ACKNOWLEDGEMENTS

I wish to place on record my deep sense of gratitude to my guide **Dr. K. Ramasamy**, Reader and Head, Research Centre in Commerce, Saraswathi Narayanan College, Madurai, for his excellent guidance and inspiration. He was deeply involved in the dissertation right from the formulation of the problem till its completion, and it was a rewarding experience to have worked under his guidance. I am extremely grateful to him for his valuable suggestions, encouragement and excellent coaching which helped me to complete this work in a successful manner within the stipulated time.

I wish to record my thanks to **Dr. V. Alagappan**, Professor and Head of the Department of Commerce, Madurai Kamaraj University, Madurai, for his encouragement and help in the completion of this research work.

I am indebted to **Dr. M. Jeyakumar**, Reader and Head, Department of Economics, Saraswathi Narayanan College, Madurai, and his family members who were a great source of help to me in the application of appropriate statistical techniques in this research work and completion of the thesis in time.

I sincerely express my gratefulness to the Managements and **Dr. Vicky Mercy Bai Gerold and Dr. Prema Michaeal, Former Principals** of Rev. Jacob Memorial Christian College, Ambilikkai, and **Prof. S.S. Srinivasan**, Principal, Parvathy's Arts and Science College, Dindigul, for having permitted and helped me to pursue my doctoral research work.

I am also thankful to **Prof. M. Suresh**, Associate Professor of Statistics, Tamil Nadu Agricultural University, Coimbatore, and...
Dr. A. Ramakrishnan, Retired Assistant Professor in Statistics, Tamil Nadu Agricultural University, Coimbatore, for their help in preparing the master table in MS Excel and data analysis with advanced statistical techniques, Dr. G. Kalaivanan, Selection Grade Lecturer, Research Centre in Commerce, Saraswathi Narayanan College, Madurai and Prof. T.K. Mohanram, Retired Professor, and Dr. Chandran, Department of English, Saraswathi Narayanan College, Madurai, for their guidance in the preparation of interview schedule.

I convey my heartfelt gratitude to Mr. K.R. Gopakumar and Mr. T.V. Ramakrishnan, Senior Executive Assistants, Cellular Operators Association of India (COAI), New Delhi, for their valuable message for collection of secondary data from service providers. I express my sincere thanks to the Directors and Public Relations Officer of mobile service providers for their help in the collection of data.

I extend my thanks to Prof. L. P. Ramalingam, Senior Lecturer, Research Centre in Commerce, Sourashtra College, Madurai, and his family for the excellent guidance and constant encouragement given to me throughout the period of this study.

I express my sincere thanks to the Director and Document Assistants, National Social Science Documentation Centre, Indian Council of Social Science Research, New Delhi, for their assistance in providing me necessary literature.

I convey my heartfelt gratitude to Dr. R. Srinivasan, Principal, R.L. Institute of Technology and Prof. K.R. Sundararajan, retired Head of the Department of Commerce, Saraswathi Narayanan College, Madurai, for their best wishes in pursuing my research work. I express my sincere thanks to all the faculty of our Commerce Department and all other faculties of
Saraswathi Narayanan College, Madurai, Parvathy's Arts and Science College, Dindigul and Rev. Jacob Memorial Christian College, Ambilikkai.

I am grateful to Prof. R. Srinivasagopalan, retired Professor of Business Administration, Thiagarajar College, Madurai, for his valuable help in completing the thesis.

I wholeheartedly thank Prof. G. Srinivasan, Head, Department of Commerce, Parvathy's Arts and Science College, Dindigul, for his prayer and wishes for me and effective co-operation and valuable advices for undertaking this research work.

I also express my thanks to Miss M. Meenakshi Saratha, Lecturer in Commerce, Madura College, Madurai, for her timely help in the preparation of statistical technique methods for my research work.

I bestow my sincere gratitude to all the sample respondents for their excellent co-operation in providing the required primary data and Mr. Alik, Mr. Uma Maheswaran, and Mr. Pandiyaraja, III B.Com. students of Parvathy's Arts and Science College, Dindigul, for their timely help for collection of primary data.

I am deeply indebted to my father Mr. S. Somasundaram, my mother Mrs. S. Panchamirtham, my beloved mam Mrs. R. Kaladevi Ramasamy, my brother Mr. S. Balamurugan, my sisters Miss. R. Ramya and R. Krithiga Priyadharshini, G. Sindhuja and all my family members for their valuable co-operation and encouragement throughout this study.

S. SUKUMAR