

## Quadrant III – References/Web links

**Paper Code: COG138**

**Module Name: Meaning & definition of e-CRM, Phases of e-CRM**

**Module No: 15**

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### Offline Resources:

- C.S.V., M. (n.d.). *e-Commerce: Concepts, Models, Strategies*. . Himalaya Publishing House.

### Online Resources:

- Kokemuller, N. (2019, January 25). *The Three Phases of CRM*. Retrieved from BizFluent: <https://bizfluent.com/info-8385706-three-phases-crm.html>
- Prakash, P. ( 2018, February 27). *Three Phases of E CRM (E - Business)*. Retrieved from Blogspot: <http://profprakashcommerce.blogspot.com/2018/02/three-phases-of-e-crm-e-business-unit.html>
- S, D. (n.d.). *E-CRM: Meaning, Evolution and Benefits*. Retrieved from Business Management Ideas: <https://www.businessmanagementideas.com/crm/e-crm/e-crm-meaning-evolution-and-benefits/3688>
- Shapaka, N. (n.d.). Electronic Customer Relationship Management E CRM. *Academia*, 12.

