Acknowledgement
ACKNOWLEDGEMENT

This thesis would not have been possible without the guidance and help of several individuals, who in one way or many added and extended their valuable support for this study. It is indeed my pleasure to convey my sincere appreciation & gratitude in earnest.

I offer my most sincere respects & gratitude to my supervisor, Prof. S.Ganesan, Director, KPR School of Business for providing continuous support, unreserved guidance, inspiring discussion and constant supervision throughout my Ph.D and this research work. His timely help, patience, motivation, enthusiasm, immense knowledge and conscientious efforts made it possible for me to improve the quality of my research work and take the thesis to this level. It would be an honor to receive guidance and support in every step I take.

I also express my sincere thanks to Dr. S.Kaliyamoorthy, Director, Alagappa Institute of Management for his encouragement and timely assistance.

I gratefully acknowledge Padmashree Dr.G.Bakthavathsalam, Chairman, KGiSL Trust, Shri.Ashok Bakthavathsalam, Managing Trustee and Smt.Divya Ashok, Trustee, KGiSL Educational Institutions for being favorable and encouraging towards carrying out my study and for their affectionate words and considerate support.

I have but no words to state anything about my parents at this juncture, I would like to thank my father and mother, Sri.A.N.Ranganathan and Smt.R.Rathnam who encouraged and helped me at every stage of my personal and academic life, and longed to see this achievement come to fruition.
I sincerely thank my older sister Mrs. R. Rajshri, Brother-in-law Mr. R. Raveendran and elder sister Mrs. R. Ananthinarayani and family for encouraging me and providing every help to fulfill my task. I also express my sincere and deepest gratitude to my life partner Mr. M. Sathis Kumar, for his personal support, patience, reassurance, and belief in me whole heartedly at all the times during these years. To my family members I dedicate this thesis.

A special word of gratitude to Mrs. N. Renugadevi for her valuable help and fitting support in statistical analysis.

Above all I express my indebtedness to the “ALMIGHTY GOD” for showering all His Blessings and Kindness at all the times.