUTE OF FINANCE

45 A Knowledge Park III, Greater Noida 201310, NCR Delhi, INDIA

www.iif.edu

9811971002, 9999321586, sc@iif.edu ; info@iif.edu ; iifrc1987@gmail.com

IIF

International
Research
Conference &
Award Summit 2025

April 20th, 2025



Certificate Issued on
21st April 2025



Prof. Dr. J.D. Agarwal

Founder Chairman &
Distinguished Professor of Finance,
Indian Institute of Finance (IIF), INDIA
Founder Editor-in-Chief, Finance India, INDIA



This is to certify that

Mr. M. Raju

(Assistant Professor, CMR College of Engineering and Technology,
The Department of MBA, Telangana, INDIA)

has presented the Research Paper titled

**“Role of CRM in Customer Acquisition and Retention with Reference
to Select Private Sector Banks in Hyderabad District”**

co-authored with **Dr. L. Ramanjaneya** (Associate Professor,
CMR College of Engineering & Technology, The Department of MBA,
Telangana, INDIA)

bearing Paper Code **JFI - 3128** in **Technical Session 2**
at **International Research Conference** hosted by **IIF**.



Prof. Dr. Aman Agarwal
Conference Chair
Director & Professor of Finance,
Indian Institute of Finance (IIF)
Executive Editor, FINANCE INDIA

Yamini

Prof. Yamini Agarwal
Conference Chair
Chairperson, IIF Research Council
Professor, IIF & IIFCCMS, INDIA
Associate Editor, FINANCE INDIA

Manju

Prof. Dr. Manju Agarwal
Dean (Academics & Executive Education)
Indian Institute of Finance (IIF) &
Professor of Economics,
IIF Business School (AKTU)

IIF-IRCAS April 2025 Conference Program (10 AM to 6:30 PM)

<https://www.iif.edu/Seminar%20and%20conference/IIF%20Research%20Conference.pdf>

IIF thanks Research Scholars from 21+ Countries; 48+ Universities; 39+ Cities; 36+ Research Papers; 53+ Authors & Speakers sharing Wealth of Knowledge based on their research works at IIF-IRCAS April 2025. In the past 75+ Countries (Australia, Austria, Bangladesh, Bahrain, Belgium, Bhutan, Brazil, Cambodia, Canada, Chile, China, Ethiopia, Finland, France, Germany, Guinea-Bissau, Greece, Hungary, Hong Kong (PRC), India, Indonesia, Iran, Iraq, Ireland, Israel, Italy, Japan, Jordan, Lesotho, Macau (PRC), Malaysia, Maldives, Monaco, Nepal, Nigeria, Netherland, Norway, Oman, Papua New Guinea, Poland, Portugal, Palestine, Qatar, Romania, Russia, Sweden, Saudi Arabia, Syria Arab Republic, Scotland, Singapore, Slovak Republic, South Africa, South Korea, South Sudan, Sudan, Spain, Sri Lanka, Taiwan (PRC), Thailand, Trinidad & Tobago, Tunisia, Turkey, UAE, Ukraine, UK, USA, Uzbekistan, Vietnam, Zambia, Zimbabwe and others); have had presence of research scholars from over, 175+ Universities, 163+ Cities, 321+ Research Papers; 516+ Authors & Speakers with over 3,851+ Participants on Zoom Platform & 31,167+ views of LIVE telecast on FaceBook FREE of Charge.

स्वदेशे पूज्यते राजा विद्वान् सर्वत्र पूज्यते

The ruler is respected in his country, the scholar everywhere

IIF, founded in Delhi in 1987, as a Non-profit (Not-for-Profit) Equal opportunity; Research based educational institution to promote Education, Research, Training and Consultancy in finance, has made distinguished scholarly contributions which have been acclaimed nationally & internationally. IIF has signed MOUs with over 85+ Universities, Associations, Research Institutions, International Agencies and MNCs Worldwide in last 39 years. **IIF is unique and is the only organisation of its kind in India and laid the foundation of Business Finance education in India under the leadership of Prof. Dr. hab. J.D. Agarwal (Founder Chairman & Director).**

FINANCE INDIA :
The Quarterly refereed Journal of Finance



**FINANCE
INDIA**

VOL. XXXI NO. 1
MARCH 2020
ISSN 0971-2772

The quarterly journal of Indian Institute of Finance

IIF founded in 1987 is An Island of Excellence in the World of Finance

www.iif.edu

www.financeindia.org

www.iifbs.edu

www.iifccms.edu.in