

INFLUENCE OF CUSTOMER RELATIONSHIP MANAGEMENT ON THE BUSINESS PERFORMANCE OF SMEs: IN CASE OF MANUFACTURING INDUSTRY, SRIKAKULAM

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ABSTRACT

CSR as a focal point for the development of the business performance of small and medium scale manufacturing industries is found meager for the way firms treats its customers and other related communities have generated a gap by missing professional approach. The main objective of the study is to find the influence of customer relationship management on the business performance of SMEs. The descriptive cross-sectional design with a survey method was used to serve the purpose of this study. The research was carried out with a sample consisting of small and medium firms by drawing a sample of 131 respondents through purposive sampling. CSR influences on the performance of SMEs and presents the advantages to the industry with significant development and betterment in Growth of Sales, Growth in Return on investment and Profit margin in Sales has been found significant. Suggestions are made out of the maximum possible chances to be obtained by the firms taking their abilities into consideration.

KEYWORDS: CRM, SME, Growth of Sales, Growth in Return on Investment and Profit Margin in Sales