Acknowledgement

"I just want to thank everyone who made this day possible"

A Journey is easier when you travel together. Interdependence is certainly more valuable than independence. This thesis is the result of three and half years of work whereby I have been accompanied and supported by many people. It is a pleasant aspect that I have now the opportunity to express my gratitude for all of them. This is an impossible task, I am going to try anyway, and if your name is not listed, rest assured that my gratitude is not less than for those listed below.

“Gurur Bramhaa Gurur Vishhnu Gurudev Maheshwara
Guru Saakshaat Parambramha Tasmai Srii Gurave Namah”

With a deep sense of gratitude, I wish to express my sincere thanks to my supervisor and my Guru Dr. L. N. Dahiya, former Pro-Vice Chancellor of Maharshi Dayanand University, Rohtak and Professor at the Department of Commerce, Maharshi Dayanand University, Rohtak, for immense help in planning and executing the works in time. The confidence and dynamism with which Prof. Dahiya guided the work requires no elaboration. His overly enthusiasm and integral view on research and his mission for providing ‘only high quality work and not less than’, has made a deep impression on me. I owe him lots of gratitude for having shown me this way of research. What I have known today about the process of research, I learned from Prof. Dahiya. He could not even realize how much I have learned from him. Besides of being an excellent supervisor, during these years I have known Prof. Dahiya as a honest, sympathetic and principled person. His company and assurance during the time of crisis would be remembered lifelong. I am very thankful to ‘God’ that I have come to know Prof. Dahiya in my life.

My sincere thanks are due to Dr. S.S. Chahal, the former Head, Department of Commerce, for giving me the permission to commence this thesis in the first instance and to use the departmental facilities to do the necessary research work. I would like to thank Dr. S.D. Vashistha, Professor at the Department of Commerce, M.D. University, Rohtak, who mentioned my work and took effort in reading and providing me with valuable comments on earlier version of this thesis. I specially thank Dr. S.N. Mittal, Dr. A.S. Chhillar, Dr. (Mrs.) Geeta Manmohan and Dr. M.S. Malik, who kept an eye on the progress of work and were always available when I needed their advises. I feel highly indebted to Dr. Ravinder Vinayek, and Dr. Narender Garg for the help extended to me when I approached them and the valuable discussion that I had with them during the course of research. I have furthermore to thank, Dr. R. S. Saini, and Dr. Rajpal Singh, and for providing me constant encouragement. I will be failing in my duty if I do not thank the administrative staff of this department for their timely help.

I am also very grateful to many-many other people, who have helped me not to get lost during the development of this thesis by taking out valuable time from their extremely busy schedules to read, comment, clarify and argue a lot of issue discussed in the present
thesis. But, I particularly appreciate the assistance of Dr. Kamal Jain, Dr. D.C. Sah, Dr. Y.S. Sisodia, Dr. D. Chennappa, Dr.M.M. Kothari, Dr. Jasmes, Harris, Sir, Dr. R.S. Chaudhary, Dr. James Mathew, Dr. R. S. Yadav, Dr. John Albrecht, Dr. Boudewijn Bouchkaret, Dr. S. Goswami, Dr. Jagdish Prasad, Mrs. Seema Mahlawat, Dr. Ashima Goel, Dr. Thomas Eger, Dr. Manfred Holler, Dr. S.C. Malik and Dr. Sandeep Joshi. I have also benefited from individuals I can not name, including the anonymous referees of my published work in various journals, who in some instances have been very helpful, and the participants at various seminars and conferences at which I have made the presentations.

I am highly obliged to Mr. Sameer Mahfawat and Mrs. Doonam Singh, for looking closely at the final version of the thesis for English style and grammar, correcting both and offering suggestions for improvement, but, I have stubbornly resisted some proposed changes and take full responsibility for the language. My special thanks are also due to Dr. D.P. Singh, Professor at Department of Research Methodology, Tata Institute of Social Science, Mumbai for suggesting me to apply the most simple and result oriented statistical tools.

