ACKNOWLEDGEMENT

I would like to place on record my deep sense of gratitude to my research guide Dr. V. CHINNIAH, M.B.A., M.Com., M.Phil., B.L., Ph.D., Professor and Head, Department of Management Studies, Madurai Kamaraj University who has been a great source and force of inspiration and support to me. Without his valuable suggestions, constructive comments, learned guidance and timely encouragement this work would not have been completed in the present form. Prof. V. CHINNIAH was cordial, helpful and friendly throughout the period of the research work. As an exemplary research guide, he is a role model in whose hands researchers are safe and successful.

I am thankful to Dr. (Mrs.) KALYANI MATHIVANAN, M.A., Ph.D. D.Litt., Vice-Chancellor, Madurai Kamaraj University, Madurai, and Dr. A. MUTHU MANICKAM, Registrar i/c., Madurai Kamaraj University, Madurai, for their administrative support.

I am thankful to Dr. P. ANANDARAJ, Teaching Assistant, Department of Business Administration, Madurai Kamaraj University College, Madurai, Dr. V. PANDI, Guest Faculty, Department of Commerce, Madurai Kamaraj University, Madurai, and Mr. S. SENTHIL PANDIAN, Computer Operator in the Department of Management Studies, Madurai Kamaraj University for their valuable support.

I place on record my sincere appreciation for all who extended their valuable support for data collection.

I thank M/s. Balaji Computers, Madurai, for having neatly executed the printing and binding work of the thesis.

(PP. CHELLTHURAI)