

ACKNOWLEDGEMENT

First and foremost, I wish to propose my gratitude to the **ALMIGHTY** for showering His endless blessings over me during the period of preparation of the thesis.

I am pleased to express my profound gratitude to my Guide, **Dr. S. Murugan**, Associate Professor in Commerce, Vivekananda College of Agasteeswaram, and Co-guide **Dr. M. Edwin Gnanadhas**, Associate Professor in Commerce, Scott Christian College (Autonomous), Nagercoil, for their valuable guidance, inspiration and encouragement and help at all stages of the thesis work. I find no words to express my indebtedness to them for their inspiration. And also I thank them for spending their valuable time for this work. I am deeply grateful to them.

I feel very fortunate to express my sincere gratitude to **Dr. R. Pon Murugan**, Associate Professor in Commerce, T.D.M.N.S. College, T. Kallikulam for his constant encouragement, constructive criticisms, useful suggestions and patronage throughout the course of the study.

I express my sincere thanks to our respected College Secretary **Er.P.Kumaraswamy**, and beloved Principal **Dr.V.M.A. Surendra** for their fervent support, motivation, and

encouragement in carrying out this research work. I thank **Dr. X. Antony Thanaraj**, Associate Professor in Commerce, Scott Christian College (Autonomous), Nagercoil, I also thank **Prof. P.S. Ramaswamy**, Head of the Department of Commerce, **Dr. S. Arul Stephen, Dr. N. Indra**, Assistant Professor in Commerce, **Prof. C. Babu**, Associate Professor in Botany, **Prof. S. Tamilarasan**, Associate Professor in Chemistry of Pioneer Kumaraswamy College, Nagercoil for their support and encouragement for the completion of the thesis.

My sincere thanks to **Prof. A. Jeyakumar**, Assistant Professor in English, S.T. Hindu College, Nagercoil for his timely help in completion of the thesis.

I am also thankful to my wife **T. Anantha Vijaya** and my Son **T. Sathish, T. Ajith** for their help and co-operation.

I am thankful to all the respondents who have patiently answered to my queries for the successful completion of my study.

I express my sincere thanks to **Win-Tech Computers**, Chettikulam, Nagercoil for their help and support in bringing out this thesis in this beautiful form.

Finally I thank all who helped me in this research work.

A. THANGASWAMY