ACKNOWLEDGEMENT

I am bound to thank and remember the contributions of Sri. P.AYYA NADAR (late), Smt. JANAKI AMMAL (late) founders and Sri A.GRAHADURAI (late) former President in making the institution – Ayya Nadar Janaki Ammal College, Sivakasi, magnificent by their munificence.

Let me place on record my profound sense of gratitude to Thiru. A. VAIRAPRAKASAM, former Secretary, Thiru. V. AYYAN KODISWARAN, B. Tech., Correspondent and Thiru. A. RAMAMURTHY, B.Com., President, Ayya Nadar Janaki Ammal College, Sivakasi for providing permission to carry out research work with all necessary facilities.

I am deeply obliged and thankful to Dr. S. BASKARAN, M.Sc., Ph.D., former, Principal and Dr. V. PANDIYARAJAN, M.Sc., M.Phil., B.Ed., Ph.D. Principal, Ayya Nadar Janaki Ammal College, Sivakasi for their appreciation towards academic excellence.

I am immensely grateful to my guide Dr. A. JOSEPH XAVIER, for his valuable guidance, stimulating ideas, encouragement, cooperation and for his critical and constructive comments to complete this research work in a successful manner.

I am extremely happy to extend my sincere thanks to Dr. S. ELANGOVAN, former, Head, Department of Commerce (UG), Dr. C. VINAYAGA SUNDARAM Head, Department of Commerce (PG) and Dr. M. S. MURUGAIYAN, Assistant Professor in Commerce and other Faculty members of Commerce, Ayya Nadar Janaki
Ammal College, Sivakasi, for their encouragement and keen interest throughout my research endeavour.

I am deeply obliged and thankful to Mr. T. KASIRAJAN, Mr. P. RAJASEKARA PANDIAN, Mr. K. PRASANNA KUMAR and Mrs. A. RAJAMMAL, library staff of Ayya Nadar Janaki Ammal College, Sivakasi, for their help during my literature collection.

I am very much indebted to my father Late Mr. K. S. KRISHNAMACHARY, B.A. even, during the time of counting his life (on 29/08/2013) also he advised me to finish Ph.D. so on. I think his last desire is to see me as Doctorate of Philosophy degree holder. He looked my child after his 83 years of age. I would like to thank my mother Mrs. K. S. K. PARAMESWARI, who took care my child (5 years) from her birth and encouraged all my development activities in my career and personal life. I want to show my gratitude to my husband Mr. C. S. K. SRIDHARAN. He encouraged me for my higher studies. He helped me not only in my academic life but also in family life. He supported me in all activities. I thank my daughter Ms. C. S. ANNAPOORANI. She sacrificed much their lonely due to my non-accompanying with my child being I am a responsible job.

Above all, I would like to thank the God Almighty for showering the boundless blessings on me and I thank my friends, well-wishers, students and the vibrant team of research scholars, near and far.

Place : Sivakasi,  
Date : 

(K.S.K.MALLIKA)

CONTENTS