ACKNOWLEDGEMENT

Work of such a nature and magnitude is not possible to accomplish without help, support and encouragement from many people. It is indeed my pleasant privilege to express my deepest gratitude to all those who very kindly helped me in completing this research work.

When I decided to undertake this work, I was naturally unsure and hesitant because of the sheer enormity and complexity of the task. The defining moment was when I first approached Dr. Lalit Prakash Pateriya with a request to be my guide for this doctoral research work. His clear vision, conceptual clarity and humane persona endowed me with boundless hope and confidence. So enormous has been his help and guidance that it is practically impossible to express gratefulness to him for the same. Yet I do express my humble gratefulness to him. He has filled me with a confidence that now I will have no hesitation in taking a work of any magnitude under his benign guidance. I will be doing a great injustice to myself if I fail to acknowledge Mrs. Renu Pateriya, wife of Dr. L.P. Pateriya, for being the true and benevolent Annapurna during my numerous visits to Bilaspur that I undertook to complete this work.

My every achievement has been possible because of the deep love and blessings of Mrs. Shila Jha, my revered mother. I am indebted for what she has always been for me.

Prof. J.L. Gupta, Honourable Vice Chancellor, Guru Ghasidas University and Prof. Girijesh Pant, Former Vice Chancellor, Guru Ghasidas University and Professor, Jawaharlal Nehru University, Delhi, very kindly imbued a sense of unflinching purpose in me that gets reflected in my work. Their emphasis on quality work helped me to remain cautious and aware of my deep obligation. With all my humility I thank these two distinguished academicians for the words of wisdom they enriched me with.

I feel infinitely indebted to Prof. L.M. Malviya, Dean, Faculty of Management & Commerce, Dr. H. Kumar, Dr. S.V.S. Chauhan, Dr. B. D. Mishra, Mrs. B. Pandey of Department of Management Studies, Dr. J.S. Dangi and Dr. A. K.
Jha of Dept. of Pharmacy of Guru Ghasidas University for their help and cooperation.

I offer my sincere gratitude to Mr. S. D. Joag, Honorary Secretary, Indian Pharmaceutical Association, for making my industrial survey possible.

I express thanks to Brig. (Dr.) R.S. Grewal, and Brig. (Dr.) S. S. Pabla, former and present Directors, Sikkim Manipal Institute of Technology, respectively, for their support, particularly the willingness to allow me extended leaves, that has been of critical importance to complete this study.

I also express my thanks to Sonia, Anamitra, Amit, Dorendra, Bedanta, Hiren and Anindita, all my colleagues at Sikkim Manipal Institute of Technology for sharing my responsibilities and for helping me.

I express my deep indebtedness to Dr. N. K. Tiwari, Former Registrar, Guru Ghasidas University, Dr. A.N.Jha, my revered father-in-law and Dr. (Mrs.) R.Jha, my revered mother-in-law for constant blessings and support that has been essential for the successful completion of this research work.

Aseem Jha and Meeta Jha, Bhaiya & Bhabhi and Jaya and Pratul Saraswati, Didi & Jeejaji, have always stood by me in every moment of need and celebration. Their deep affection and blessings too were the most important components of successful conclusion of this work. My precious children - Meesha, Runjhun, Supriya, Vihan, Vanya, Parul, Siddharth, Raghu, Raghvendra, Sushanta, Aranya, Vatsalya and Nikita are thanked for being the greatest source of my happiness.

I find myself incapable to express my gratefulness to Sangeeta, my wife for her help.

I thank Mr. Vinay Singh for diligently typing the manuscript and helping in completing the work in time.

It is indeed a pleasure to express my genuine appreciation to all the marketing experts and physicians who thoughtfully participated in surveys and responded to my queries on Internet and offered valuable information and suggestions that have made this little work meaningful.
Endeavor of this nature draws life from works of various known and unknown scholars. I am fortunate to have learnt immensely from the vision and insight of many scholars. I offer my sincere most gratitude to all of them. I may have inadvertently borrowed or quoted from their venerated works without mentioning their names. I request them to excuse me for the same and respectfully give the credit due to them and acknowledge their work.

Last, but not the least, I thank all those who have directly or indirectly helped me and whose names have now escaped from my memory. I gratefully acknowledge their help which indeed has been immeasurable.

(Ajeya Jha)