


**Table 8.1: Summary table to link the questions as per the discussion guide (Appendix A), the propositions and main findings (Chapter 7).**

<b>Question</b>	<b>Proposition</b>	<b>Main finding</b>
<p>13.1 New economy leadership impacts on customer relationship management/managers-discuss statement.</p> <p>13.2 Is it a positive or negative impact?</p>	<p>P1: New economy leadership has an impact on customer relationship management (CRM).</p>	<p>13.1 The research indicates that new economy leadership impacts on customer relationship management/managers.</p> <p>13.2 New economy leadership impacts positively on customer relationship management and on relationship managers.</p>
<p>18.1 Does ABSA PFS integrate new economy leadership principles with its relationship marketing strategies?</p> <p>18.2 What impact does new economy leadership have on relationship marketing?</p>	<p>P2: New economy leadership has an impact on relationship marketing.</p>  <p>The logo of the University of Johannesburg, featuring two stylized birds facing each other with a book between them, and the text 'UNIVERSITY OF JOHANNESBURG' below.</p>	<p>18.1 ABSA PFS does integrate new economy leadership principles with its relationship marketing strategies.</p> <p>18.2 New economy leadership has a positive impact on relationship marketing.</p>