ACKNOWLEDGEMENT

During the course of writing this thesis several individuals have given me their help and support. Without their crucial contributions, this thesis would not have been completed.

First of all, I assert beyond the confines of simple sense my heartfelt gratitude to my research supervisor Dr. R. NANDAGOPAL, Professor & Director, PSG Institute of Management, Coimbatore, who has invested a lot of time and effort in supporting me throughout the thesis work. His brilliant suggestions and ideas have been of the greatest importance to this thesis. Words are inadequate to express my deepest sense of gratitude to him.

Many thanks are due to both of my doctoral Committee members, Dr. H. Peerumohamed, Professor of Faculty of Management Sciences, Anna University & Dr. R. Shunmugham, Reader, School of Management Studies, Bharathiar University Coimbatore, for providing valuable comments and bringing me to the right path in carrying out this research journey.

I am very grateful to Dr. P David Jawahar, Dr N Vivek, Mr. K Arulrajan and Mr. N Sivasankaran, for spending their valuable time and effort for reviewing this thesis and suggesting suitable ideas to make this research work more effective and purposeful.

I am also grateful to everyone who has directly or indirectly helped me in completing my research work. Last but not the least, I have to place my lovable heartfelt gratitude to my parents, wife, daughter, Son, Brothers and their family members, for their constant and affectionate interest on my progress, especially for their patience throughout my entire doctoral work.

M.KANNADHASAN