

# DEPARTMENT OF COMMERCE & BUSINESS ADMINISTRATION

ACHARYA NAGARJUNA UNIVERSITY, NAGARJUNA NAGAR – 522 510.

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Dear Colleague,

## Call for Papers

# Customer Relationship Management (CRM)

## National Seminar Sponsored by Andhra Pradesh State Council of Higher Education (APSCHE) on 8-9, Oct., 2010

Customer Relationship Management (CRM), is a process of establishing, maintaining and creating relationships with consumers as well as business partners or associates. The process of CRM differentiates, attracts, and categories customers to integrate in the value chain of products and services. Simple thrust of CRM is retention of the customer for the profitability of the firm over the long run.

Customer relationship builds along lines of the growth of the products and services. Superior values and Six Sigma Quality brings customers closer to the organization and loyalty grows as more and better products are accepted. As the relationship grows some of the loyal ones will become partners.

As Internet grows with wider penetration of Broadband and Cell phones, many organizations have deployed “Web Sites” to provide up to date information to customers as well as to track customer feedback in minutes. Information flows to people at CRM rapidly through internet or mobile phones and decisions have to be made quickly. There are number of software products such as SAP, Oracle financials, etc., dominating the CRM Sector to make this a “Key” area in Management.

CRM is a powerful functional area of Marketing Management. Marketing and the marketing communications mix are changing. New opportunities, new threats, new tools and innovations are emerging. Thus the CRM is increasingly gaining importance among economists and business practitioners. It is enhancing life time value of customers and developing relationship with profitable customers. Thus long term relationship is developing with all the stakeholders viz suppliers, intermediaries, partners and employees. Ultimately CRM is allowing organizations not only retaining customers but also enabling more effective marketing practices, creating intelligent opportunities for cross selling and opening up the possibility of rapid introduction of new brands of products.

We welcome research papers from Academicians, Research Scholars and hard thriving business professionals on topics listed below and related to CRM on the

**“CRM National Seminar sponsored by Andhra Pradesh State Council of Higher Education on 8-9, Oct., 2010”**

**Abstract** must reach the Director by 31-08-2010, **Notification** of Acceptance by 06-09-2010, **Full Paper** must reach the Director by 20-09-2010 and **Registration** of the seminar on or before 28-09-2010.

Format: A4, 1.5 line Space, 1" margin 4 sides, No more than 6 pages, 11 pt Times New Roman  
Abstract and Full Paper must be sent as a hard copy as well as a soft copy in CD in MSWord

**Registration Fee:**

Rs. 300/- for Scholars / Students (Submit proof),

Rs. 600/- for Academicians

Rs. 1500/- for Professionals from Industry

Kindly send registration fee drawn in favour of Director CRM 2010 ANU, payable at Andhra Bank, Code 9187, ANU Campus, Nagarjuna Nagar, Guntur District in the form of DD or Banker Check on or before 28-09-2010.

The following are the seminar topics:

1. Emerging Concepts of CRM

2. Technological tools for CRM

3. New Innovations in CRM

4. CRM in services sector

- Hospitality

- Healthcare

- Information Technology

- Education

- Telecom

- any other sector related to CRM

5. CRM in financial services viz in retail banking, Indian Insurance Sector, etc.

6. Knowledge Management in CRM

**About the University:**

Acharya Nagarjuna University has been established since 1976. It has been thriving and catering the educational needs of Guntur, Krishna and Prakasam districts, especially the rural students. University has many departments, more than 45 and recently in June 2010 has created College of Arts, Commerce and Law, College of Science, College of Pharmacy, College of Physical Education, College of Architecture and Planning and College of Engineering. University has more than 500 affiliated colleges. University is regarded a pioneering institute in developing Research Scholars, Post Graduates and Under Graduates for well over 35 years in Andhra Pradesh.

**About the Department:**

Department of Commerce and Business Administration has been established in 1967. MBA programme was offered since 1978. This department offers Doctoral and Master of Philosophy programmes in Commerce and Management besides MBA and M.Com. There are sister programmes of Master of International Business, Master of Human Resource Management, MBA (Hospital Administration) and Master of Tourism and Hospitality Management. This department has 11 Professors, 4 assistant professors, more than dozen visiting faculty and over 100 research scholars on rolls. This department has produced some of the outstanding personalities that represent the university globally. There has been great deal of progress made in carving a niche for commerce and business administration studies throughout India in last 32 years.

**Kindly circulate this among your colleagues.**

Yours Sincerely,

**For Further Details Contact:**

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