INTERNATIONAL RESEARCH JOURNAL OF COMMERCE, ARTS AND SCIENCE

An Internationally Indexed Peer Reviewed & Refereed Journal

Impact Factor* : 2.9301

Ref:CASIRJ/2012/A107195

DOI : HTTPS://DOI.ORG/10.32804/CASIRJ

ISSN 2319 – 9202 (O)

THIS CERTIFIES THAT

DR. G. CHINA BABU

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

THE IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON SMALL AND MEDIUM ENTERPRISES PERFORMANCE

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 3 , Issue – 2 May , 2012

Editor in Chief