

# Article Review Report



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## ORIGINAL ARTICLE

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### A STUDY ON CUSTOMERS SATISFACTION TOWARDS E-BANKING SERVICES IN THANJAVUR DISTRICT



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## **REVIEW OF THE ARTICLE**

### **A Study On Customers Satisfaction Towards E-banking Services In Thanjavur District**

Dr. S. Prabhu

#### **ABSTRACT:**

The TITLE matches with the contents of the paper Information and Communication Technology (ICT) came into picture in the year 1980 in banking industry. There were different phases introduced during the evolution of ICT in the banking sector. New generation private sector banks was started by opening up in the third phase, these banks opening the branches with small network under the computerized environment and they introduced the networking concept and centralized operations.

#### **INTRODUCTION:**

The introduction provides a good, generalized background of the topic that quickly gives the reader an appreciation Information and Communication Technology (ICT) came into picture in the year 1980 in banking industry. There were different phases introduced during the evolution of ICT in the banking sector. In 1980, second phase of development took place for reduced the time on carrying out the activities as well as providing the service to the customer in the front office and back office operations were automated.

#### **METHODOLOGY:**

The present study was exclusively realized on secondary data sources. It was purely descriptive type of research since it describes the facts relating to the problem. After identification of branches, the researcher visited banks under study. The personal judgment method has employed for the selection of banks, where two banks chosen for the study. The sample size was fixed at 600 customers.

#### **PRESENTATION OF RESULTS:**

The amount of data presented was sufficient and appropriate The banking business is becoming more and more multifaceted as a result of liberalization and globalizations. With hostile marketing strategies for making business opportunities, banks have developed innovative products, keeping in view the needs of different classes of individual customers. Banks may pursue a feedback system to know the customers' expectations for improving the level of customer satisfaction to the maximum level.

#### **REFERENCES:**

Prior publication by the author(s) of substantial portions of the data or study was appropriately acknowledged.

#### **RELEVANCE:**

The study was relevant to the mission of the journal or its audience. The study addresses important problems or issues; the study was worth doing.

## FUTURE RESEARCH SCOPE:

1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
3. Regarding Professor Promotion  
(<http://academicprofile.org/Professor/regardingPromotion.aspx>)
4. Fellowship for Post Doctoral (<http://academicprofile.org/Professor/FellowshipForPD.aspx>)
5. Online Course on Research (<http://onlineresearch.in/Default.aspx>)

## SUMMARY OF ARTICLE

		Very High	High	Average	Low	Very Low
1.	Interest of the topic to the readers			✓		
2.	Originally & Novelty of the ideas		✓			
3.	Importance of the proposed ideas			✓		
4.	Timelines	✓				
5.	Sufficient information to support the assertions made & conclusion drawn		✓			
6.	Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7.	References & Citation(Up-to-date, Appropriate Sufficient)			✓		

### Future Research Suggestions

This Article can expand further research for MINOR/MAJOR Research Project at UGC

