

Cygnus Management Insight Financial Services

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Cygnus

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SYNOPSIS

Economic liberalisation in India marked the emergence of specialised distribution and advisory services in financial services industry. These dramatic changes have characterised the success factors of the industry. The main objective of financial sector reforms was to promote an efficient, competitive and diversified financial system in the country. As a result, Indian financial services emerged as a very dynamic industry, offering most prudent services to the potential investors. With the growth of strong primary market, India witnessed the emergence of many private sector financial services. Financial instruments, major market players and specialised institutions together brought a sea change in the financial services market. The changing scenario calls for best management practices. The financial services industry needs well-armed managers to manage the wealth of private and corporate investment.

In view of the potential of Indian financial services industry, Cygnus Research has come out with the report titled *Management Insight – Financial Services*. The report has five chapters and covers operation management, micro finance and its management, customer acquisition and servicing, managing a financial services organisation in the present environment, emerging trends, and issues and challenges.

The report will be useful for MBA students enrolled in finance stream, independent researchers and faculties of MBA institutes, foreign investment companies and investors, and various financial institutes.

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