

DECLARATION

I declare that the thesis entitled “AN ANALYTICAL STUDY OF CRM IN IT SERVICES FIRMS IN PUNE AND ITS IMPACT ON FIRM PERFORMANCE” submitted by me for the degree of Doctor of Philosophy at Savitribai Phule Pune University (Pune, India) is the record of work carried out by me during the period from 17/06/2013 to 20/07/2016 under the guidance of DR. ROSHAN KAZI and it has not formed the basis for the award of any degree, diploma, associateship, fellowship, titles in this or any other University or other institution of Higher learning.

I further declare that the material obtained from other sources has been duly acknowledged in the thesis.

Date:

Atiya Naaz S. S. Bukhari
(Signature of the Candidate)