ACKNOWLEDGEMENTS

It gives me an immense pleasure to express my heartfelt gratitude to a person of erudition my Research Director, Prof. T.UMA MAHESWARA RAO, M.B.A., M.Com., M.A. (Socio), M.A. (Phil.), M.Sc (Psy.), B.L., Ph.D. Principal, University College of Arts, Commerce and Law & Dean, Faculty Of Commerce and Management Studies, Acharya Nagarjuna University, Nagarjuna Nagar for his scholarly guidance, inspiring advices, constant help as well as encouragement in completing my research work.

I am indebted to Dr. J. Chandra Prasad, M.B.A., M.Com., M.A., LL.B., Ph.D. Principal, D.N.R. College, Bhimavaram, for his scholarly guidance, care and concern, continuous support in bringing out this thesis.


I also express my gratitude to the Head of the Department of Commerce and Business Administration, Prof. Noor Basha Abdul , M.Com., Ph.D., and Chairman, Board of Studies in Commerce & Management Studies, Prof. N.Vijaya Ratnam M.Com., Ph.D., for their cooperation and encouragement in designing and carrying out this thesis.

I am thankful to Prof.M.Bhaskara Rao, B.E.(Mech), PGDSOC&OR (ISI), PGDRM (IRMA), Dip.T&D (ISTD), Principal-cum-Director, and Sri. Uday Kumar, Head Of The Department, KL University B-School for their academic and administrative support in completion of the thesis work.

I am thankful to the Librarian and Staff Members of Dr. B. R. Ambedkar Memorial Library, Acharya Nagarjuna University and CIRT, Pune, and APSRTC, Bus Bhavan, Hyderabad for furnishing the relevant manuscripts, Annual and Study Group Reports.

I am highly indebted to Co-Scholars, Sri.K.Satyanarayana, Sri S. Hari Babu, Dr.A.Kondaiah Swamy, Sri.K.Prabhakar, for their consistent encouragement and moral support in successful completion of my research work.

With a deep sense of inexplicable love and affection, I indebted to my brother Sri.K.Murali Mohan, Father-In-law, Sri.C.S.Rama Krishna, and my wife Smt.Ch.Lalitha Sree and my kid Master K. Sri Charan for their whole hearted support and innumerable sacrifice to pursue this professional endeavour. I am thankful to Sri.C.V.Ramana Rao, and Sri. K. Rama Seshu for their mentorship and also thankful to Sri.Rama Seshu, Associate Professor, KL University for taking pains in correcting the draft of the thesis. I wish to express my thanks to Mr.Pavan Kumar, for his assistance in typing and printing and also thankful to all those who have either directly or indirectly helped me in completing my research pursuit.

K.BHANU PRAKASH