ACKNOWLEDGEMENT

First and foremost I thank the Almighty God for his blessings and knowledge to complete the thesis successfully.

I am sincerely thankful to my guide and supervisor, Dr. S. Sheela Rani, Professor in MEASI Institute of Management, for her keen interest and involvement, who was instrumental for the timely completion of thesis.

I am grateful to Janab U. Mohamed Khalilullah Sahib, Chairman and Janab A. Mohamed Ashraf Sahib, Executive Director, MEASI Institute of Management for allowing me to carry over the research work.

My special thanks are due to Dr. D. Nisar Ahmed, Director and Prof. C. Kaleemullah, Principal, MEASI Institute of Management, for their full co-operation and constant encouragement in pursuing the research work.

I am profoundly thankful to the Doctoral Committee Members, Dr. R. Venkatapathy, Director, BSMED and Dr. R. Shanmugam, Associate Professor, BSMED, Bharathiar University, Coimbatore, whose advice provided right sense of direction.

My thanks are due to Dr. R. Ravanan, Professor, Department of Statistics, Presidency College, Chennai, for his Statistical guidance, which has been useful.

My thanks are due to all the Faculty members and the non-teaching staff, MEASI Institute of Management, for their unstinted support.

My sincere thanks to a host of IT-ITES Companies executives for sharing their knowledge and helping me to collect the necessary data from their employees.

My sincere and heartfelt thanks to my parents, friends, relatives who has always supported, encouraged and stood beside me during all times and helped me from the start till the accomplishment of the thesis.