ACKNOWLEDGEMENTS

I register my deep sense of gratitude to my guide Dr. V. CHINNIAH, M.Com., M.B.A., M.Phil., B.L., Ph.D., Professor, Department of Management Studies, Madurai Kamaraj University who has been a great source of help and guidance to me. Without his valuable suggestions, constructive comments, learned guidance and encouragement this work would not have been completed.

My respectful thanks are due to Dr. C. CHANDRAN, M.A., M.B.A., Ph.D, Professor and Head and Dr. U. SURYA RAO, M.BA., Ph.D., former Professor and Head, Department of Management Studies, Madurai Kamaraj University, Madurai for having given me admission to Ph.D Degree course and for his advice and encouragement in my research work.
My grateful thanks are due to Dr. P. ANANDARAJ, M.Com., M.Phil., Ph.D., Research Associate, Department of Management Studies, Madurai Kamaraj University, Madurai and Dr. K. CHADRASEKARAN, M.S.W., M.B.A., Ph.D., Faculty, Department of Management Studies – DDE, Madurai Kamaraj University who have ably assisted me in my research work.

I also express my sincere thanks to the research scholars Mr. V. PANDI and Mrs. D. SRIDEVI RAJALAKSHMI, Department of Management Studies, Madurai Kamaraj University, Madurai for their valuable advice in the entire period of my research.

I am extremely grateful to my father Mr. U. VELLAICHAMY, my mother Thirumathi V. SOLAIAMMAL, my sisters, my brother Mr. V. SIVANMURUGAN and my friends Mr. A. SENRAJ, M.F.C., Mr. K. SENTHILNAMBI, M.C.A., M.B.A, Mr. R. SATHEESHKUMAR, M.Arch., Mr. K. PALANIKUMAR, B.E., and Mr. K. DINESH KRISHNAN, B.E., M.B.A.(UK), for their inspiration guidance and support in my entire work.

I am also grateful to Mr.N. MURUGESAN, Sri Balaji Computers, Palkalai Nagar, Madurai for his ceaseless efforts in the processing and the neat printing of my thesis work.
I cannot but record my feeling of deep reverence for and faith in the almighty for being the kindly light that showed me my way across the dark pathway.

V. MURUGAN.

CONTENTS

<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>1-24</td>
</tr>
<tr>
<td>II</td>
<td>25-51</td>
</tr>
</tbody>
</table>