ACKNOWLEDGEMENT

I have received generous help from a number of people to carry on my research work. Without their co-operation and encouragement I could not have completed my work. With pleasure I acknowledge my debt to them.

I am indebted to many people of different walks of life for the completion of this work. There is no word to express my gratitude to Dr. D.Himachalam, Professor and Chairman, BOS, Department of Commerce, College of Commerce, Management & Computer Science, Sri Venkateswara University, Tirupati. His expert guidance, suggestions and moral support went a long way in enabling me to complete this thesis. My deep sense of gratitude, sincere love and respect for him cannot be expressed adequately.

I am very much thankful to Sri Ranga Reddy, Director, Bulk Drugs Manufacturing Association, Hyderabad, Commissionerate of Industries, Government of Andhra Pradesh, and staff of libraries of S.V.University and Osmania University and Capital IQ Information System (India) Pvt ltd, Hyderabad for their co-operation in helping me to collect the necessary information for the study.

I convey my respectful thanks to Prof.T.Siddaiah, Principal, College of Commerce, Management & Computer Science, Prof.K.Ramakrishnaiah, Head, Department of Commerce, Prof.B.Mohan, Prof.C.Sivarami Reddy, Prof.B.Bhagavan Reddy, Prof.K.Jayachandra, Prof.M.Rajasekhar, Prof.P.Mohan Reddy, Prof.B.Ramachandra Reddy, Prof.P.Narasaiah, Prof.M.Venkateswarlu, and the non teaching staff of the Department of Commerce for their moral support and encouragement in pursuing my research work.

I extend my heartfelt thanks to Dr.K.Jayachandra Reddy, Associate Professor, Dept. of Commerce, S V U P G Centre, Kavali, and Dr.Rajendra Naidu, Lecturer in Commerce, Govt. Degree College, Puttur. I owe a great deal to Mr.Manohar Lecturer in Commerce, Govt. Degree College, Puttur, Mr.K.Srinivasa Murthy, Dr.P.Venugopal, Dr.Sudarsan, Mr.V.Murali Krishna, Mr.Sudheer, Mr.S.Kishore, Mr.M.Subramanyam, Mr.C.Uday kumar and other Research scholars of the Department of Commerce. Their spontaneous support and help in ways beyond count cannot be adequately thanked.
I am deeply indebted to my beloved parents, Sri.B.Nagarathnam and Smt.B.Rajeswari, my sisters Miss B.Parvathi and Smt.S.Devi, brother in-law S.Hemadri, grand mother B.Lakshmamma and cousin P V Raman, Director, Seshachala and Shree Institute of Engineering, Tirupati who have been responsible for my higher education. They have been perennial sources of inspiration to me. I am ever indebted to them for their loving concern for me and my welfare.

I express my deep sense of gratitude to Smt.D.Sugunachalam W/o prof.D.Himachalam and their family members for their co-operation at the time of my research endeavour.

I am thankful to my friends, K.Venkateswarlu, Testing Engineer, Cognizant Technology solutions, Hyderabad, Mr.G.Ramesh, Senior Research Associate, Capital IQ Information Systems, Hyderabad, Mr.D.Bhaskar, Senior Research Associate, Capital IQ Information Systems, Hyderabad, Mr.K.Vijaya Bhaskar, Accounts incharge, Crisco Global Solutions, Hyderabad, Mr.A.Jeevan Kumar, Senior Accounts Executive, Godrej Boyce Manufacturing, Hyderabad, Mr.P.Hari Prasad and Smt.P.Latha, Lecturer, Himaja Junior College, Puttur for their moral support.

I express my heartfelt gratitude to Shri R.A Jayantha, Reader in English (Rtd), S.V.University, Tirupati for his encouragement and help in my research endeavour.

Finally I wish to thank Mr.B.Sivakumar, Vinayaka Graphics, Puttur, M. Kumaresh, Students Xerox and the whole team for their meticulous computer performance.

(CHANDRASEKHAR.B)