Scope of the study

The existing literature suggests that four distinct factors should be captured: (1) building and managing ongoing customer relationships delivers the essence of the marketing concept (Webster 1992; Morgan and Hunt 1994), (2) relationships evolve with distinct phases (Dwyer, Schurr and Oh 1987), (3) firms interact with customers and manage relationships at each stage (Srivastava, Shervani and Fahey 1998), and (4) the distribution of relationship value to the firm is not homogenous (Mulhern 1999; Niraj, Gupta and Narasimhan 2001).

For example, a student might interact a student for a current programme but also as an alumina for another programme, as well as having different types of interactions (transaction, information request, and complaint) which may change over time. A CRM process on the customer-facing level would capture these interactions and would result in coordinated and well-defined actions through different functions based on the generated intelligence.

The respondents in this research work are students & based on their feedback a CRM model has been worked out, which will be helpful for the academic institutions to implement CRM.

The focus area of my research work is to understand the level of the students – institution relationship in management institutions in Pune city and the role CRM Implementation, Organizational Alignment and Technology play on student - institution relationship.

The study also tries to identify and provide the parameters for selection of colleges by students & factors leading to affinity & relationship with the colleges.

The suggestions & recommendations will help the academic institutions to plug the deficiencies in the relationship management systems.