

INTERNATIONAL RESEARCH JOURNAL OF MANAGEMENT SOCIOLOGY & HUMANITIES



An Internationally Indexed Peer Reviewed & Refereed Journal

Impact Factor* : 3.7401

Ref:IRJMSH/2011/A105172

DOI : [HTTPS://DOI.ORG/10.32804/IRJMSH](https://doi.org/10.32804/IRJMSH)

ISSN 2277 – 9809 (0) 2348 - 9359 (P)

THIS CERTIFIES THAT

D.SRINIVAS

HAS/HAVE WRITTEN AN ARTICLE / RESEARCH PAPER ON

RECENT TRENDS IN MARKETING STRATEGY IN BANKING SECTOR

APPROVED BY THE REVIEW COMMITTEE, AND IS THEREFORE PUBLISHED IN

Vol – 2 , Issue – 1 Apr , 2011



Editor in Chief

www.IRJMSH.com



Computer Science Directory

