ACKNOWLEDGEMENTS

Though the following dissertation is an individual work, Completion of this would not have been possible without the guidance and the help of several individuals who in one way or another contributed and extended their valuable assistance in the preparation and completion of this study.

Firstly, I express my sincere gratitude to my Research Director, Prof. T. Umamaheswara Rao, M.Com., M.B.A., M.Sc.(Psy), M.A.(Socio), M.A.(Phil.), B.L., Ph.D., Dean of the Faculty of Commerce & Business Administration, Principal, College of Arts, Commerce and Law, Acharya Nagarjuna University, Nagarjuna Nagar who has guided my research work with scholarly advise and meticulous care. In spite of the heavy pressure of his work, he spared countless hours of his valuable time and evinced keen interest and personal care at every stage of my research. I consider it my privilege and opportunity to work under his able guidance. But for his help, constant encouragement, guidance and moral support it would have been impossible to pursue and complete the present work. I thank him wholeheartedly.

I profusely thank Dr. Smt. V. Koteswaramma, Secretary and Correspondent, Montessori Mahila Kalasala, who has always advised on the need to be in pursuit of academic excellence. This encouragement inspired me in the successful completion of this work.

I take this opportunity to thank Dr. P. Venkateswara Rao, Director and Head, Department of Business Administration, Montessori Mahila Kalasala for permitting me to take time off whenever required and for extending his kind co-operation at all stages of present work.

I thank Dr. B. Harajagannath, Retired principal, TJPS College, who went through the manuscript and offered his suggestions which have been very useful in enhancing the quality of the work.
I also thank Prof. K. Chandan, Head, Department of Statistics, Acharya Nagarjuna University for his suggestions in carrying out statistical analysis.

I would like to show my gratitude to Dr. T. Rama Devi, Reader, Sri Durga Malleswara Siddhartha Mahila Kalasala, for her encouragement and affection during the pursuance of my research work.

I thank all my colleagues for their co-operation in doing my research work without interruption.

I put on record my thanks to Dr. V. N. Sailaja and Smt. V. Rama Devi for their encouragement and advice in my research work.

I owe sincere and earnest thankfulness to the Head, Department of Business Administration, Acharya Nagarjuna University for his support. I also thank library staff for helping me to locate the books and for providing me support required for the completion of research. I would also like to thank office staff at Department of Commerce, Acharya Nagarjuna University for their co-operation.

I am indebted to a number of Government Officials, Horticulture Department Experts, Oil Palm Farmers, Managers and Executives of Oil Palm processing units in Krishna District (Ruchi Soya and Godrej) who extended their help to me in conducting survey.

I'll be failing in my duty if I do not express my thanks to my spouse Dr. M. V. Bhaskar and my daughter M. V. Sai Shriya who all along encouraged me in my work. Most importantly, I thank my parents (Sri. N. Samira Kumar and Smt. N. Sarojini Devi), my in-laws (Dr. M. S. P. Chakravarthy Acharyulu and Smt. M. Vijaya Lakshmi) and my brother (N. Sri Harsha) for their moral and emotional support that kept me going all through the arduous period of my research and made it possible to finally complete this thesis.

N. BINDU MADHAVI