ACKNOWLEDGEMENTS

I deem it a great pleasure to express my deep sense of gratitude and indebtedness to my beloved teacher and research supervisor **Prof. I.V.R.L NarasimhaRao, MCom., Ph.D.,** Professor Transportation Management, Department of Commerce and Management Studies, Andhra University for he gave me an opportunity to fulfill my ambition of undertaking research and inspired me to work in this field. I am ever grateful and beholden to him for his untiring guidance, invaluable suggestions, constant encouragement, moral support and personal care throughout my research work. I gratefully cherish his kind concern and support at all times.

I bestow much and place my profound gratitude to **Prof. R. SatyaRaju,** HOD, **Prof. M. Lakshmipathiraju,** Chairman, and **Prof. D.PrabhakaraRao,** Dean of the Department of Commerce and Management Studies, Andhra University for giving an opportunity in their esteemed Department.

I am deeply indebted to **Sri. K. Chandra Shekar,** Head of Distribution, NFCL Kakinada for giving me an opportunity to carry out my research in their esteemed organization. Also I express my gratitude to the staff members of NFCL Sri. P.V.S. Shankar, Sri. A.V.Ram Das, Sri. E.V.A.T Babu, Sri. A.L. NarasimhaRao, Sri. I.V.R. Suresh, D. Krishna, Appalaraju and Sri.M. Jaya Ram who has been a continuous source of help in data collection in the organization.

I express my gratitude to **Prof K.SreeramaMurthythe Principal, Colleges of Arts and Commerce, Andhra University, Visakhapatnam, for giving an opportunity for doing Research in the college.**

I owe much and place my profound gratitude to all my **JawaharNavodayaVidyalay, Peddapuram 89 – 96 Batch friends** specially **P.R. Bhusan, Dr. K. Krishna Kusuma, Dr. D.S. Kumar, K.V.V.S.Nagesh** and co-
scholars K. RamanaMurhty, B.V. Varma, Dr. Venkateswara rao and D. Subbarao for their support, help, care, cooperation and constant encouragement without which I could not have completed this task.

I am also thankful to Sri. B. RajeswaraRao, the Chairman VISIT Engineering College, Dr. B. SadasivaRao ME., Ph.D., the Principal VISIT Engg. College, Prof. Y.R.K.P.R Babji HOD, department of MBA and staff members George, M. Mukkaranna, K. ShekarBabu, P.J. Daniel, M. PrakashBabu, B. GiriBabu, K. Satyanarayana, R.S. Rayadu, Mr. & Mrs. Venkat, T. Sreenivas, M. Trinadh, K. DiyaAnusha and all my beloved colleagues for extending their help in Research Work. I am also thankful to the library Andhra University, J.N.T.U.K Library, Hyderabad Central University, Osmania University, for timely library fellowship.

Finally, I wish to sincerely acknowledge that I got immensely benefited from the discussions that I usually have with my students during my class-room teaching. I have great pleasure in extending my thanks to my beloved family members Amma, Little Brother Charles, my wife SwarnaLatha, my son Joshua Gabriel, Sudhakar, my daughter Praisy, Uncle Prabhu Das, bavagarulu John Babu, Ratnam, Satya and all my Brothers and Sisters, Sister-in-laws Hema and Suma for their moral support and help.

December, 2012                                      (PRASADA RAO BONDADA)