ACKNOWLEDGEMENT

First and foremost, I wish to record my deep sense of gratitude to my Supervisor Dr. M. SAKTHIVEL MURUGAN M.Com., ACS., M.Phil., Ph.D., AMT, PRINCIPAL, D.B. JAIN COLLEGE (AUTONOMOUS) CHENNAI- 97. He has involved himself in the project right from the formulation of the problem till its completion in the present shape. It has been a rewarding experience to work under his supervision and I find no words to express my gratitude adequately for all the trouble he has undertaken in the direction and preparation of this thesis. He has been a constant source of inspiration and encouragement to me.

I wish to express my deep sense of gratitude and indebtedness to the Vice Chancellor Dr. A.K. Kumaraguru, Registrar, Dr. S. Manickam, and Authorities of Manonmaniam Sudaranar University for having given me permission and all kinds of support for doing this research work.

My sincere thanks are to Dr. A. Suruliandi, Research Coordinator, Department of Computer Science and Engineering, Manonmaniam Sudaranar University, for his encouragement.

I record my thanks to Dr. C. Thilakam, Professor and Head and faculties of the Department of Commerce, Manonmaniam Sudaranar University for providing me valuable advice regarding my research idea and valuable suggestions.

There is no word to express my deep gratitude to Dr. C. Nageswara Rao Principal, Government Arts and Science College, Thiruvadanai, Ramanathapuram District, and Dr. P. Maduraiveeran, Associate Professor, Department of Public Administration, Presidency College (Autonomous) Chennai-5, for their timely helping me to fulfill my research publications and provide opinions during my research work in all aspects.

I am also indebted to Dr. A. Dharmendran M.Com., M.Phil., Ph.D., Assistant Professor in Commerce, Caussanel College of Arts and Science, Muthupettai-623 523 who has helped me very much in Statistical analysis and interpretation of the data and suggestions in upgrading the Research methodology.

I am grateful and indebted to my Grandmother Mrs. R. Shanthi Raman, Dr. R. Shantharaman M.D., Professor, Department of Dermatology, Stanley...
Medical College, Chennai, and family members for their encouragement and financial support.

My heartfelt thanks to T. Prabakar, M.Sc., M.Phil., UGC- NET Assistant Professor, Department of Computer Science, SRM Arts and Science College, Chennai and Mr. S. Sasikumar M.A., M.Phil., Ph.D., UGC-NET DACES, Madras University School of Economics for giving me support, shaping and computer setting my research work completely.

I am grateful obliged to Librarian and Staff members of Manonmaniam Sudaranar University Library, Madurai Kamarajar University Library, University Of Madras Library, IFMR Chennai, and Connemara Library Chennai, for their services during the literature collection of My Research Work.

I extend thanks to my Colleagues and Friends for their inexplicable help in every stage of my research work.

I am grateful and do remember my lovable parents Mr. R. Karuppasamy and K. Lakshmi for their valuable supports and love, care and affection upon me on every stage of growth.

Above all I thank the Lord Almighty for his Grace and Being with me in this endeavor.

K. ANANTHAN