

Acceptance Letter

To,
Shantnu Kumar,

We are pleased to inform you that the research paper / article titled "**A study on the effectiveness of customer relationship management and cross selling strategy in the changing globalized and competitive banking environment**" submitted by you, has been selected for publication in Volume 4 Issue 3 dated 22nd December 2021, in **Airo International Journal**.

We wish you a bright research and academic prospects ahead.



Swati Gupta
Authorized Signatory
Editorial, Airo Journals

Terms and Conditions apply

- Rules of Plagiarism and Copyright of the content apply
- Author is always responsible for copyright Issues and Plagiarism status as per the rules
- The Author has already declared about the genuineness of the content of his paper/ article and his personal information
- Publisher has full right to remove the papers/articles from the website, if any information /data is found adverse