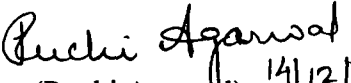


DECLARATION

I, Ruchi Agarwal hereby declare that I conducted my research work on 'Devising Market Entry Strategies for Indian Products in International Markets: An Approach Applied to GCC Countries' in the Institute of Management Studies, Himachal Pradesh University, Summer Hill, Shimla. This study is conducted to devise market entry strategies for Indian products in GCC market. The present study shall provide insight on the different factors that affect the market entry strategies of Indian firms when entering the GCC market. I am submitting this thesis for the award of Degree of Doctor of Philosophy in the Faculty of Commerce and Management Studies. I further declare that this work is original and I have not submitted this for the award of any degree to any other university.


(Ruchi Agarwal) 14/12/09