ACKNOWLEDGEMENTS

The present study would not have seen the light of the day without the constant support of many individuals. I acknowledge the assistance, help and guidance of many who helped me in the completion of my research work.

First of all I wish to express my deep sense of gratitude to my revered teacher, mentor and Research Guide Dr. P. Pakkerappa, Professor of Human Resource Management, Department of Business Administration, Mangalore University, Mangalagangotri, for his valuable guidance, constructive criticism and generous support and suggestions at all stages of this research work. I am highly indebted to my research supervisor who did not spare any effort to put me on the right track while I was struggling hard to execute the plan and his timely assistance, guidance, help and encouragement at every level and his meticulous approach in designing the entire scheme of research chapter-wise, have culminated in giving a final shape to the research project undertaken for the study. Language always falls short of expressing one's gratitude, feelings and one's deeply embedded thoughts and now exactly placed in such a predicament situation where I will not be able to repay anything to clear my debt to the supervisor save to remain as his loyal student throughout my career. The entire credit on the score goes to my supervisor and for the shortcomings and lapses, if any, to none other than the scholar himself. This onerous and indomitable endeavor would not have been possible without his constant, intellectual guidance, moral support and inspiration.

I acknowledge my gratitude to Mangalore University for permitting me to pursue my doctoral studies. I acknowledge the officials of Mangalore University for their unstinted co-operation, help and support at different stages right from commencement to completion of the research project but for whose positive and affirmative approach; the entire research piece would not have seen the light of the day. Indeed, I am grateful to all of them and I continue to remember their valuable advice, services and recommendations all through in times to come.

and other members of the faculty in the Department of Business Administration, Mangalore University for the help rendered to me in the completion of this thesis work. I owe my gratitude to Mrs. Shailja T.G, Mrs. Irene Pinto, Ms. Prathima, Ms. Pavithra, Ms. Sharada, Sri. Mohan T for their help and co-operation.

I am deeply indebted to Rev Dr.(Fr.) Thomas C. Mathew, Vice- Chancellor Christ University, Dr. (Fr.) Varghese K.J, Chief Finance Officer, Christ University, Prof. J. Subrahmanian, Registrar Christ University, Prof. Tomy K. Kallarakkal, Head, Department of Tourism Studies, Christ University for their encouragement and co-operation during my research study. I fail in my duty if I do not thank my colleagues in the Department of Tourism Studies, Christ University- Dr. Suja John, Mrs. Bindi Varghese, Mrs. Mugdha Kulkarni and Mr. Hari U for their encouragement and co-operation during my research work.

I owe special debt of gratitude to Dr. Basheer Ahmed Khan, Professor, Pondicherry University, Dr. K Eresi, Professor Bangalore University, Dr. B. C Sanjeevaiah, Professor, Bangalore University, Dr. V. Murugaiah, Professor, Davengere University, Dr. Made Gowda, Professor, Kuvempu University, Dr. N Sambashiva Rao, Professor, Andra University for their blessings and encouragement during different stages of my research.

I will be failing in my duty if I do not acknowledge with thanks the respondents and the varied services rendered by the officials of Air India, Jet Airways, and Kingfisher Airlines for their assistance and support for the completion of my research work.

My sincere gratitude to my fellow researchers in the Department of Business Administration at different times, particularly to Dr. M. Ramachandra, Dr. Balakrishna C. H, Mrs. Rashmi Kodikkal, Mr. Kushalappa, Mr. Radhakrishna, Mr. Panduranga Nayak, Dr. H V. Somayyaji, Dr. Prakash Pinjo, Dr. Subraya Pai for their encouragement during my research study.

I have been helped by many more students and colleagues than I can honor here. However my special thanks to the students of MTA and B.Com Tourism, Christ University for helping me to administer the questionnaires to the respondents from
different airlines. I would like to make a special mention of Mr. Vinayak M who have been a constant support for me and I thank him for putting up my long hours on the table and the computer. I also thank Mr. Sinjo Sebastian, Sabin M A and Bhavana, Alphy Alphonse, Neenu Antony, Jomis, Lijo, Jomin, Kaushalendra, Rabia for their help in the completion of my study.

I express my deep gratitude to my friends Mr. Jubin Antony and Mr. Salim J for their assistance and support in the completion of my research work.

I am grateful to all who are responsible for igniting the academic spark in me and for reposing tremendous courage, faith and trust in me and for their continuous support and motivation with out which this research work would not have seen the light of the day.

Lastly I am grateful to my parents and family members and also to my wife and to the great God Almighty as I owe everything in me to them and also for giving me the strength to undertake and complete this onerous task.

JOBY THOMAS