My sincere thanks are also due to authorities of Library of M.D. University, Rohtak; Institute of Management Studies and Research, Rohtak; Centre for Development Studies, Thiruvananthapuram; Institute of Economic Growth, New Delhi; Rattan Tata Library, New Delhi; Madhya Pradesh Institute of Social Science, Ujjain; Panjab University, Chandigarh; University Business School, Chandigarh; Institute of Technology and Science, Ghaziabad; Indian Council for Social Science and Research, New Delhi; Indira Gandhi Institute of Development Research, Mumbai and Tata Institute of Social Science, Mumbai for extending their full cooperation by making available the material required for laying the foundation of the study. Many names need to be mentioned when it comes to acknowledge the respondents of present study, but, without individually mentioning the names, I convey my sincere thanks to all the respondents of the study, who spared their valuable time and provides all necessary information required for the purpose of research. They are, indeed the key factors of the present research, without their help, I would not have been able to finish my work. I am very grateful for the scholarship from M.D. University, Rohtak, without which writing this thesis might not be possible. It is also my humble duty to acknowledge with thanks the indirect, though potential help extended to me by the eminent authors whose work I have quoted in the body of the manuscript. I am particularly benefited from the research ideas of Kevin Werbach; Jason Garrido; C. Shapiro; H. Varian; Ricardo Semler; Ravi Arora; D.K. Bawant; Ravi Kalakota; Andrew, B. Whinston; Pavan Duggal; Seetharaman; V. Thyagarajan; Khatibi, Ali; Smith; Yannis Baks; Erik Brynjolfsson and John Little. I have also been assisted by my friends at the various stages of this work. For this, I specifically thank to Sandeep Arya, Aman Nagpal, Anurag Bhardwaj, Ranjan Kumar Dash, Satya Dev Kaushik, Deepak Sharma, Ravinder, Sanjeeet Gulia, Mukesh Jain, Dinesh Gupta, Bijender Gupta, Manju, Vivek Mehta, Ajay Singh, Anurag Nandwani, Suresh Wadhwa, Rajiv Saini, Vikas Saini, Ashwani Grewal, Naveen, Sandeep Chahal, Sudanshu Kumar and Ashok Malik. Special thanks are due to my friend, Rohit Rohilla
who helped to keep my spirit up through the years in which no one student seemed to think that e-commerce was an appropriate subject for research. I am grateful for his mentoring and friendship over the years. I will always remember our daily walks and discussions out in the lunch break. Thank you very much Suman, for having unconditional love and faith with my life and work. She has always been a source of stimulation and motivation for me. I often found myself writing for her attention. Her true spirit and sacrificing nature always motivated me to do good things in life.

No words can adequately express my gratitude to my family. I feel deep sense of gratitude for my parents who formed part of my vision and taught me the good things that really matters in life. I am indebted to my parents for always being there for me and for always believing in me. I am grateful to my brothers Sanjeet Singh and Manjit Singh, for rendering me the sense and value of brotherhood. They rendered me enormous support during the whole tenure of my research. I owe to my sister Rekha for her silent prayer for my work. The encouragement and motivation that was given to me carry out my research work. I am also very thankful to my nephews ‘Sachin’ and ‘Nitin’ and niece ‘Parishaa’ for their naughty and stupid activities to relax me out of tension during the course of work.

I am also grateful to Surjeet Malik and Rakesh Sangwan for their careful and patient assistance with the manuscript preparation. Last of all, I express my indebtedness to all those who have not been explicitly mentioned above but have been working ceaselessly behind the scene and have made a substantial contribution to this exercise. The chain of my gratitude would be definitely incomplete if I would forget to thank the almighty of God. Ultimately, the God is behind all success—human beings only plan but results are attributed to him, hence my most ‘Pranamas’ in his feet for this humble work.

Despite all of this able assistance, I accept full responsibility for any flaws in the content of present research work. I have been joy to craft it, and I hope that it will help to advance the field of ‘E-Commerce in India’.

With Gratitude and Respect

Sumanjeet