## International Journal of Customer Relationship Marketing and Management

January-March 2012, Vol. 3, No. 1

## **Table of Contents**

## RESEARCH ARTICLES

- 1 Dimensions of CRM Effectiveness and its Effect on Relationship Quality C. Padmavathy, National Institute of Technology, Tiruchirappalli, India V. J. Sivakumar, National Institute of Technology, Tiruchirappalli, India
- 18 Development of a 'Consumer Perceived Value Scale' (SPERVAL Scale) in the Context of Services Industry

  Jyoti Sikka Kainth, University of Delhi, India

Jyoti Sikka Kainth, University of Delhi, India Harsh V. Verma, University of Delhi, India

- 43 The Antecedents and Consequence of Customer Relationship Management Performance: A Preliminary for Structural Equation Modeling Samsudin Wahab, Universiti Teknologi MARA, Malaysia
- **A Literature Review and Classification of Relationship Marketing Research** *Ashish Gupta, Motilal Nehru National Institute of Technology, Allahabad, India G. P. Sahu, Motilal Nehru National Institute of Technology, Allahabad, India*