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| Title | **Identifying Post-Implementation Success Factors of Relationship Marketing: A Study on Private Banking Industry in Bangladesh** |
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| Abstract |
| This study aims to identify the most critical success factors of post-implementation relationship marketing (RM) for private banks in Bangladesh. Feedback was collected from relationship managers of five leading private banks on ten items of RM. Principal component analysis categorized these items into three factors: operational, competence, and satisfaction, which influence the post-implementation success of RM in Bangladesh's private banking sector. |
| Sustainable Development Goal(s) (SDG) |
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