ACKNOWLEDGEMENTS

It gives me great pleasure in expressing my sincere and heartfelt gratitude to Dr. Mukesh Dhunna, Professor, Institute of Management Studies and Research, Maharshi Dayanand University, Rohtak for his keen insights, incessant encouragement and constant guidance throughout the work reported in this research.

My appreciations are also due to Dr. H. J. Ghosh Roy, Reader, IMSAR, M. D. University, Rohtak for his moral support whenever I was feeling tried and out. It would also like to express my sincere thanks to Dr. Sanket Vij, Associate Professor, SBM Institute of Management for his continued support and encouragement.

I am heartily grateful to Dr. Ajay Rajan, Director, IMSAR, M. D. University for his support extended to me during course of the study. I am also grateful to all the respondents who have spared their valuable time to complete the questionnaire and furnished the data for the research. I am also grateful to all the academicians and scholars whose research works are included in the study. It is only due to their research efforts that I had a foundation to work on rather than starting from the scratch.

This research project was completed in an environment in which there was constant support from my family and friends. I would like to acknowledge their support provided to me.

Deepak Verma