

**A STUDY ON THE IMPACT OF FINANCIAL TECHNOLOGY (FIN-TECH) ON CUSTOMER RETENTION IN COMMERCIAL BANKS WITH SPECIAL REFERENCE TO CHAMARAJANAGARA TOWN**

Dissertation submitted to University of Mysore

**DEPARTMENT OF COMMERCE**

**SUBMITTED BY**

**Praveen Kumar K**

Final year M.Com

(Register No: P01ZW21C0016)

**UNDER THE GUIDANCE OF**

**Chethan S**

Guest Faculty

Department of Commerce

Dr. B.R. Ambedkar Post Graduate Centre

University of Mysore

Suvarnagangotri, Chamarajanagara- 571313

**AUGUST 2023**

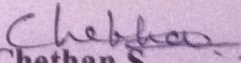
**UNIVERSITY OF MYSORE**

**Dr. B.R. AMBEDKAR POST GRADUATE CENTRE  
SUVRNAGANGOTRI, CHAMARAJANAGARA-571313**

**CERTIFICATE**

I hereby certify that Dissertation Work entitled "A STUDY ON THE IMPACT OF FINANCIAL TECHNOLOGY (FIN-TECH) ON CUSTOMER RETENTION IN COMMERCIAL BANKS WITH SPECIAL REFERENCE TO CHAMARAJANAGARA TOWN" is an authentic record of the bonafide Dissertation Work carried out by Mr. Praveen Kumar K (Register No: P01ZW21C0016) a student of IV semester M.Com, under my guidance and supervision for the partial fulfilment of M.Com degree in the Department of Commerce, Dr. B.R. Ambedkar Post Graduate Centre, University of Mysore, Suvarnagangotri, Chamarajanagara.

This dissertation or any of it has not been previously submitted for the award of any degree or diploma or other similar title to any other university.

  
Chethan S

Guest Faculty  
Department of Commerce  
Dr.B.R. Ambedkar PG Centre  
University of Mysore  
Suvarnagangotri, Chamarajanagar

Date: 31/08/2023

Place: Chamarajanagara