Acknowledgements

I deem it a great privilege to express my profound respect, deep sense of gratitude and sincere thanks to my research supervisor Dr. B. Ramachandra Reddy Professor, Department of Commerce, S.V. University College of Commerce, Management and Computer Science, Tirupati for his constant encouragement and guidance and for the meticulous care with which he has scrutinized the manuscript, besides offering me useful and constructive suggestions during the course of the study.

I am also highly grateful to Prof. K. RAMAKRISHNAIAH, Principal, S.V.U College of Commerce, Management & Computer Science, Sri Venkateswara University Tirupati for his valuable suggestions.

I specially thank to Prof. B. BHAGAVAN REDDY, Dean, Faculty of Commerce and Management, S.V.University, Tirupati for his help and valuable suggestions.

I would like to express my gratitude to Prof. P. Mohan Reddy, Chairman, BOS, Department of Commerce, and Prof. K. Jayachandra, Head, Department of Commerce, Sri Venkateswara University, Tirupati for their support and help.

I am thankful to Prof. M. Rajasekhar, Prof. P. V. Narasaiah, Prof. M. Venkateswarlu, and Dr. K. Jayachandra Reddy, Department of Commerce, Sri Venkateswara University, Tirupati for their encouragement and suggestions.

I am grateful to my loving parents Smt. A. YANADAMMA & A. ENKATESWARULU and I am highly indebted to my brother A. SRINIVASULU, who has been a source of inspiration, constant help, with his never failing encouragement and affection throughout my research work.

I specially thanks to Prof. M. A. K. Sukumar, (Rtd.), Professor of English and Former Rector, S.V.University, Tirupati for his help in correcting the manuscript of the thesis and timely help in the completion of my research work.

I would like to express my sincere thanks to Dr. A. Sudhakaraiah, Assistant Professor, Dept. of Future Studies, S.V.University, Tirupati for his co-operation, parental help during the course of my Ph.D. work.
I express my sincere thanks to Dr. Venky Williams, Dr.M.Sudhakar, Dr.Babu, Dr.Raj Kumar, Dr.Mujahid, Dr.Jeevana, Ramesh and Narayana, for their encouragement and support.

I am thankful to my research scholars like Dr.M.C.Venkatanath, Dr.D.Subramanyam, Dr. Uma, Dr.Sivasankar, J.Ramadevi, Siva, Manohar and Nirmala Department of Commerce, Sri Venkateswara University, Tirupati, and my Friends, Prasad, Dileep, Raji, Swapna, Saritha, Subbu, Hari, Gopi, Narayana, Radhika and Sekher for their support and help.

I am thankful to Madhavi, Mahi and Rathnam for their cooperation in typing neatly my research work.

Signed A. CHIRANJEEVI