Preface

My journey towards this Ph.d Thesis started in 2011. It was my Father Mr. Madan. M Kaushal (Senior Advocate in field of Corporate Affairs) who taught me to follow passions: to dream about things worth pursuing and then to go for them. Without this foundation I probably would not have dared to study an emergent subject which, at the point I started this work, still had a very unclear future, to use unconventional research methods, or to cross boundaries in order to get where I wanted to be.

However, passion alone is not enough. This work has been supported by the company I work at, M/s. KLA Management Consultants Pvt. Ltd., which is currently working on reinventing itself. Doing PhD research outside of conventional academic settings is a challenge, but it also provided opportunities to learn from working with others in multidisciplinary projects and to make choices that would not have been possible otherwise. In particular, I would like to thank Prof. Dr. Mahendra Tiwari Associate Professor, Jagannath University, Jaipur. (Rajasthan) and my Professor at UILMS, Gurgaon(Haryana), Dr. Kailash Kumar, Assistant Professor, for coaching me through the early steps of learning how to be a researcher and being a role model in many other ways, and Mrs. Sadhana Kaushal my mother for shielding me from the project demands towards the end of the PhD, so I could have time and space necessary for converging.

While working on a PhD is a lonely endeavour, it is also not possible without others. My PhD work was supervised by my father Mr. Madan. M Kaushal (Senior Advocate in field of Corporate Affairs), who believed that eventually something valuable would emerge from fuzzy pictures presented in various drafts, who asked questions that forced me to define and defend my choices and guided me through the process of developing confidence as an academic. I am also grateful that I had support of colleagues back in the office: thank you, my Sister Dr. Soni Sardana and her better half Dr. Puneet Sardana and last but not least my niece Ms. Akshara Sardana for being there for me to work out ideas and to get through the process at the toughest times, for picking it up at the finishing stretch, inspiring comments and emotional support.

Furthermore, I would like to thank my Parents Grandparents Late Shri. Vidya Sagar Kaushal, Late Smt. Ved vati, Shri. Krishan Lal Manaktala and Late Smt. Sarla Devi for their blessings and valuable love and always being a support in promotion of education of Girl child, who have given me the opportunity and freedom to determine the direction of my research, along the lines that I thought was best. Many thanks also to the members of assessment committee for spending time on evaluating my thesis, and for providing useful comments and suggestions.

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